

# **SUPERMARKET:**

## **SALES REPORT**

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Evalyn Njagi

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# EXECUTIVE SUMMARY

This report provides an analysis of supermarket sales data to evaluate key performance indicators (KPIs) and gain insights into customer behavior, product performance, and financial metrics. The findings will help in optimizing inventory, enhancing customer experience, and increasing overall profitability.

## INTRODUCTION

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The objective of this analysis is to assess sales trends, product line performance, customer demographics, and revenue distribution across different branches.

By identifying patterns and trends, we aim to provide data-driven recommendations to improve supermarket operations.

## 2. DATA DESCRIPTION

- ❖ **Invoice ID:** Unique identifier for each transaction.
- ❖ **Branch:** Store branch where the transaction took place (A, C).
- ❖ **City:** Location of the store (Yangon, Naypyitaw).
- ❖ **Customer Type:** Member or Normal customer.
- ❖ **Gender:** Male or Female.
- ❖ **Product Line:** Category of the product purchased (e.g., Health and Beauty, Electronic Accessories).
- ❖ **Unit Price:** Price per unit of the product.
- ❖ **Quantity:** Number of units purchased.
- ❖ **Tax 5%:** Tax applied to the total price.
- ❖ **Total:** Total amount paid, including tax.
- ❖ **Date & Time:** Timestamp of the transaction.
- ❖ **Payment Method:** Mode of payment (Ewallet, Cash, Credit Card).
- ❖ **COGS:** Cost of Goods Sold.
- ❖ **Gross Margin Percentage:** Percentage of revenue exceeding COGS.
- ❖ **Gross Income:** Earnings from the transaction before deductions.
- ❖ **Rating:** Customer satisfaction rating.

# METHODOLOGY USED:

- **Data Cleaning:** Handled missing values, checked for duplicates, and ensured proper data formatting.
- **Data Processing:** Performed aggregations, trend analysis, and KPI evaluation.
- **Tools Used:** SQL for querying and data transformation.
- **Visualization:** Power Bi

# 6 DASHBOARD:



# KEY FINDINGS

## 3.1 Sales Performance

- The highest revenue-generating product lines were Food and beverages, contributing 17.4% of total sales.
- The top-performing branch was Branch C, generating the highest gross income.
- The Minimum transaction value per customer was \$10.68
- January recorded the highest revenue, followed by March, while February showed a dip in sales.

## 3.2 Customer Insights

- Gender Distribution: 52% of customers were female, while 48% were male.
- Payment Methods: Credit card transactions accounted for 31%, followed by cash (35%) and E-wallet (34%).
- Peak Shopping Hours: Most sales occurred between 12 PM – 4 PM, indicating it peaks during lunch-hour traffic.

- **Peak Shopping Days:** Most sales occurred on **Saturday and Tuesday** with average sale 56120\$ and 51482\$ respectively.

### 3.3 Financial Insights

- **Gross Profit Margin:** 4.76% across all branches, indicating stable profitability.
- **Cost of Goods Sold (COGS):** Accounted for 95% of total revenue.
- **Average Gross Income Per Transaction:** \$15.50.

