**SUPERMARKET TRANSACTIONS REPORT**

I am happy to share my Power BI Project on Supermarket Transactions.

The dataset source is a Github dataset from **github.com/itsmecevi/supermarket-transaction-dataset** on made-up supermarket transactions records. The dataset has 15 columns and 14060 rows.

In this project, I’ll be playing the role of a BI Analyst, and I will be performing the analysis based on the research questions below;

**RESEARCH QUESTIONS:**

These are questions that I'd like to be able to answer through #datavisualization

1. What is the total number of Transactions for the period?
2. What is the total number Units sold from all items for the period?
3. What is the total Revenue generated for the period?
4. Which product category generates the highest revenue?
5. Which months make the highest transactions and revenue?
6. Is there a difference between transactions and units of item sold among males and female?

**METHODOLOGY:**

* Descriptive analysis
* Segmentation analysis
* Aggregate analysis.

**INSIGHTS FROM THE ANALYSIS:**

1. **The total number of transactions for the period is 98,834,770**
2. **The total of Units of Products sold for the period is 57369**
3. **The total Revenue generated for the period is $182830**
4. **The food category made the highest transactions; highest number of units sold and generated the highest revenue, with vegetables taking the lead.**
5. **The number of transactions and units sold increased slightly throughout the months, with October and November making the highest number of transaction. But they as a steep fall in number of transaction, number of units sold and revenue generated during the month of December.**
6. **There is no significant difference in the transactions and units sold between males and female**

**RECOMMENDATIONS:**

I recommend that the food category that generates more revenue should be expanded.

Advertising, coupons can be used to improve on the sales of other product in other categories.

I will also recommend that more data on the social demographic characteristics should be collected, to understand the factors or drivers for these sales in the region where it is doing well and otherwise.

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