

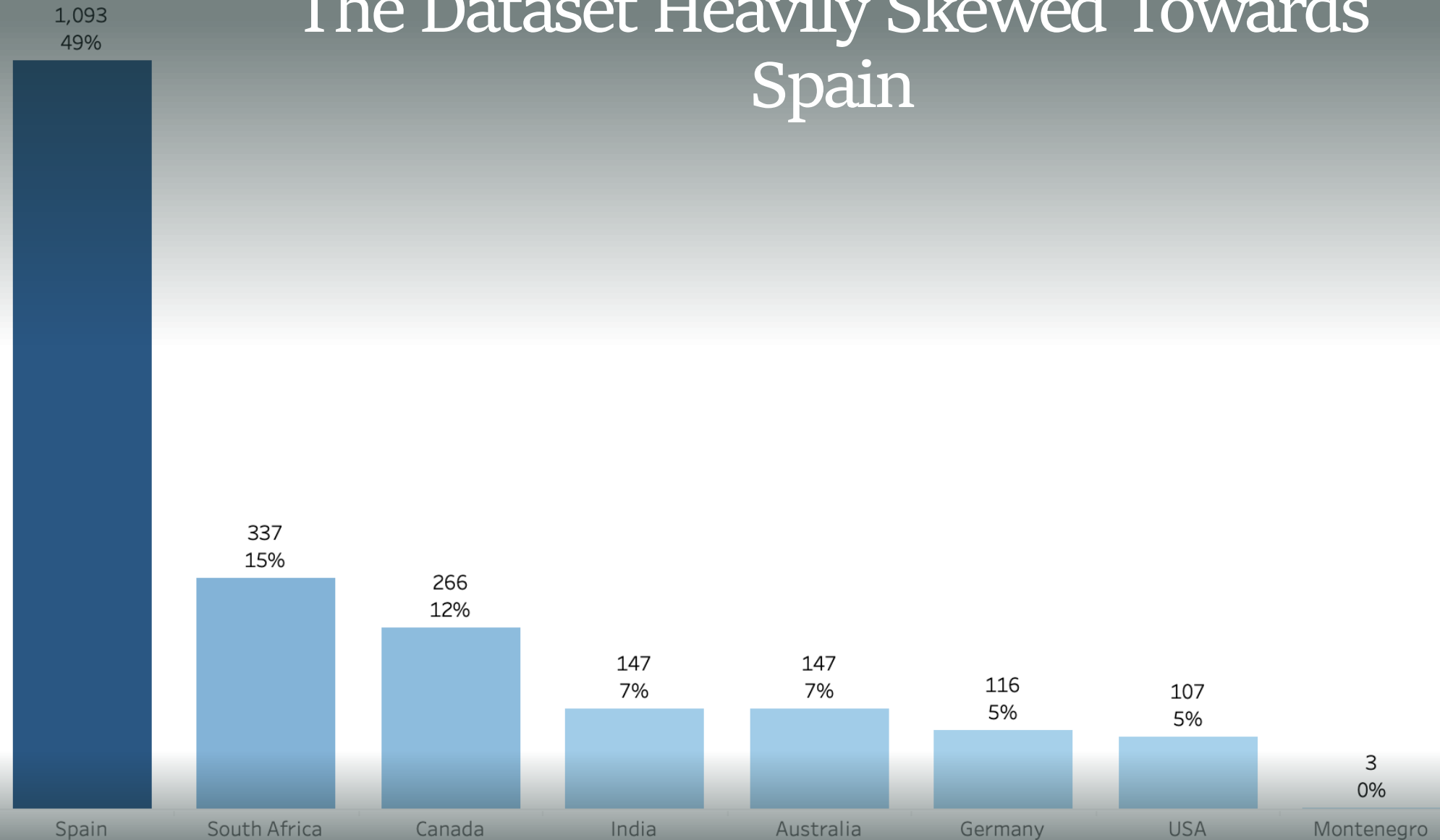
Exploratory Analysis of Data for Supermarket 2Market

