

2.42M

Sum of PRICE

2.48M

Sum of LINENETTOTAL

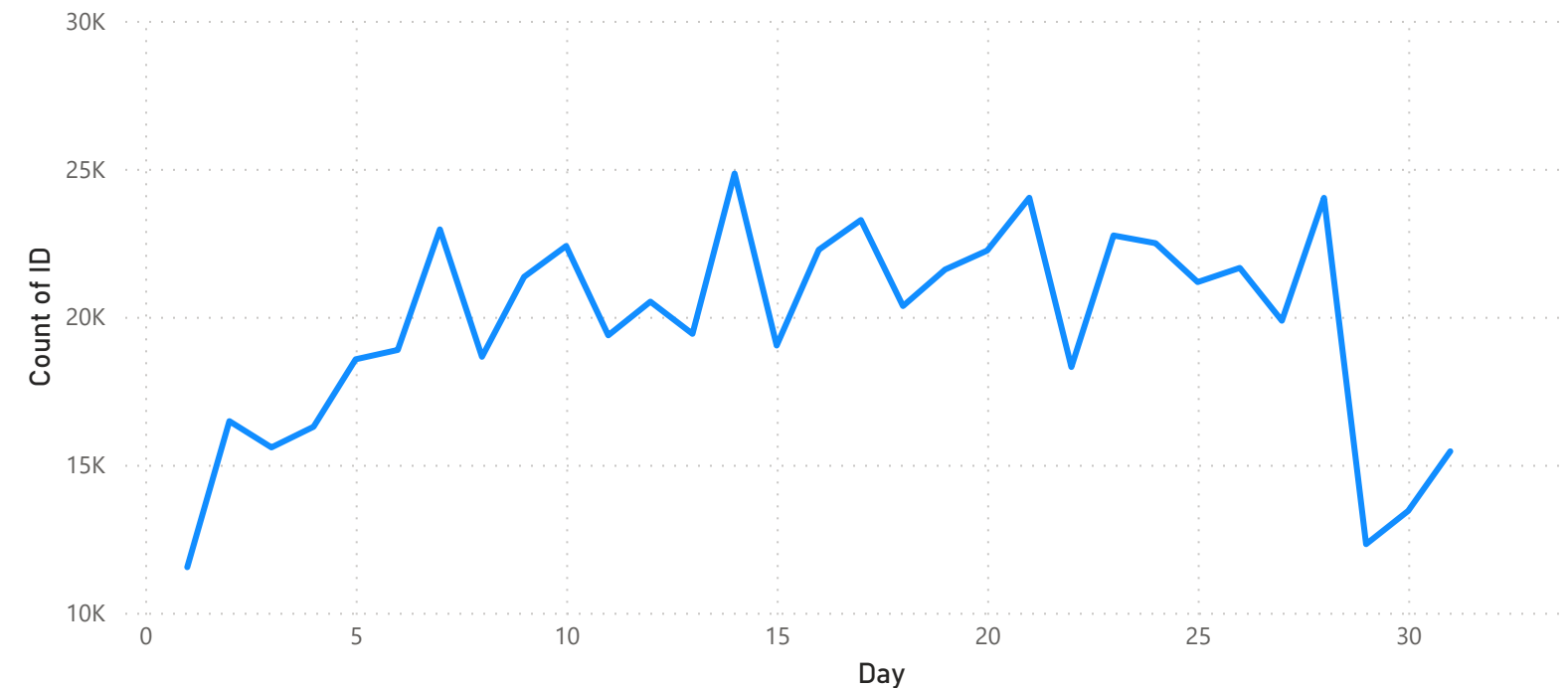
1.98M

Sum of LINENET

195.79K

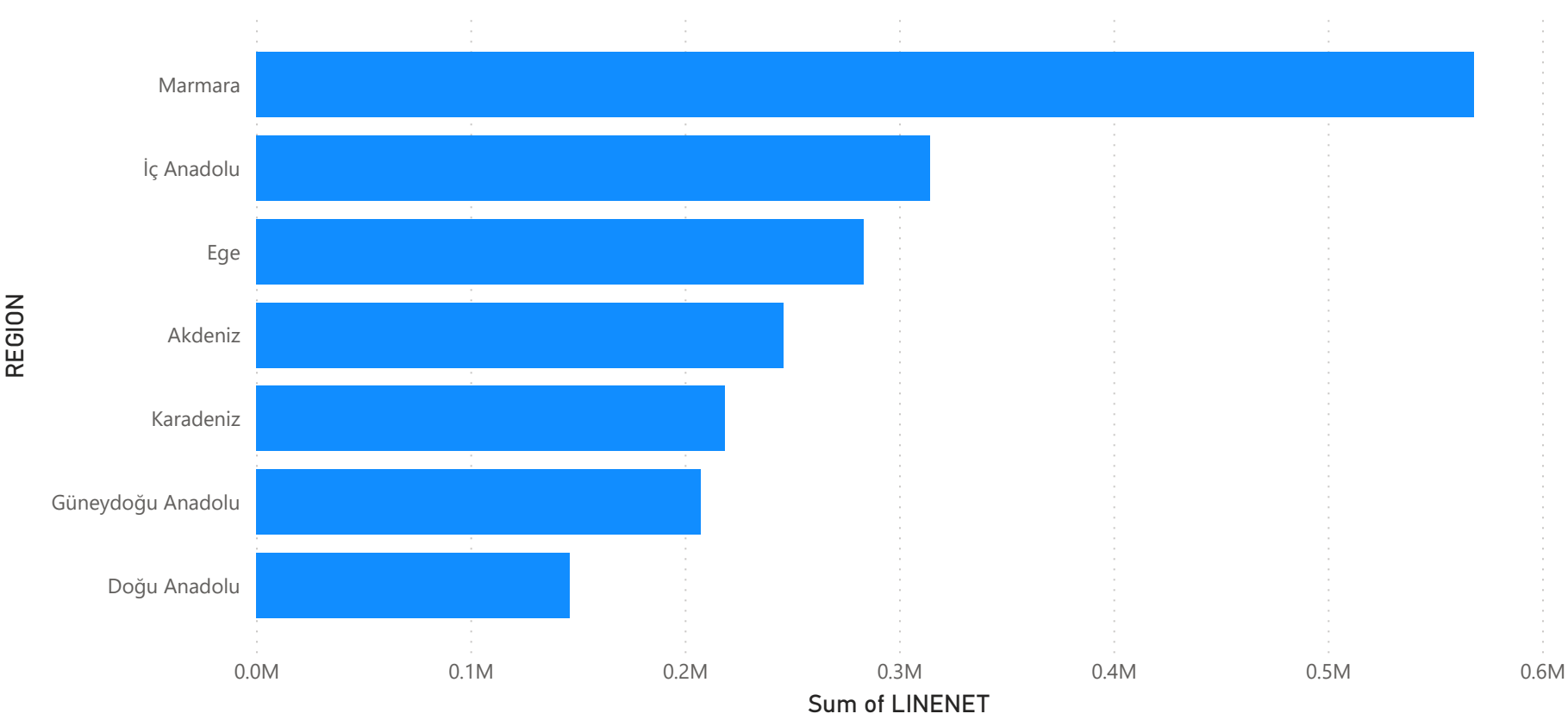
Sum of DISCOUNT

