

SUPERMARKET SALES DASHBOARD

Sales, Customer Insights & Trends – 2019

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Dataset: Kaggle Supermarket Sales

1. Context & Objective

This project Power BI dashboard provides a comprehensive analysis of sales, customer behavior, and operational performance based on supermarkets located at three cities in Myanmar during 2019 transactional dataset. The project simulates a real-world scenario for a retail/FMCG company and is focused on extracting business insights to support decision-making and provide data-driven business recommendations.

2. Tools Used

- Power BI Web
- Power Query
- DAX
- Excel
- R (for early exploration)

3. Dashboard Screenshots

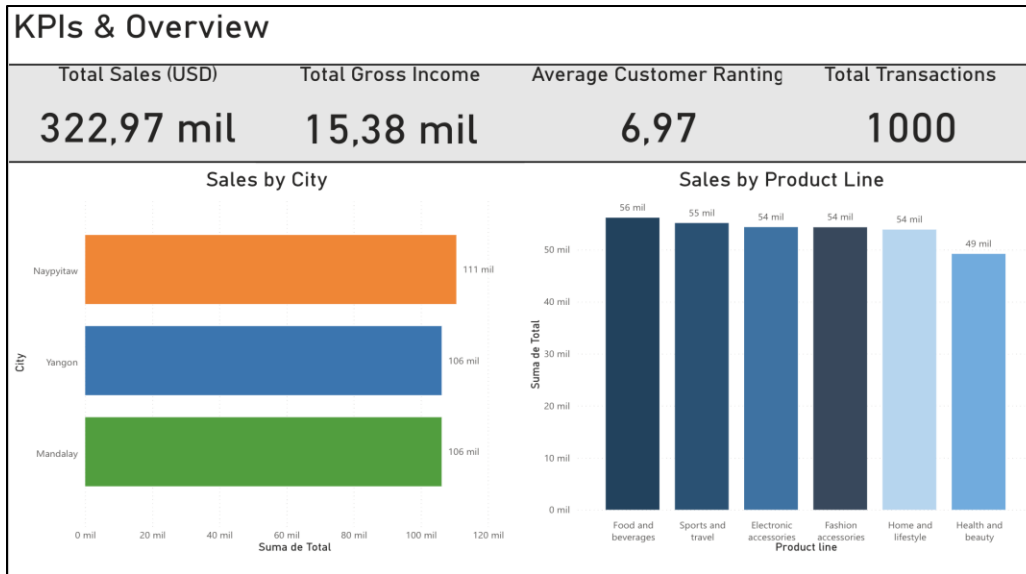
• Page 1 – KPIs & Overview

KPIs included:

- Total Sales
- Gross Income
- Total Invoices
- Average Rating

Visuals:

- Sales by Branch
- Product Line Performance



This page provides a general view of business performance with core indicators and segmented analysis by branch and product category.

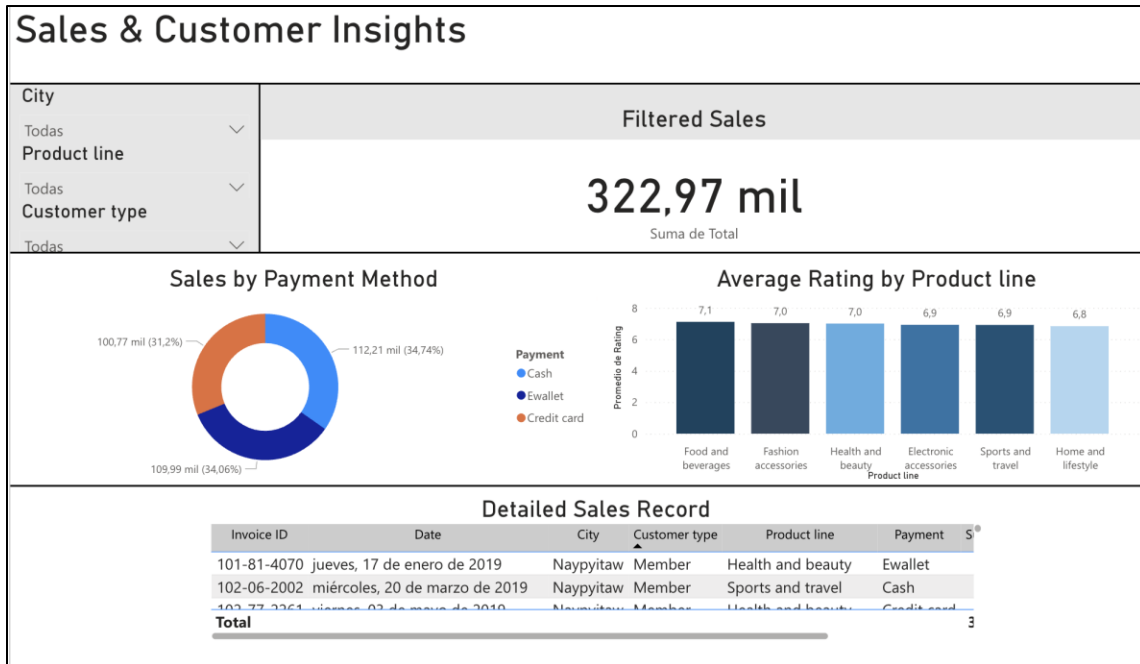
• Page 2 – Sales & Customer Insights

Filters:

- City
- Customer Type
- Product Line

Visuals:

- Rating by Product Line
- Payment Method Distribution
- Summary KPI
- Sales Table



This section allows the user to explore sales performance by customer profile and preferences, enabling segmentation and trend identification.

