

SUPERMARKET SALES PERFORMANCE

In this project, I was able to create a detailed sales performance dashboard using Power BI. The goal of this project is to analyze and visualize the sales data to gain insights and help the supermarket make data-driven decisions. I explored the dataset to create a meaningful visualizations and interactivity for users to derive insights.

KEY FINDINGS

1. Branch C has the highest total sales (110.57k).
2. Fashion accessories is the product category that sells the most. The product is mostly purchased by the female.
3. Based on the customer types, there are more female members (261) than the male (240).
4. Customers prefer to use E-wallet or cash when paying for items.
5. Across all the branches, the supermarket had most sales in January.

RECOMMENDATIONS

- To promote the supermarket sales, invest more in various marketing techniques especially in branch A and B.
- Introduce loyalty program by identifying loyal customers and rewarding them, it will encourage them to spend more to earn the loyalty reward.
- Enlighten the customers more on the other payment methods.