

# Supermarket sales Report

For year 2019

Executive Summary

Trend Analysis

Product Analysis

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Back

Executive Summary

Total Sales

\$135.36K

Total Gross Income

\$6.45K

Total Quantity

2,345

Top Three Performing Product lines



Time of the Day with Highest Sales

Afternoon  
\$50,375.89

Week Day with Highest Sales

Tuesday  
\$29,125.44

Payment Channel Recording to Highest Sales

Credit card  
\$46,794.05

Month With the Highest Sales

September  
\$13,767.29

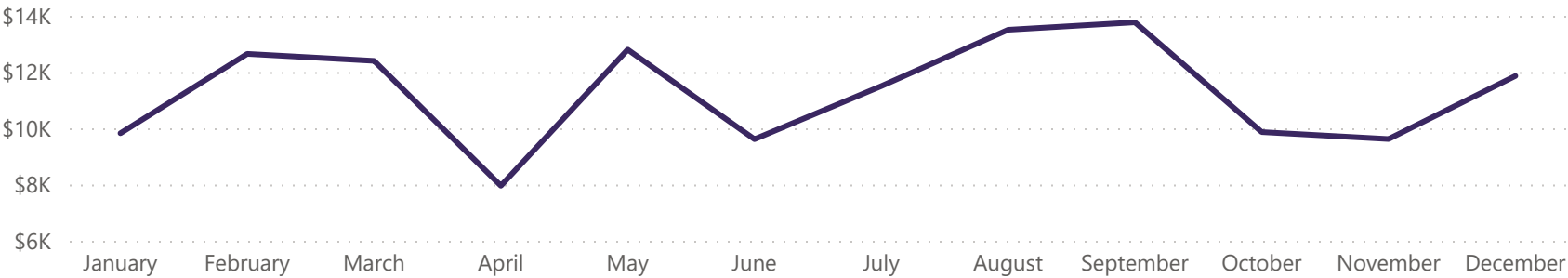
Branch Location Recording to Highest Sales

Naypyitaw  
\$47,284.53

Gender With Highest Sales

Female  
\$74,693.19

Sales across the Months





Back

Sales By Month

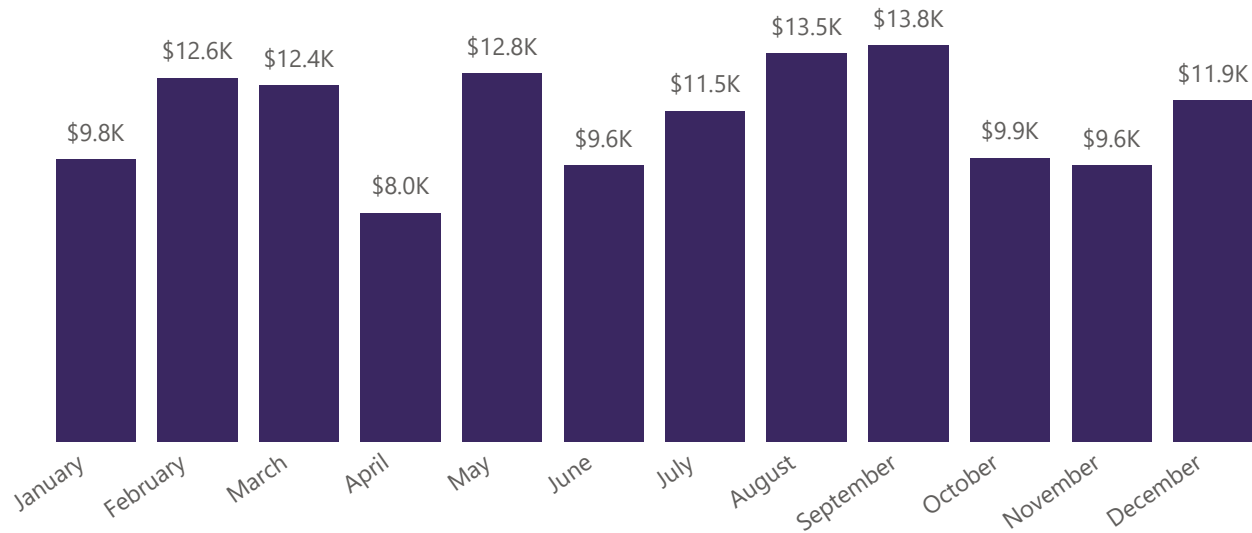
Total Sales by Time of the day

Total sales by the Day of the Week

Increase marketing and advert budget in April, June, and November.