- The demographics of customers
- Which advertising channels seem to be the most effective
- Which products seem to sell the best and if that varies based on demographic



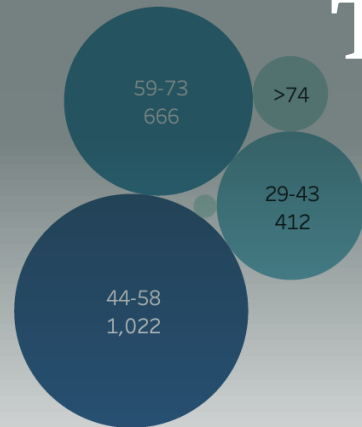
Customer Numbers per Country

The Dataset Heavily Skewed Towards Spain

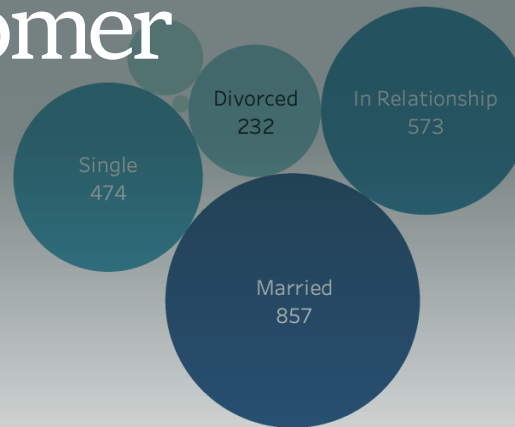


The Customer

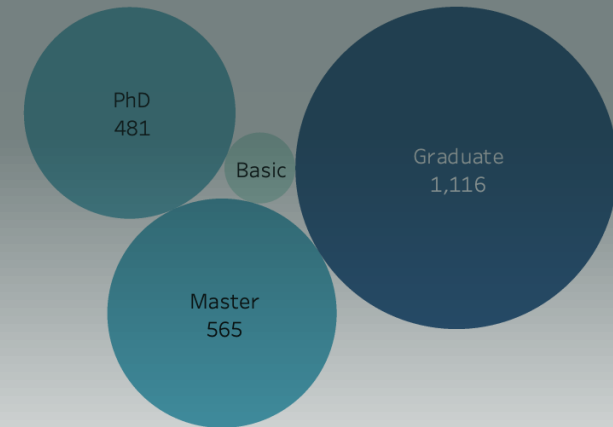
Age group



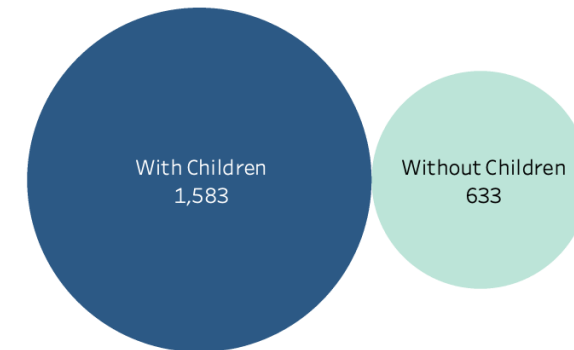
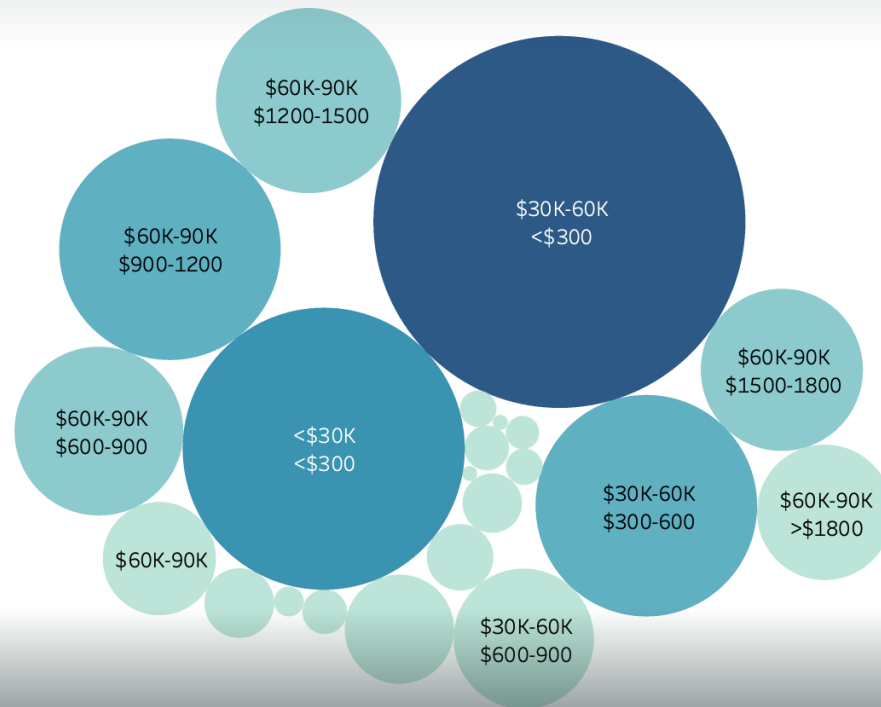
Marital status



