Supermarket Sales Report

Report for a supermarket for three months sales data

Executive Summary	Total sales by Month	Total sales by Time	Median sales by product line	Total sales by product and gender

Challenge 1	Challenge 2

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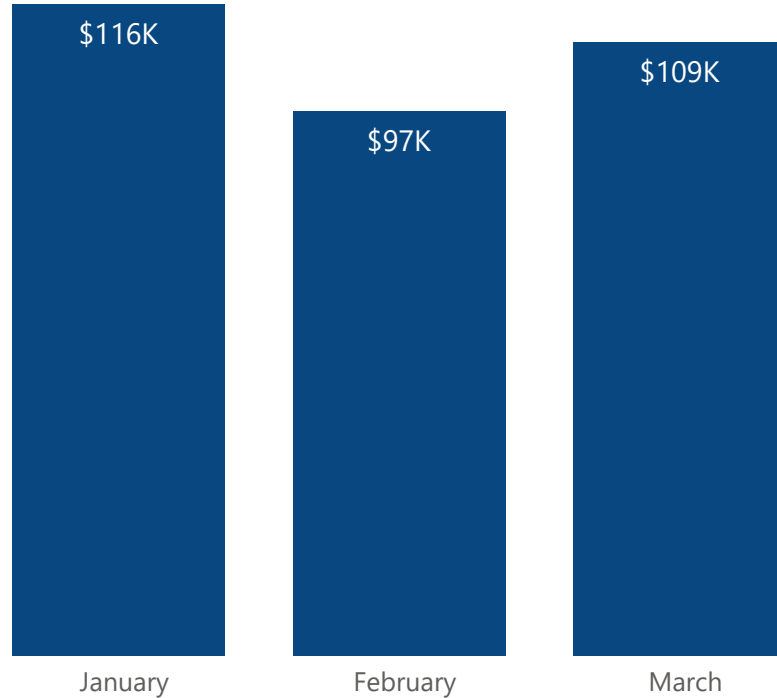
Which month had the highest total sales and which had the lowest total sales at a glance? How to decide on marketing and adverts budget?

Recommendation: Increase marketing and adverts budget in February
Sales in February was marginally lower than January and March because it has 28 days.

Total sales by months

$116K — January
$97K — February
$109K — March

January accounted for **about 36%** of the overall total sales. Total sales dropped by about 20% in February, but improved in March overall.

Which time needs improvement in terms of sales?

Recommendation: Open the supermarkets earlier at 8:00 AM
To increase morning sales

Total sales by Time of the day
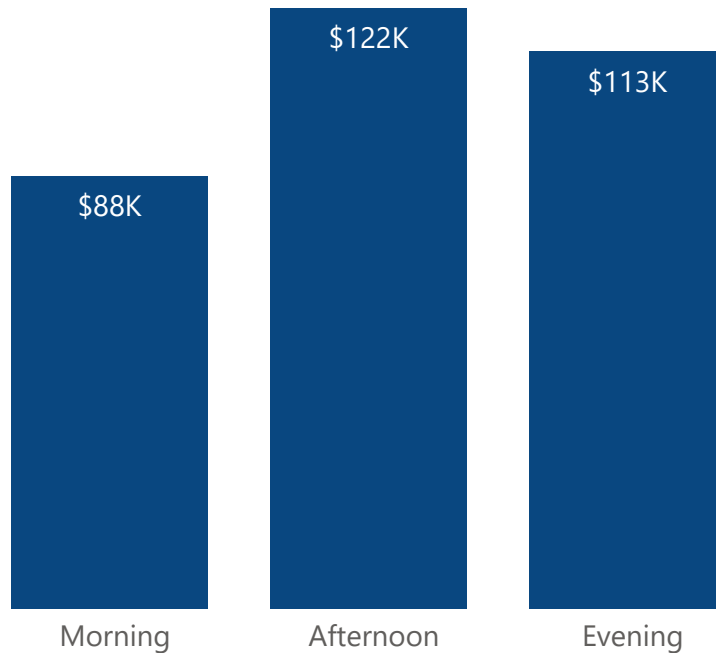
The supermarket branches open at **10:00 AM** after most working-class people have gone to work, thereby discouraging people who resume work at **8:30 AM** from buying at the supermarket.
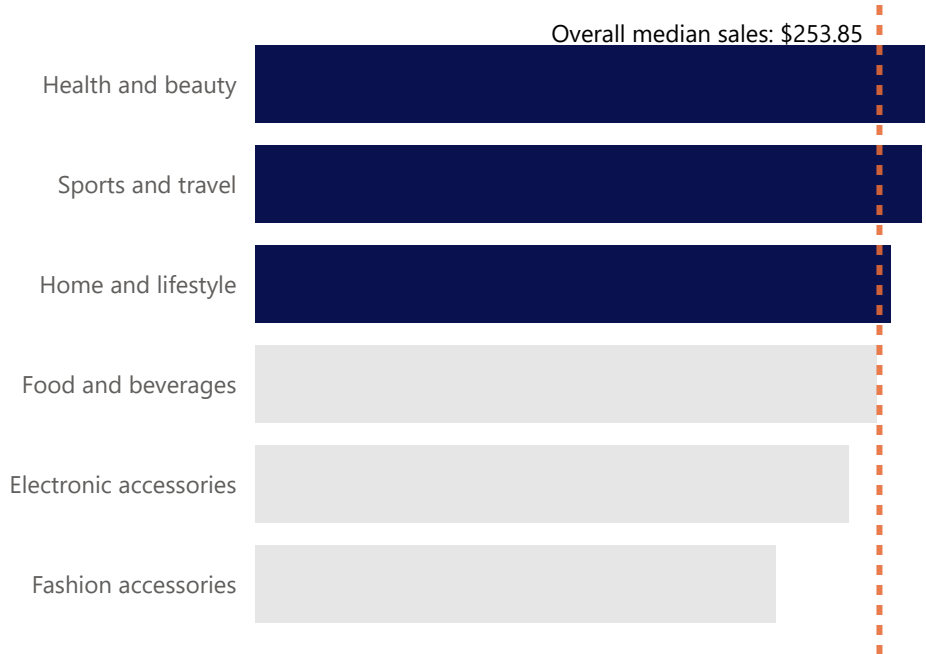
Morning $88K   Afternoon $122K   Evening $113K

