**INSIGHTS AND RECOMMENDATIONS ON THE SUPERMARKET DATA ANALYSIS**

**From the Visualization and analytics, we can make conclude that:**

* the fashion accessories products are the best-selling products across all branches and contribute significantly to the business’s overall sales, followed by food and beverage products.
* most customers make payments via Cash or Electronic payment platforms
* there are slightly more female customers than male customers. However, the difference is very small, and the distribution of genders is almost equal.
* food and beverages, Sports and travel, and fashion accessories seem to be very popular among the female customers
* Health and beauty products and electronic accessories are popular amongst the male customers
* The Lagos and Abuja branches have similar sales figures, with only a slight difference of 0.03%.
* The Port Harcourt branch has the highest sales figure among the three branches, with a difference of about 4.5% compared to the other two branches.
* There are sales records from walk-in customers in the Lagos branch compared to the other two branches
* In the month of January Abuja had the highest total sale, while in the month of February and March Port-Harcourt had the highest total sales.
* This could imply that January is a peak season for sales while February is a low season
* Fashion accessories cost more and are purchased less by customers.
* Electronic accessories cost less and are purchased more by customers. There is a correlation between the cost of products and customer purchasing behavior, with lower-priced products being more popular across all three branches. This could be due to factors such as affordability, perceived value for money, and purchasing power of the customer base.

**Recommendations**

* the business could consider introducing new product lines that are related to fashion accessories or food and beverage products, improving their inventory management and promoting these products more aggressively. By doing so, the business could potentially increase its sales and profitability.
* Since cash is still a popular payment method, it's important to make sure that cash handling procedures are secure. This includes having a clear process for counting and depositing cash and ensuring that cash is stored securely on the premises. The Business can also encourage the use of payment platforms.
* Given that certain products are popular amongst specific genders; the business could create targeted marketing campaigns to attract more customers. For example, they could create marketing campaigns highlighting fashion accessories, sports and travel products for female customers, health and beauty, and electronic accessories for male customers.
* The Business can analyze the sales strategies and marketing efforts in the Port Harcourt branch to identify any effective tactics that could be replicated in the other branches to increase sales since the Port Harcourt branch is performing better than the other two branches.
* Take advantage of the peak sales season in January and plan for increased inventory and staff to cater to the expected high demand. Offer incentives to customers to encourage them to make purchases during low sales season, such as February.
* it will be beneficial for the business to consider offering more affordable options for fashion accessories to increase their popularity and sales. On the other hand, the business could also consider stocking higher-end electronic accessories to cater to customers who are willing to spend more on such products.
* Implement a customer loyalty program that incentivizes repeat purchases and rewards customers for spending more money on higher-priced products. This can help to encourage customers to try new products and build long-term relationships with the brand.