EXECUTIVE SUMMARY

Company XYZ owns a supermarket chain across the country. Each major branch

located in 3 cities across the countries recorded sales information for 3 months, help

the company to understand sales trends and determine its growth as the rise of

supermarkets competition is seen.

ANALYSIS

After using a reliable analytic library in python which is known as pandas, and seaborn which is a visualization tool that enables us to understand patterns in data faster, to analyze company XYZ data across the three main branches in Nigeria, it was discovered that:

* There are 1000 sales in the company (1000 Unique Invoiced).
* All 3 branches acquire an average total of 116268 naira and the maximum total sales obtained was 375354 naira.
* Lagos recorded the highest number of sales followed by Abuja and then PortHarcourt. Upon further analysis, it was realized that although Port Harcourt had the least number of sales, it had the highest amount of gross income.
* Amongst the three main branches, the branch in Port Harcourt generates the most revenue for Electronic accessories, Fashion accessories, Food and beverages, while the branch in Abuja generates the most revenue for Health and beauty, Sports and travel, and the branch in Lagos generates the most revenue for Home and lifestyle products.
* Port Harcourt also has the highest Gross income, while Abuja has the lowest leaving Lagos In between.
* Port Harcourt generated the highest overall revenue out of the three cities.
* Most Customers buying Food and beverages prefer to use their cards as a means of payment, while most customers buying Fashion accessories, Home and lifestyle, Health and beauty products prefer to pay for the products electronically, most customers buying Electronic accessories, Sports and travel products come to the supermarket with their money.
* Out of the three main branches, branch B which is located in Abuja received the lowest rating from customers.

RECOMMENDATIONS

* Improve the customer’s service in Branch B as they received the lowest rating from customers.
* Make sure products that generates revenue the most in each of the branches are always available to customers.
* Focus on Product Line with more sales.
* Promote those with lesser sales by using Advertisement, Promos etc