

Executive Summary of the Supermarket Sales Performance Report

The sales performance of our supermarket across several branches and product lines is thoroughly examined in this report. Key performance indicators (KPIs) include total sales, profit, customer happiness, and sales growth form the basis of the analysis. The objective is to detect patterns, assess effectiveness, and offer practical recommendations to improve company processes.

1. Total Sales

Total Sales

1. The **total revenue** from all sales transactions across all **Product Line** is shown report.

- **Product Line Breakdown:**

1. **Food and beverages:** 56 k
2. **Sports and travel:** 55 k
3. **Electronic Accessories:** 54 k
4. **Fashion Accessories:** 54 k
5. **Home and lifestyle:** 54 k
6. **Health and beauty:** 49 k

Insight: This suggests that **Food and Beverages** is the most popular product category, potentially driven by consistent consumer demand. However, the relatively small gap between the other product lines indicates competitive performance across categories.

2. The total revenue from all sales transactions across all **Customer Types** is shown report.

- **Customer Type Breakdown:**

1. **Normal:** 172k
2. **Member:** 151k

Insight:

The **Normal** customer group contributes the most to total sales, with 172k in revenue, compared to **Member** customers at 151k. This indicates that **Normal** customers, despite not having membership benefits, generate a higher portion of sales. Further analysis is needed to understand the purchasing behavior of these customer segments, and whether targeted promotions or loyalty programs could enhance revenue from **Member** customers and narrow the gap.

3. The total revenue from all sales transactions across all **Branches** is shown in this figure.

• **Branch Breakdown:**

1. **Branch C:** 110.57k
2. **Branch A:** 106.2k
3. **Branch B:** 106.2k

Insight:

Branch C leads in total sales, with 110.57k in revenue, slightly outperforming **Branches A and B**, which both generated 106.2k. The small difference between the branches suggests overall balanced performance across locations. However, **Branch C's** stronger sales may point to factors such as location, customer demographics, or operational strategies contributing to its success. Further investigation could help apply successful strategies from **Branch C** to other branches to enhance performance.

4. The total sales from all transactions, segmented by **Product Line and Gender**, are summarized below:

• **Breakdown by Product Line and Gender:**

1. **Food and Beverages:**
 - Male: 25k
 - Female: 31k
2. **Sports and Travel:**
 - Male: 28k
 - Female: 27k
3. **Electronic Accessories:**
 - Male: 29k
 - Female: 25k
4. **Fashion Accessories:**
 - Male: 24k
 - Female: 30k
5. **Home and Lifestyle:**
 - Male: 25k
 - Female: 29k
6. **Health and Beauty:**
 - Male: 33k
 - Female: 16k

Insight:

In several categories, notable gender-based preferences are observed. For instance, **female customers** significantly outspend their male counterparts in **Food and Beverages**, **Fashion Accessories**, and **Home and Lifestyle**, indicating stronger demand for these categories among women. On the other hand, **male customers** dominate spending in **Health and Beauty** and **Electronic Accessories**, suggesting that these product lines resonate more with men.

Interestingly, the **Sports and Travel** category displays nearly equal sales from both genders, suggesting that this product line appeals broadly to both male and female customers.

These trends highlight opportunities for more targeted marketing efforts, with a focus on aligning promotional strategies with the gender preferences in specific product categories.

2.Normal vs. Member

1. The purchase frequency, segmented by **Customer Type**, highlights the distribution of transactions between **Normal** and **Member** customers.

Insight:

Normal customers account for the majority of purchases, with 54% (540 transactions), while **Member** customers represent 46% (460 transactions). This suggests that **Normal** customers are more frequent purchasers, despite **Member** customers typically benefiting from loyalty programs or exclusive deals.

2. The average spending per transaction, segmented by **Customer Type**, shows the following distribution:

Insight:

On average, **Member** customers spend slightly more per transaction at 327.74 (50.68%), compared to **Normal** customers, who spend 318.90 (49.32%). This indicates that while **Normal** customers make more frequent purchases, **Member** customers tend to have a higher spend per transaction, likely due to loyalty benefits or exclusive deals.

3. Average Unit Price by Product Line and Total Sales by City

The analysis reveals insights into both **average unit prices** and **total sales** by product line and city.

Average Unit Price by Product Line:

1. **Fashion Accessories:** 57
2. **Sports and Travel:** 57
3. **Food and Beverages:** 56
4. **Home and Lifestyle:** 55
5. **Health and Beauty:** 55
6. **Electronic Accessories:** 54

Total Sales by Product Line and City:

- **Food and Beverages** consistently ranks as the top-selling product line across all cities, outperforming the other categories.