### 3.4 Operational Insights

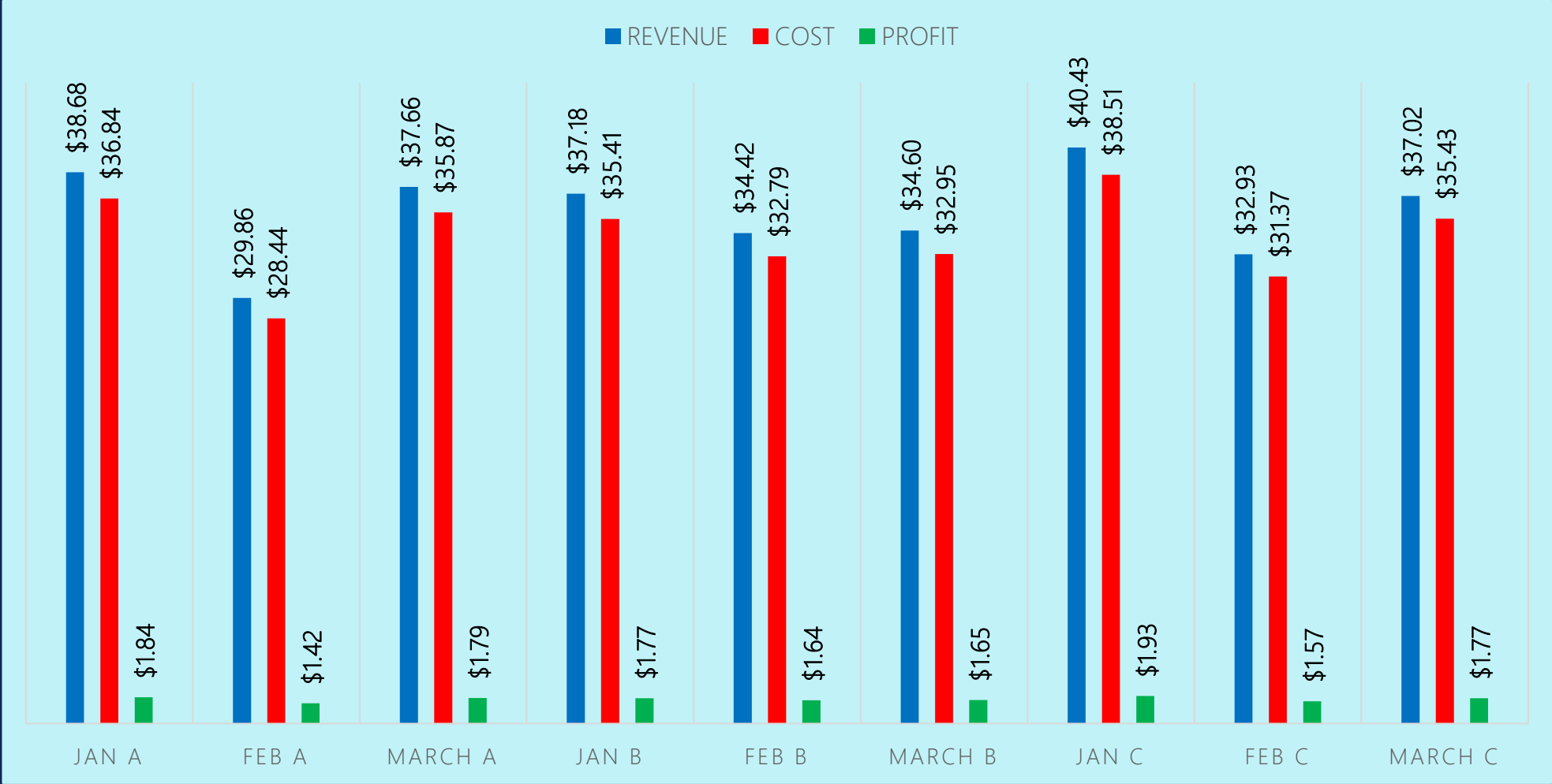
- **Customer Satisfaction:** The average rating was 6.9/10
- **Preferable mode of Transaction:** Cash, followed by Ewallet and lastly Card.
- **City that produces highest revenue** is Naypyitaw at \$110.57k



# Q1 PERFORMANCE PER BRANCH:

BRANCH	MONTH	REVENUE	COST	PROFIT
A	JAN	38.68K	36.84K	1.84K
	FEB	29.86K	28.44K	1.42K
	MARCH	37.66K	35.87K	1.79K
B	JAN	37.18K	35.41K	1.77K
	FEB	34.42K	32.79K	1.64K
	MARCH	34.60K	32.95K	1.65K
C	JAN	40.43K	38.51K	1.93K
	FEB	32.93K	31.37K	1.57K
	MARCH	37.02K	35.43K	1.77K

# MONTHLY PERFORMANCE:



## 4. RECOMMENDATION

- **Targeted discounts or loyalty programs** could help improve performance. By creating a rewards system to incentivize repeat customers through offering points, discounts, or exclusive deals based on their purchase history.
- **Optimize Peak Sales Hours:** More staffing and promotions around midday and evening could enhance customer service and boost revenue.
- **Promoting health and beauty products** by sending emails to inform clients about promotions, recommending complementary products, and providing free skin screenings to match products with their skin type.

- **Renegotiate buying price** with suppliers for a new lower rate or vendors can throw in free shipping where possible to lower the cost of goods.
- **Monitor Branch B's Performance:** Address inefficiencies, adopt to Branch C's promotion techniques and optimize operations to improve its profit margins.
- **Encourage non members to subscribe** to the supermarket membership program by describing the advantages of being a member .

**Link to SQL analysis and interactive dashboard**

<https://github.com/EvalynTheAnalyst/SUPERMARKET-Q1-ANALYSIS>

# CONCLUSION

The supermarket performed well overall, with stable revenue and profit margins. However, opportunities exist to increase profitability through targeted promotions, product optimization, and improved customer engagement. Implementing the recommendations will help sustain long-term growth and competitiveness.