Count of ID by Day

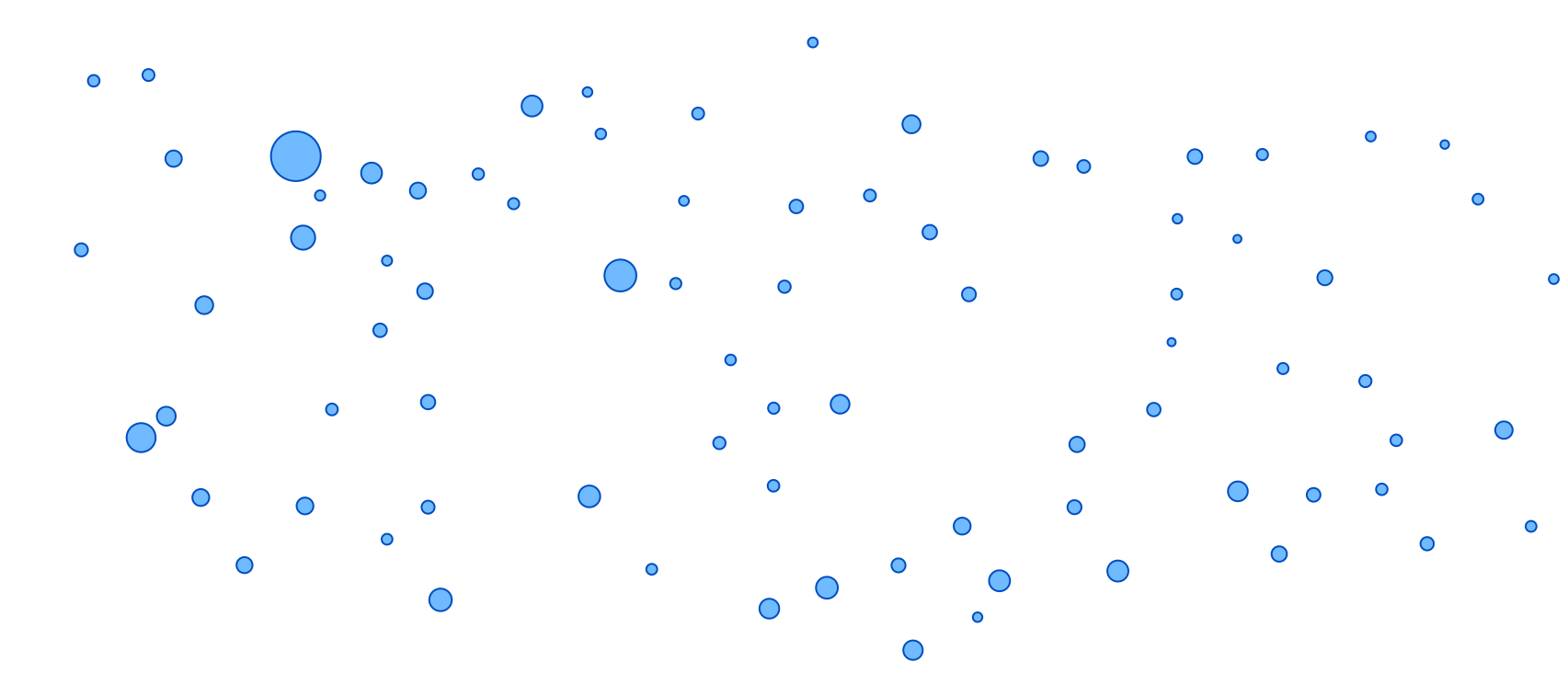


Over time, sales have been increasing, demonstrating a rising trend. The highest sales occur on the 7th, 14th, 21st, and 28th days of the month. Consequently, we can infer that the grocery trend is on weekends, and the supermarket should restock on the 4th or 5th day of the week for maximum sales.