These months have the lowest sales which may be due to the lack of advertisement.

Total Sales By Month



**Sum of Sales ranged from \$7,957.6245 to \$13,767.285.** September had the highest Sum of Sales and was 73.01% higher than April which had the lowest total sale. September accounted for **10.17%** of the overall total Sales.



Back

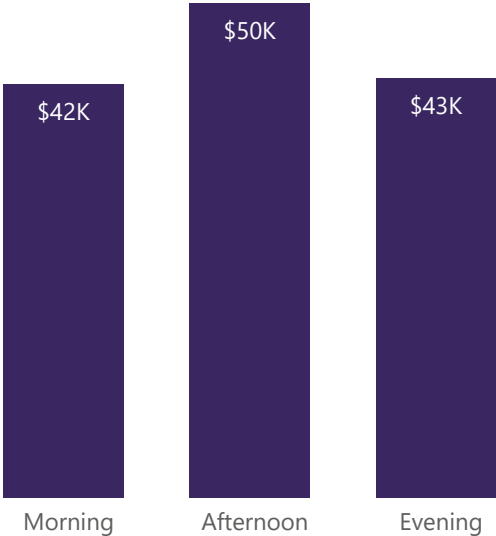
Sales By Month

Total Sales by Time of the day

Total sales by the Day of the Week

Open the Supermarket at 8:00 AM earlier to increase morning sale.

Total Sales By Time of the Day



Afternoon accounted for **about 37.22%** of Sum of Sales. Afternoon had the highest Sum of Sales at \$50,375.892, followed by Evening and Morning.

The Super Market Branches open at **10:00 AM**, after most working-class people have gone to work thereby discouraging people who resume work at **8:30 AM** from buying at the Market.



Back

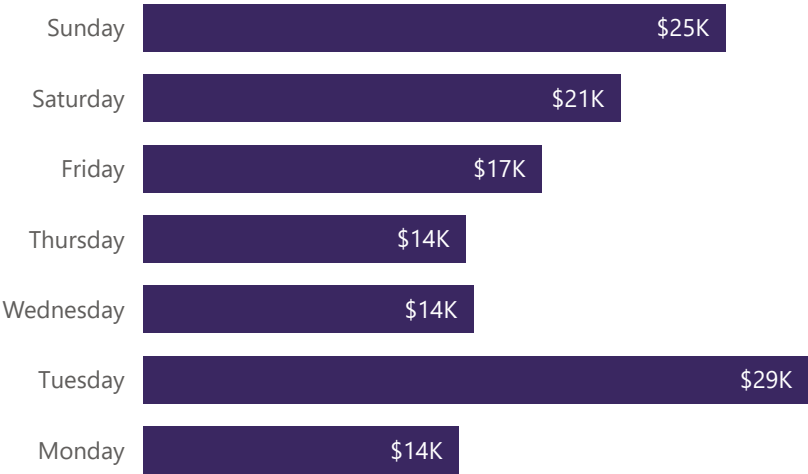
Sales By Month

Total Sales by Time of the day

Total sales by the Day of the Week

Please give **more incentives and discounts** to increase sales on Monday

Total Sales By Week Day



Sales was **marginally lower** on Monday than any other days of the week.



