
Executive Summary

The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data. Predictive data analytics methods are easy to apply with this dataset.

Overview :

This dashboard provides a comprehensive analysis of supermarket sales for the first 3 months of 2019. It highlights key performance indicators (KPIs) such as total gross income, average gross margin percentage, total cost of goods sold (COGS), total sales, and the number of transactions. The dashboard further explores sales performance by gender, payment methods, product lines, customer types, branches, and monthly trends.

Findings and conclusions

- **Total Gross Income:** The supermarket generated a total gross income of 15.38 K in 2019.
- **Average Gross Margin Percentage:** The average gross margin for the year was 4.76%, indicating consistent profitability across sales transactions.
- **Total COGS:** The total cost of goods sold amounted to 307.59 K, providing insight into the expenditure on inventory.
- **Total Sales:** The total sales for the year were 322.97 K, reflecting the overall revenue generated.
- **Number of Transactions:** A total of 1,000 transactions were recorded.
- **Sales Analysis by Gender:** Female Customers Generated 167.88 K in sales, indicating a significant contribution to the overall revenue.

- **Sales by Customer Type :**

Members: Contributed 164.22 K in sales, showcasing the loyalty and purchasing power of regular customers.

Normal Customers: Generated 158.74 K, indicating strong sales from walk-in or non-member customers as well.

- **Monthly Sales and COGS Trends**

The monthly trends for sales and COGS highlight peak performance in January and a dip in February:

January: Total sales 116 K, COGS 111 K.

February: Total sales 93 K, COGS 97 K.

March: Total sales 109 K, COGS 104 K.

Recommendations

- The significant contribution from female customers and members suggests targeted marketing strategies could further enhance sales from these groups.
- Consider implementing loyalty programs or special promotions aimed at female customers and existing members.

Seasonal Planning:

- Understanding the monthly sales trends can aid in better inventory planning and promotional activities to smoothen out seasonal dips.
- Develop targeted campaigns to boost sales during typically lower-performing months like February.

Click to get the Data Source link