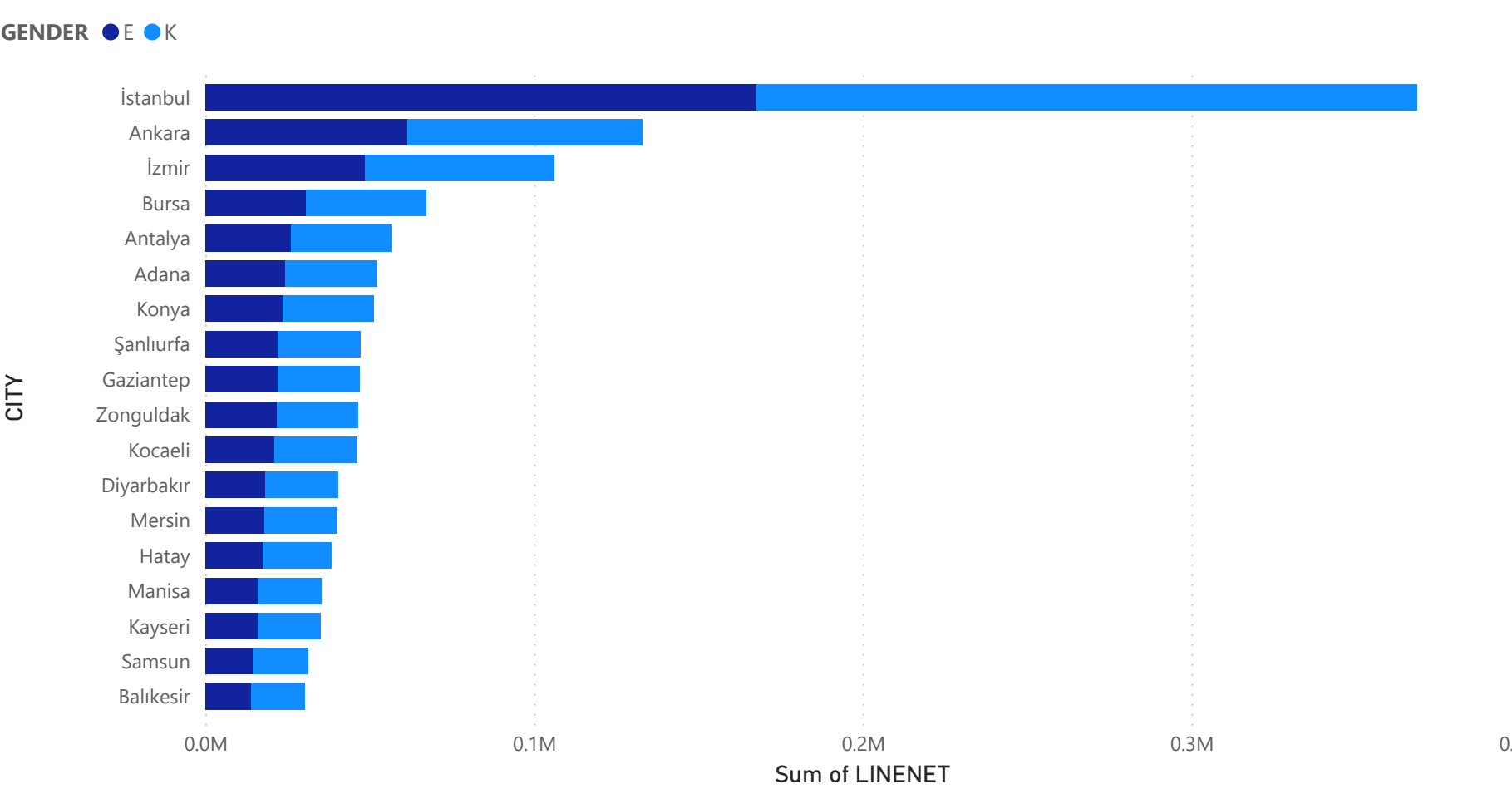
Sum of LINENET by REGION



Sum of LINENET by LATITUDE and LONGITUDE

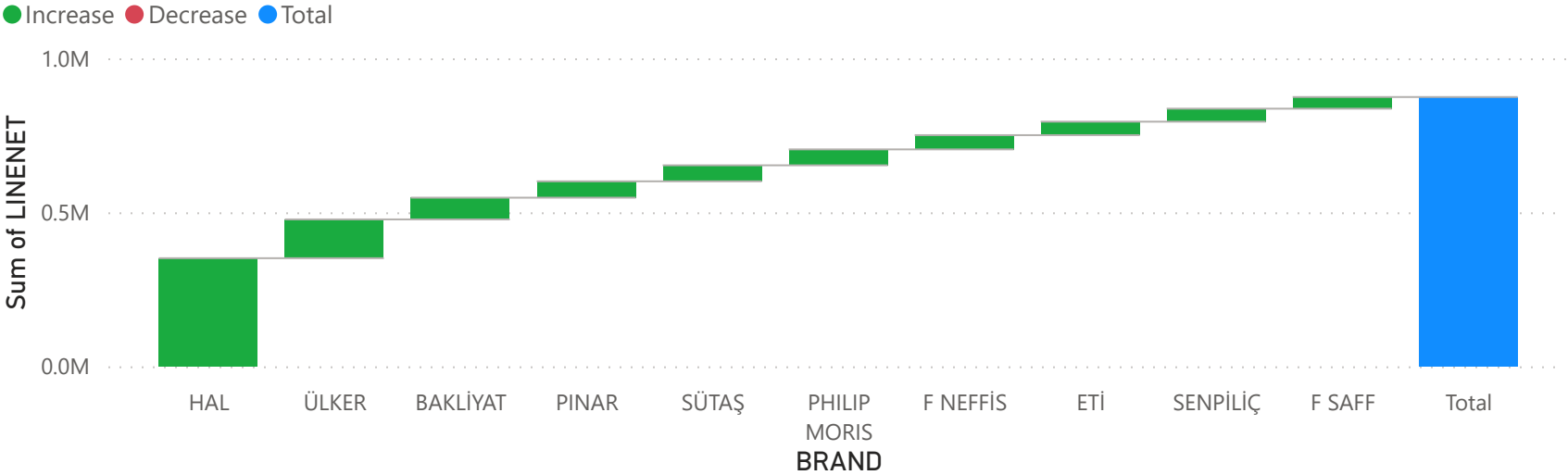


Sum of LINENET by CITY and GENDER



The highest sales are generated from the MARMARA region, particularly the Istanbul branch, which records the maximum sales. In this region, the contributions from both males (K) and females (E) are nearly equal.

Sum of LINENET and Average of DISCOUNT by BRAND

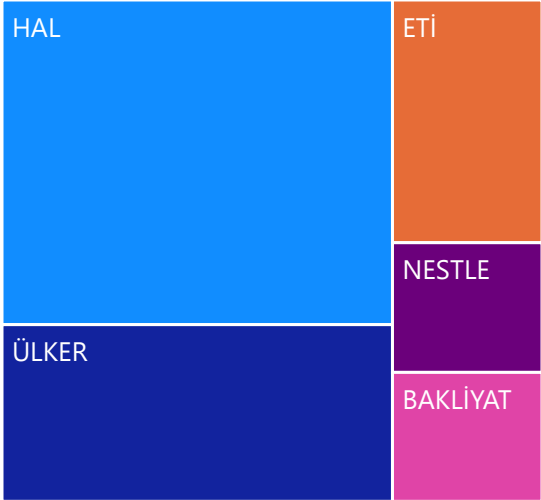


Average of LINENET and Average of DISCOUNT by BRAND



We observed that items belonging to categories with a lower average price contribute more to the total sales revenue, indicating that these items are purchased more frequently. Surprisingly, there are brands offering significant discounts, yet they fail to generate substantial sales. For instance, HAL, with an average discount of 0.25, is the highest-selling brand. In contrast, SENPILIC, despite offering an average discount of 0.67, is the most expensive brand and lags behind in sales compared to others.

