Supermarket sales Report

For year 2019

Executive Summary

Trend Analysis

Product Analysis

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Executive Summary

Total Sales

$135.36K

Total Gross Income

$6.45K

Total Quantity

2,345

Top Three Performing Product lines

Home and lifestyle	$27K
Food and beverages	$24K
Fashion accessories	$24K

Payment Channel Recording to Highest Sales

Credit card

$46,794.05

Branch Location Recording to Highest Sales

Naypyitaw

$47,284.53

Time of the Day with Highest Sales

Afternoon

$50,375.89

Week Day with Highest Sales

Tuesday

$29,125.44

Month With the Highest Sales

September

$13,767.29

Gender With Highest Sales

Female

$74,693.19

Sales across the Months

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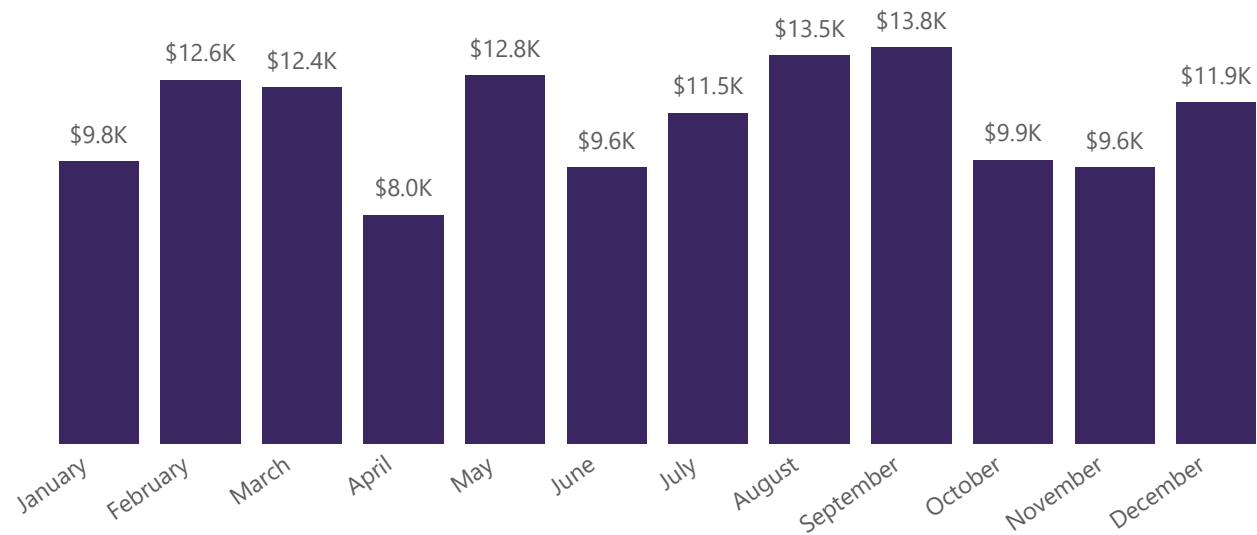
Sum of Sales ranged from $7,957.6245 to $13,767.285. September had the highest Sum of Sales and was 73.01% higher than April which had the lowest total sale.
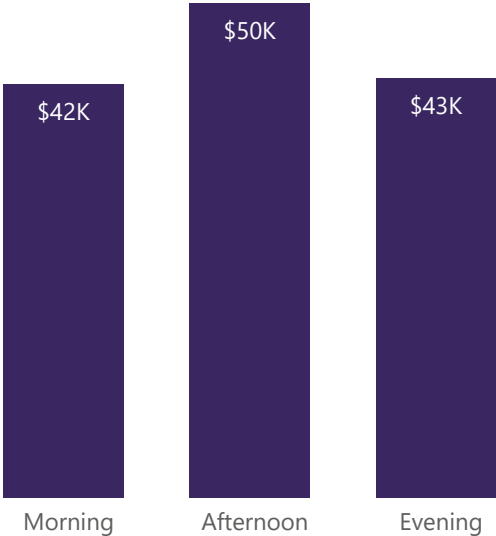September accounted for **10.17%** of the overall total Sales.

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

Total Sales By Time of the Day

$50K

$42K

$43K

Morning   Afternoon   Evening

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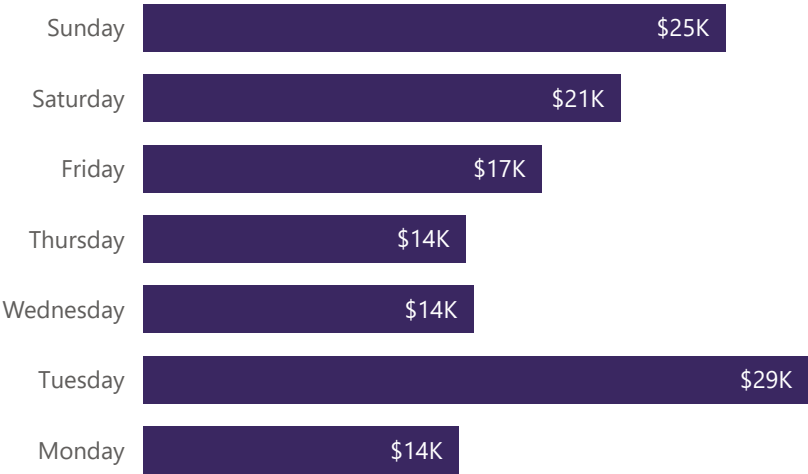
Please give **more incentives and discounts** to increase sales on Monday

Total Sales By Week Day

Sunday	$25K
Saturday	$21K
Friday	$17K
Thursday	$14K
Wednesday	$14K
Tuesday	$29K
Monday	$14K

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

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

Average Sales across Product Line

Average: $326.69

Home and lifestyle

Food and beverages

Fashion accessories

Health and beauty

Sports and travel

Electronic accessories

Home and lifestyle, Food and beverages, and Fashion accessories **were above** the average sales value.

