# Supermarket Sales Analysis Project.

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## Client/Sponsor:

NetTech Assignment

## Purpose:

The objective of this assignment is to analyze the supermarket sales dataset to derive actionable insights related to consumer behavior, sales performance per supermarket chain, category, and location, peak selling hours and days, product placement, and targeted promotions.

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | Description |
| Collection of data | Existing data for cleaning. |
| Analyzing data | Determine sales performance per supermarket chain, category and location.  Peak-selling hours and days.  Product placement  Targeted Promotion. |
| Delivery of final report | Creating recommendations on areas of advertisement to focus on. |

Report:

**Primary KPIs:**

* Product Placement
* Target Promotion
* Sales per Supermarket.
* Peak selling hours.

This sales dashboard integrates numerous crucial KPIs, including monthly sales, sales per supermarket, customer preferred purchases, peak selling hours, and peak selling days. Users can delve deeper and interactively investigate these metrics based on the geographic locations of each supermarket.

According to the findings, food commodities are the most frequently purchased items by clients, followed by beverages and snacks. Fixed assets, on the other hand, have only been purchased twice, both times at Naivas supermarket.

The report indicates that sales peak in the afternoon and are lowest during morning hours. Naivas supermarket emerges as the preferred choice compared to other supermarkets.

**Recommendations:**

Based on the analysis, I recommend discontinuing fixed assets immediately due to only two purchases throughout the year. Instead, reallocating resources towards food commodities is advisable. Furthermore, enhancing advertising efforts for high-end products will help boost sales and expand our reach within the target market.