Education



Income and Spent brackets



Filter

Country

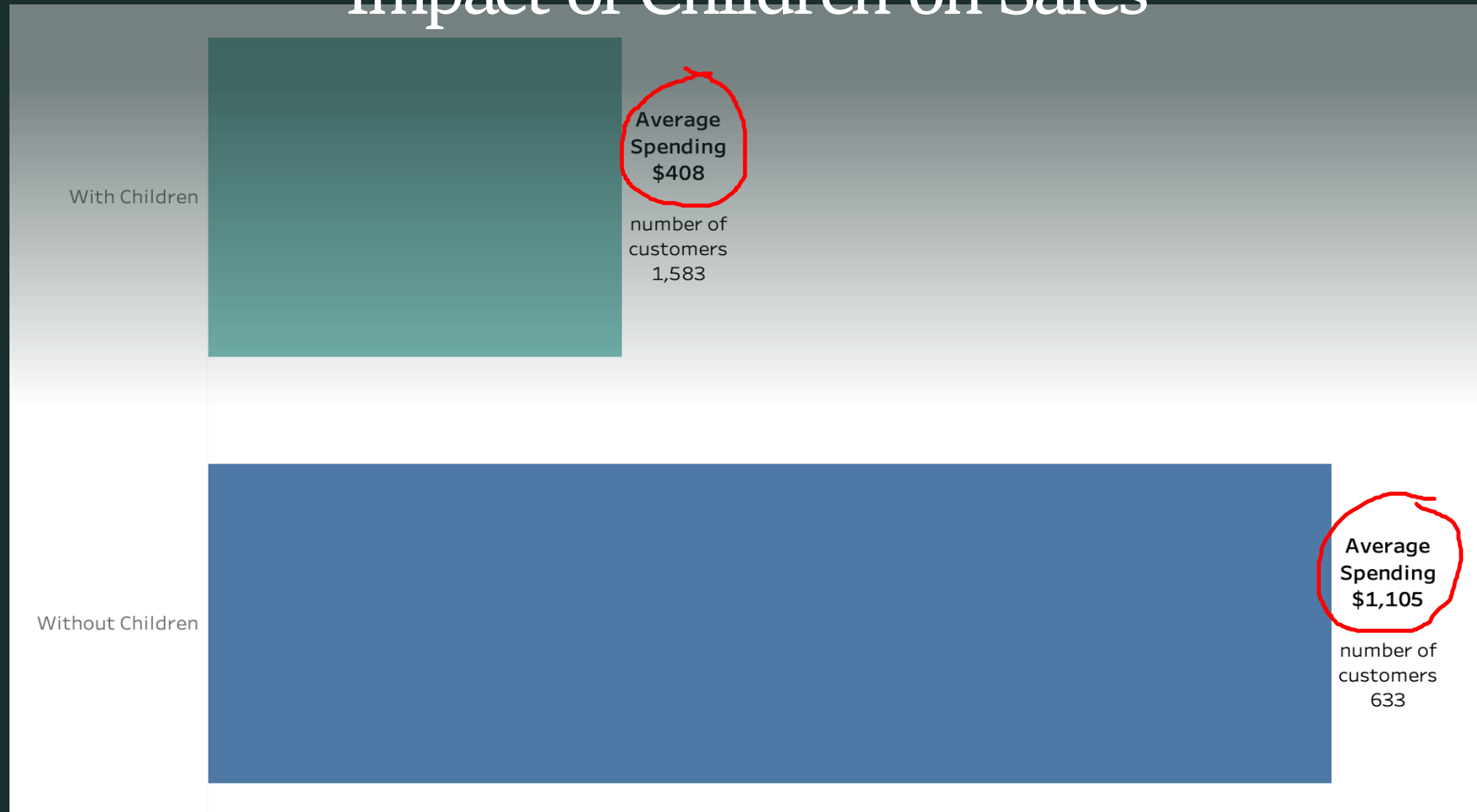
(All)

