

Supermarket Sales Dashboard Analysis

Objective

This report provides a visual summary of supermarket sales performance across various cities, branches and categories including product lines, branches, cities, and time periods.

Key Metrics

- Total Sales: 322.97K
- Cost of Goods Sold (COGS): 307.59K
- Total Quantity Sold: 5510 items
- Average Rating: 6.97

Insights

1. Product Line Performance

The Food and beverages category leads in total sales, followed closely by Sports and travel. Health and beauty shows the lowest sales, indicating potential for marketing focus.

2. Branch Comparison

All three branches (C, A, and B) have relatively close total sales. Branch C slightly leads, suggesting possible stronger customer engagement or location advantage.

3. Monthly Trend Analysis

Sales showed a declining trend from January to February. It increased slightly in March but we need to dig deeper understand what led to the trend in sales.

4. City-wise COGS Distribution

Yangon has the highest COGS (105.3K), while Naypyitaw and Mandalay are tied at 101.14K. This could reflect different cost structures or customer demand in each city.

Recommendations

- Investigate causes of sales decline from January to February.
- Consider promotional strategies for underperforming product lines like Health and Beauty.

- Analyze cost efficiency in Yangon, given its higher COGS.
- Motivate employees with incentives when they sell more in underperforming branches in order to boost sales in those branches