Health and Beauty, Sports and Travel, and Electronic accessories **were below** the average sales value.

Create a separate product lines for Fashion accessories that should be all gender friendly.
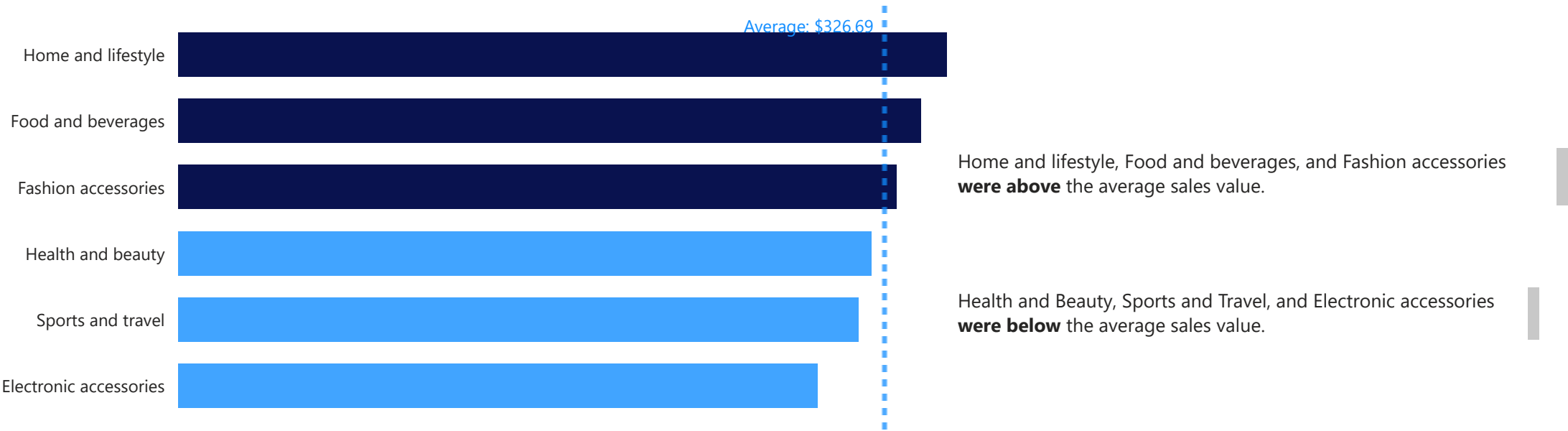
Total Sales By Product and Gender

Gender ● Female ● Male

Product Line	Female	Male
Home and lifestyle	57.58%	42.42%
Food and beverages	56.20%	43.80%
Fashion accessories	58.93%	41.07%
Sports and travel	58.83%	41.17%
Health and beauty	45.47%	54.53%
Electronic accessories	51.56%	48.44%
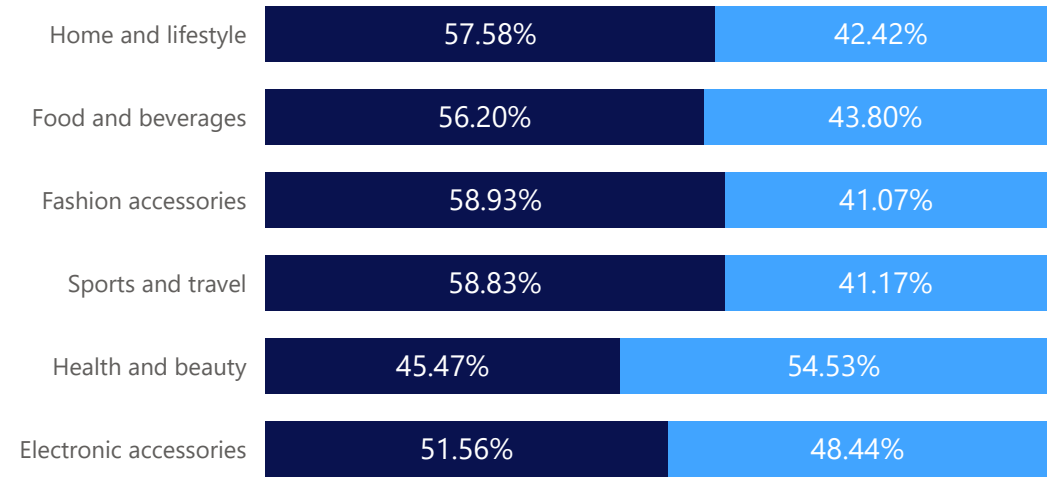
Sum of Sales for Female and Male **diverged the most** when the Product line was Fashion accessories, when Female were **about 17%** higher than Male.