the darker the colour, the more customers in the group

10 1,022



Impact of Children on Sales



Advertising & Multichannel Retail

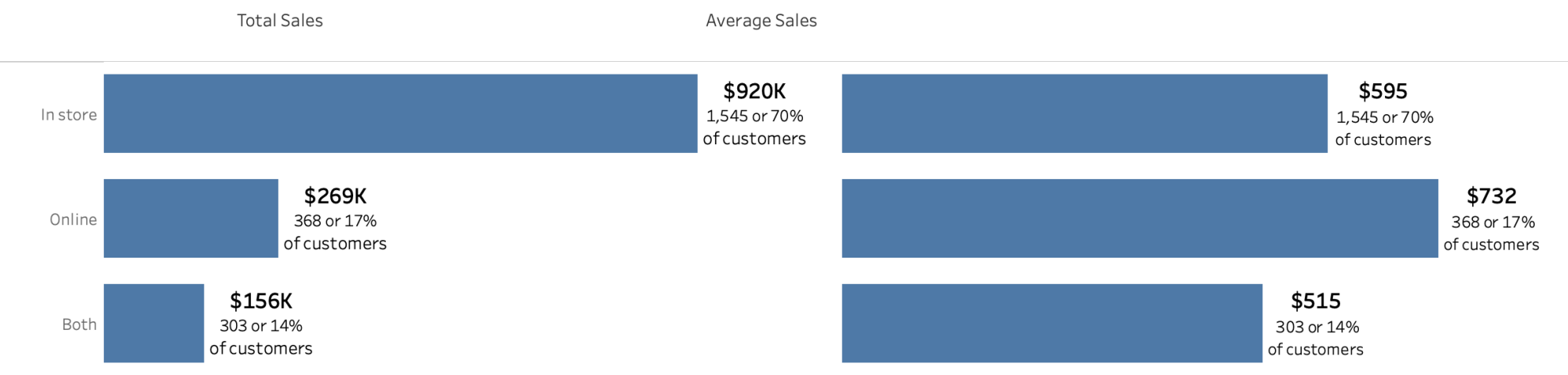
No Ads, More Revenue per customer (for now)
Were Ad Campaigns Output Analyzed Too Early?

(too small)
Number of succesfull ad conversions



Brochure Ad	30
Facebook Ad	142
Instagram Ad	162
Bulkmail Ad	163
Twitter Ad	164

70% Shop In-Store, But Online Shoppers Spend more on average
Is Online New Channel?



