# User Story 63

As a supermarket manager, I want to be able to view and analyze data on sales and customer trends, so that I can make data-driven decisions about promotions, discounts, and product offerings.

## Acceptance Criteria

The system must be able to generate detailed reports on sales and customer trends. The system must provide real-time sales data to managers. The system must be able to segment sales data by product category and customer demographics. The system must have user-friendly data visualization tools to help managers interpret and analyze sales data.