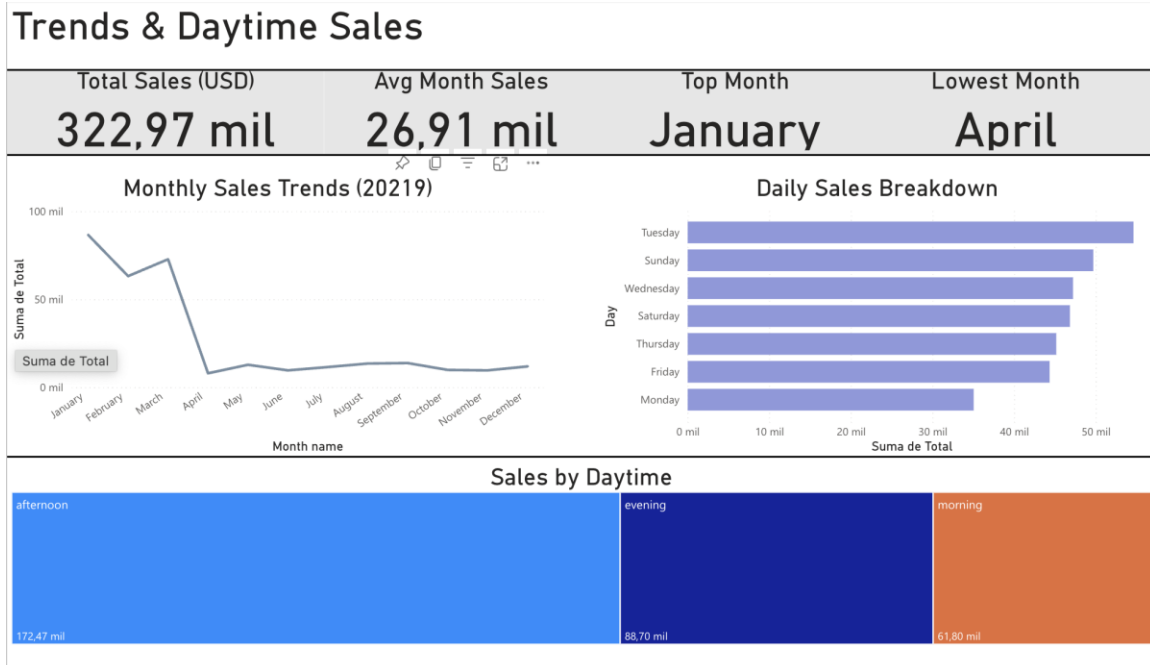
• Page 3 – Trends & Daytime Sales

KPIs:

- Highest and Lowest Sales Month
- Monthly Average
- Total Sales

Visuals:

- Sales Trends (line chart)
- Sales by daytime (treemap)
- Daily Sales Breakdown



This page reveals sales seasonality and behavior over time. It helps identify peak months and key sales hours throughout the day.

4. Key Findings & Recommendations

Key Findings

- Afternoon sales lead the day – account for over 50% of total sales, while evening drops below 30%.
- January had the highest sales, while April showed the lowest performance.
- Sport & Travel and Food & Beverages are the strongest product lines.
- Payment Methods: Cash usage surpasses “E-Wallet” and “Credit Card” but not for a big amount of sales, the digital trends start to appear.
- Cities: Naypyitaw leads the sales of the city accounts, while Yangon and Mandalay are both left behind by 6,000

Strategic Recommendations

- Promote digital payments: Incentivize E-wallet usage with exclusive discounts or loyalty points and prepare stores for this trend that is all the rage.
- Target Mandalay and Yangon: Launch local promotions to increase sales and market share in this city.
- Seasonal strategy: Leverage high-sales months like January for bundled promotions and upselling.

- Product focus: Keep high stock levels of Sport & Travels and Food & Beverages to meet demand.
- Daypart offers: Create morning “happy hour” deals to boost low-traffic hours.

5. Final Remarks

This project reflects a data-driven approach to retail analytics using Power BI. It demonstrates skills in data modeling, cleaning, visual storytelling, and insight generation—key components in any corporate data analyst role, especially within the FMCG sector.

6. About the Author

Juan Pablo Montilla Montaña is a gastronomy professional with additional training in data analytics. He is passionate about data storytelling and insight-driven decision making.

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