Filter
Country
(All) ▼



Total Sales
\$1,345,279

100%

Customers
2,216

Alcohol
\$676,083
45%

Meat
\$370,063
24%

Commodities
\$97,427
12%

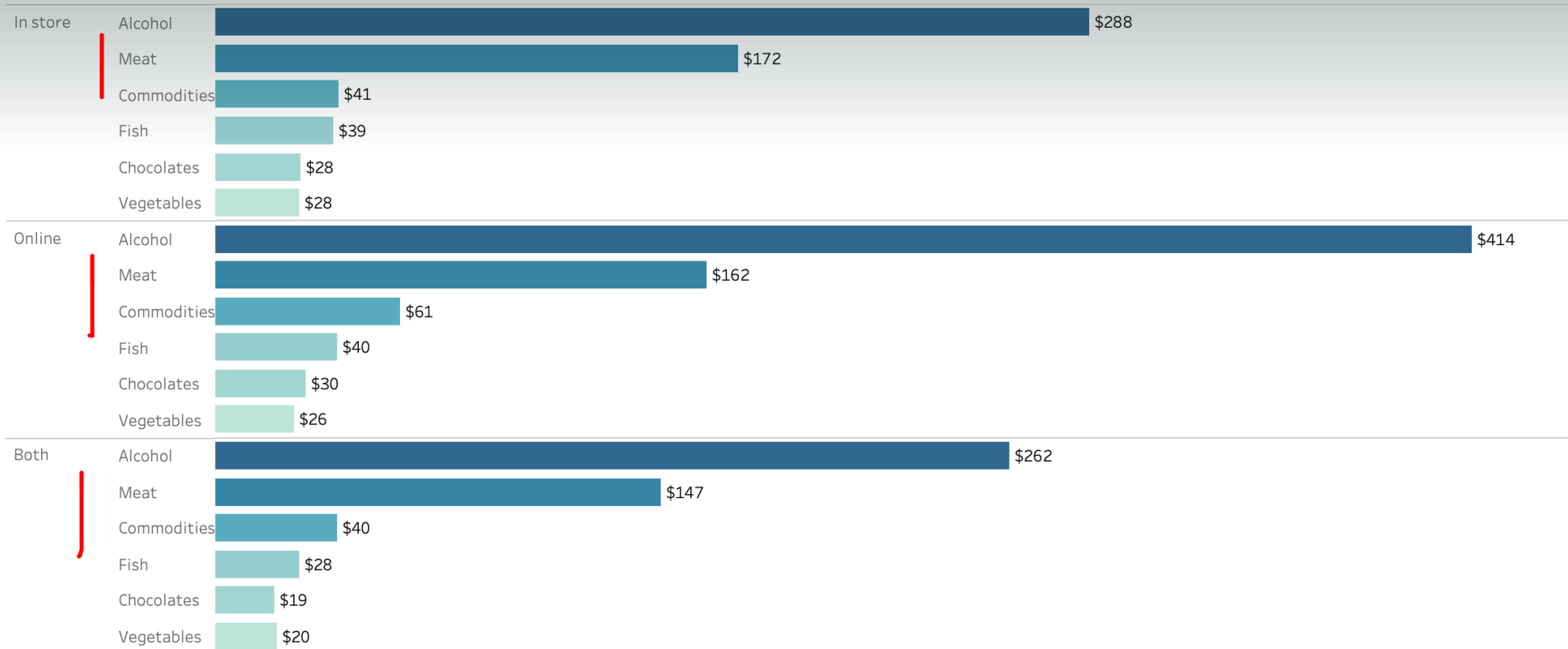
Fish
\$83,405
7%

Chocolate
\$59,896
5%

Vegetables
\$58,405
4%

Products

Average Spent per Product by Channel



Filters

Country

(All) ▼

Age group

(All) ▼

Income group (\$)

(All) ▼

Education

(All) ▼

Marital Status

(All) ▼

Children

(All) ▼



To Conclude

In light of the limitations identified in the dataset during the analysis, I would suggest further investigation once the following issues are addressed:

- Increase and balance the size of customer samples from the countries in question,
- Introduce a framework to capture additional data necessary for understanding the relationship between product price and sales volume,
- Refine advertising campaigns to ensure the required data is captured,
- Incorporate data from missing product categories (e.g., dairy) to provide a more comprehensive view of inventory