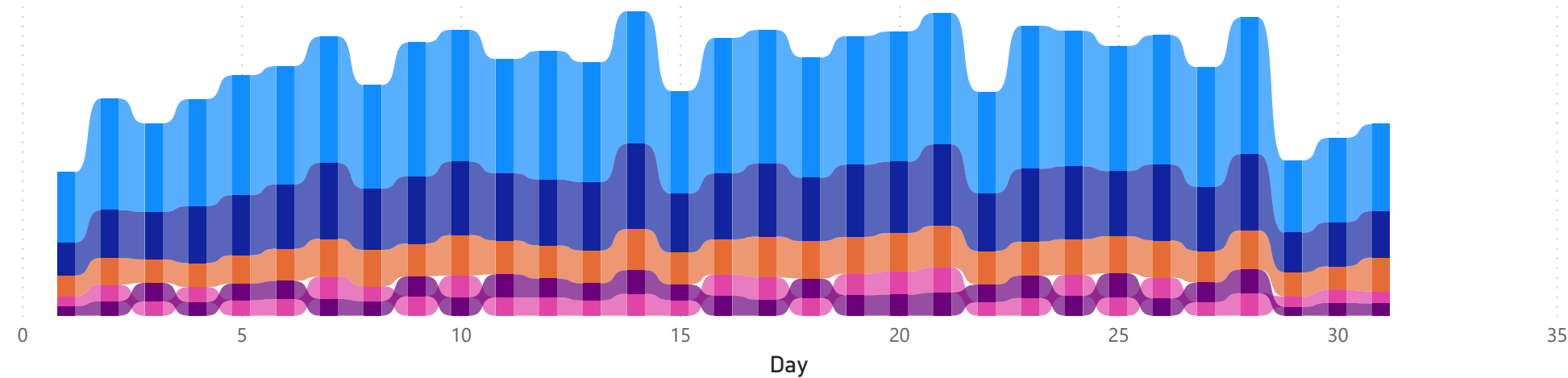
Sum of AMOUNT by BRAND



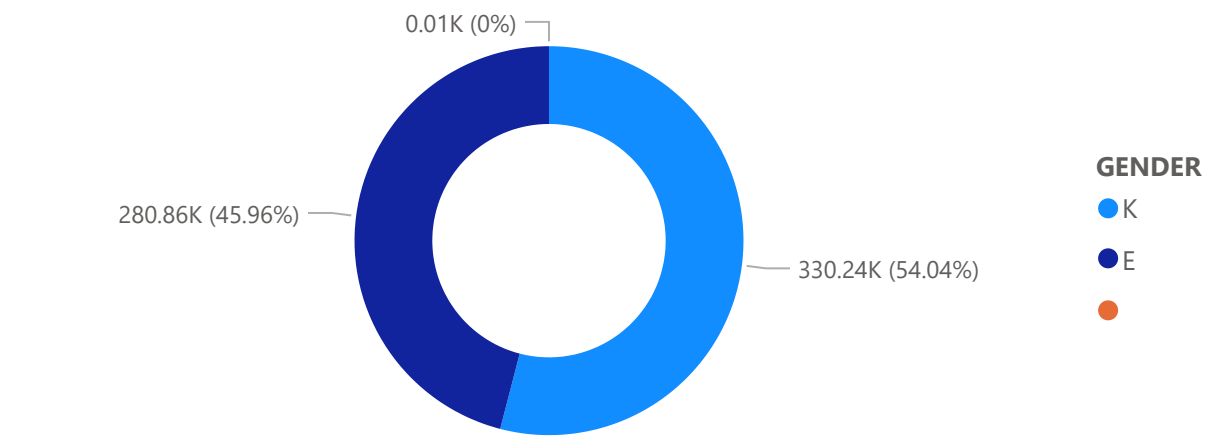
The food category accounts for the highest sales, and the Ribbon chart reveals that sales peak during weekends. This information suggests an opportunity for restocking or implementing inventory management strategies.