Insight:

The **Fashion Accessories** and **Sports and Travel** product lines have the highest average unit prices, suggesting a focus on premium products in these categories. In contrast, **Electronic Accessories** has the lowest average price, possibly catering to a more price-sensitive segment.

Meanwhile, **Food and Beverages** dominates in terms of total sales, reflecting its strong and consistent demand across cities. This suggests a stable, high-performing category that benefits from frequent consumer purchases. To capitalize on these trends, targeted promotions for higher-priced categories, such as **Fashion** and **Sports**, could further boost sales, while leveraging the success of **Food and Beverages** in key markets may offer opportunities to strengthen other product lines.

4. Sales Analysis: Total Sales vs. Sales Before Tax (Daily)

The **line chart** comparing **Total Sales** and **Sales Before Tax** over time reveals that the two lines are almost identical, indicating minimal variation between sales with and without tax on a daily basis.

Insight:

The close alignment between **Total Sales** and **Sales Before Tax** suggests that taxes have a consistent and predictable impact on the overall sales figures. This stability indicates a well-regulated tax application process, where the tax amounts remain proportional to daily sales trends.

5. Rating and Sales Performance Analysis

Product Line Rating:

- **Food and Beverages** stands out with the highest average rating of **7.11** and the highest total sales at **56k**, indicating strong customer satisfaction along with high sales performance. This suggests that quality or customer experience in this category plays a significant role in driving both sales and ratings.

Branch Rating:

- **Branch C** holds the highest average rating at **7.07**, making it the top-performing branch in terms of customer satisfaction. This could be a result of better service, product offerings, or customer engagement at this location.

Customer Type Rating:

- **Normal customers** have an average rating of **7.00** and contribute the highest total sales of **172k**, showing that this customer group has strong purchasing power and relatively high satisfaction.
- **Member customers**, with an average rating of **6.94**, contribute **150.7k** in total sales. While their average rating is slightly lower, their spending remains significant, indicating potential areas to enhance the loyalty experience for members.

Insight:

The analysis reveals a positive relationship between **high ratings** and **high sales** for both product lines and branches. **Food and Beverages**, as well as **Branch C**, excel in both metrics, suggesting that customer satisfaction directly impacts revenue. The slight difference in customer type ratings, with **Normal** customers rating higher, indicates that focusing on enhancing the member experience could further boost sales and ratings in this group.

6. Profit and Unit Price Analysis by Day and Location

A **line chart** comparing the **Sum of Profit** and **Sum of Unit Price** by day shows a slight difference between the two metrics, with most days reflecting similar trends. Notably, **Day 15** stands out with the highest daily profit of **3k**.

Key Insights:

- **Food and Beverages** leads in total profit, contributing **11k** to the overall revenue, reinforcing its strong performance across multiple metrics (sales, ratings, and now profit).
- The city of **Naypyitaw** generates the highest profit, with **22k** in profit and an average rating of **7.07**. This city also houses **Branch C**, which has been identified as the top-rated branch, indicating a strong correlation between customer satisfaction and profitability in this location.

Insight:

The close alignment of daily profit and unit price trends suggests a steady profit margin across most days. The exceptional performance of **Naypyitaw** and **Branch C** further highlights the connection between high customer ratings and profitability. This city's strong performance across multiple financial and satisfaction metrics makes it a model for other locations to follow.

Conclusion

This analysis provides valuable insights into the **sales, profit, and customer satisfaction** performance across various dimensions, including **product lines, branches, customer types, and cities**.

Food and Beverages consistently emerges as the top-performing product line, excelling in **sales**, **profit**, and **customer ratings**, making it a key driver of the overall business success. Similarly, **Branch C** and the city of **Naypyitaw** stand out with high profits and customer satisfaction, demonstrating a strong correlation between positive customer experiences and financial performance.

The **Normal** customer type contributes the highest sales, but **Member** customers have a higher average spending per transaction, suggesting potential opportunities to further engage members and increase their purchase frequency. Additionally, **male and female customers** exhibit distinct product preferences, providing a foundation for more targeted marketing strategies.

Overall, this comprehensive analysis highlights the importance of maintaining high-quality service and product offerings, particularly in top-performing areas like **Food and Beverages** and **Branch C**. Moving forward, the focus should be on leveraging these successes to elevate performance in other categories and locations, while continuing to refine strategies to enhance both **customer satisfaction** and **profitability** across the board.