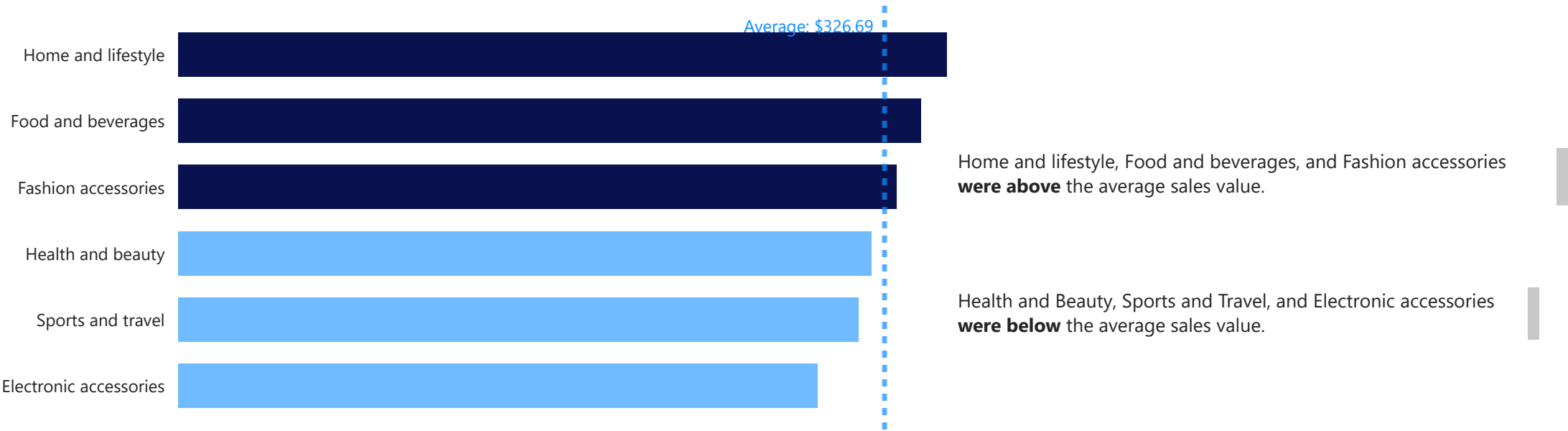
Back

Average Sales by Product Line

Total Sales by Product and Gender

Re-evaluate the pricing strategy of the three products lines below the overall average sales value of \$326.69.

Average Sales across Product Line





Back

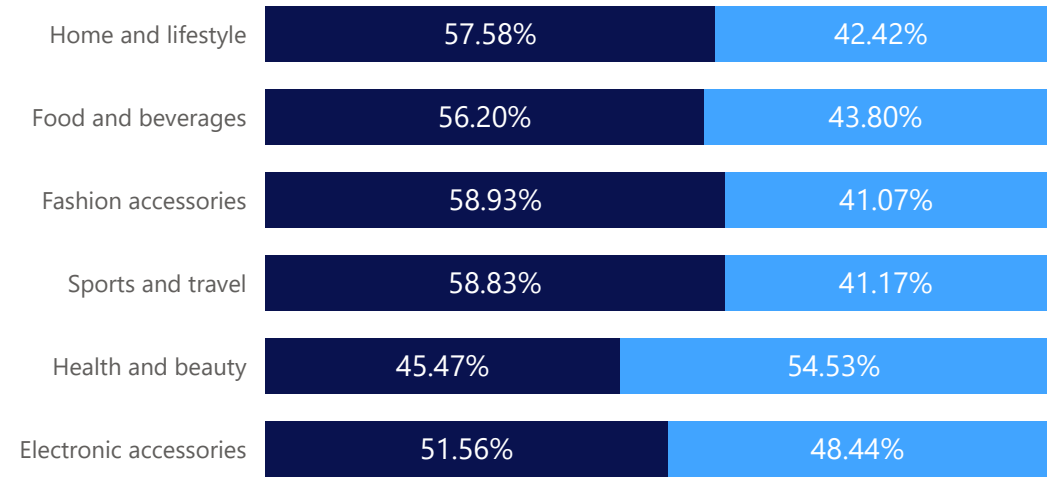
Average Sales by Product Line

Total Sales by Product and Gender

Create a separate product lines for Fashion accessories that should be all gender friendly.

Total Sales By Product and Gender

Gender ● Female ● Male



Sum of Sales for Female and Male **diverged the most** when the Product line was Fashion accessories, when Female were **about 17%** higher than Male.