Sum of AMOUNT by Day and BRAND

BRAND ● BAKLİYAT ● ETİ ● HAL ● NESTLE ● ÜLKER

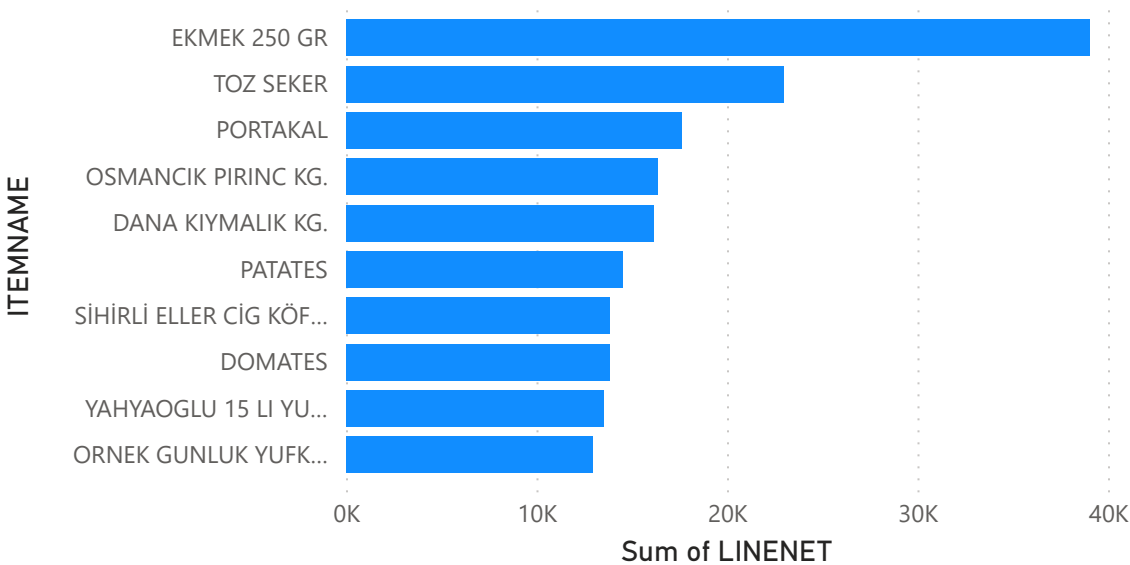


Count of ID by GENDER

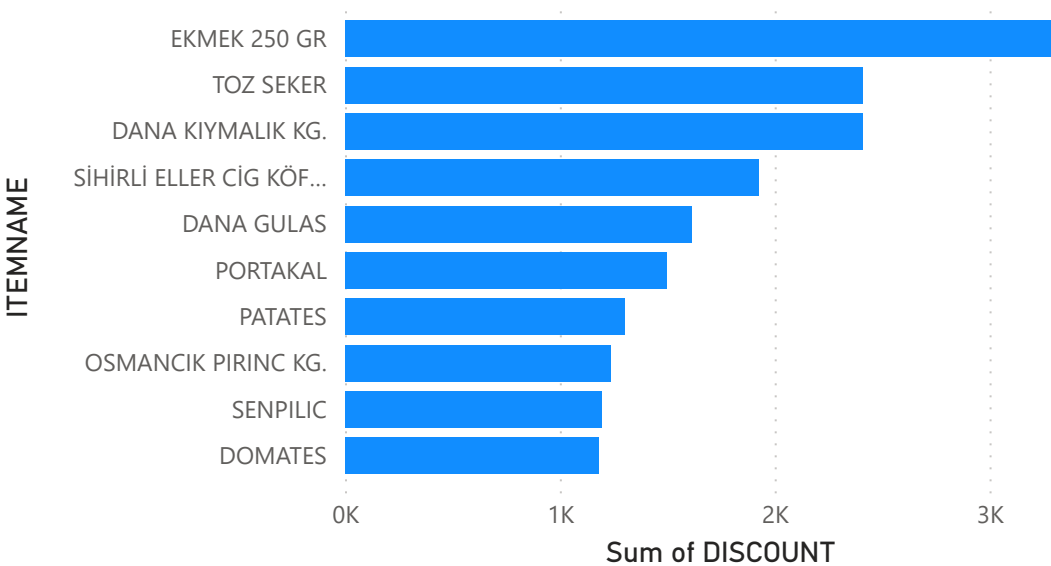


Overall, males are purchasing more items from the supermarket, and there is a discernible relationship between the discount on an individual item and its sales rate. Notably, the item with the highest discount has generated the maximum sales.

Sum of LINENET by ITEMNAME



Sum of DISCOUNT by ITEMNAME



Turkish Sales Dataset with 9,000 items

Sum of LINENET
1.98M

Sum of LINENET Total
2.48M

Sum of Discounts
195.79K