Which of the product lines are above or below the overall median sales in a bid?

Recommendation: Re-evaluate the pricing strategy of the three products lines below the overall median sales value of $253.85

Overall median sales: $253.85

Health and beauty

Sports and travel

Home and lifestyle

Food and beverages

Electronic accessories

Fashion accessories

Health and beauty, Sport and travel, Home and lifestyle **were above** the median sales value

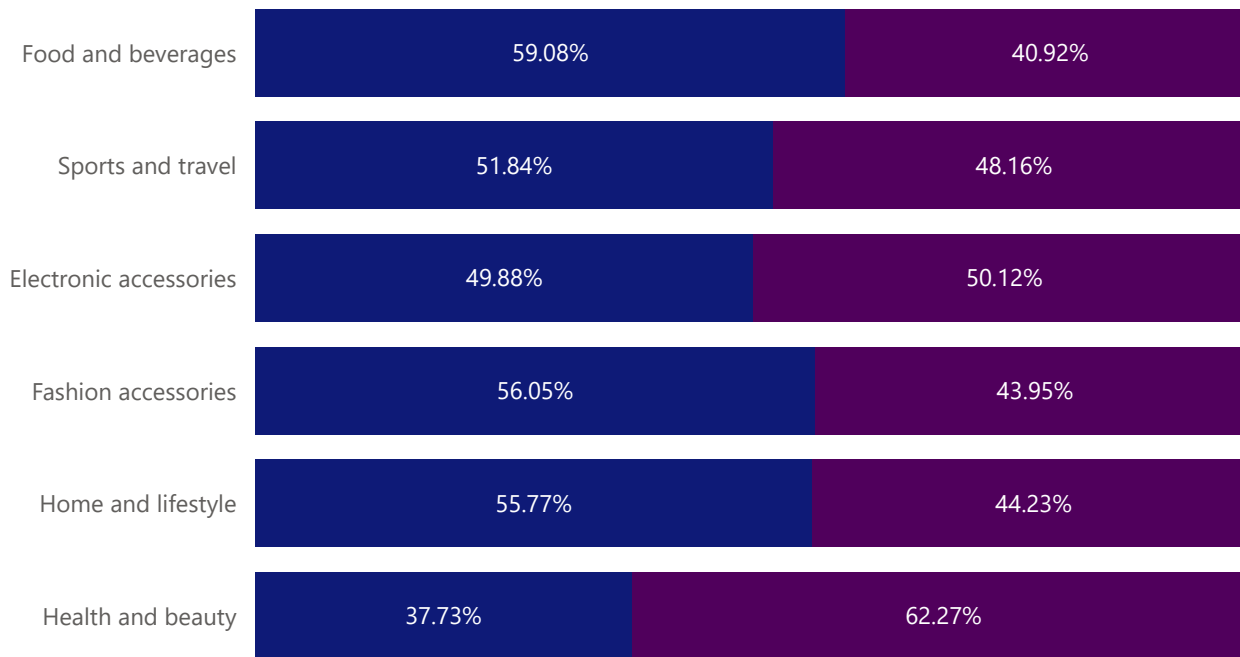Food and beverages, Electronic accessories, Fashion accessories **were below** the median sales value

How best to present this data in such a way to avoid clutter?
On which product line or category is there a huge difference in the buying patterns for females and males?

Recommendation: Create separate product lines for health and beauty products

Total sales by product line and gender

● Female ● Male

Product line	Female	Male
Food and beverages	59.08%	40.92%
Sports and travel	51.84%	48.16%
Electronic accessories	49.88%	50.12%
Fashion accessories	56.05%	43.95%
Home and lifestyle	55.77%	44.23%
Health and beauty	37.73%	62.27%

There is a **huge difference (> 20%)** in the buying patterns of females and males on health and beauty products

Executive Summary

Total amount of sales

$323.0K

Total quantity sold

5,510

Total gross income

$15.4K

Top three performing product lines

Product line	Sales
Food and beverages	$56.1K
Sports and travel	$55.1K
Electronic accessories	$54.3K

Branch location recording highest sales

Naypyitaw ($110.6K)

Payment channel recording highest sales

Cash ($112.2K)

Gender with the highest sales

Female ($167.9K)

Month with highest sales

January ($116.3K)

Time of day with highest sales

Afternoon ($122.0K)

Weekday with highest sales

Saturday ($56.1K)

Distribution and trend of the sales
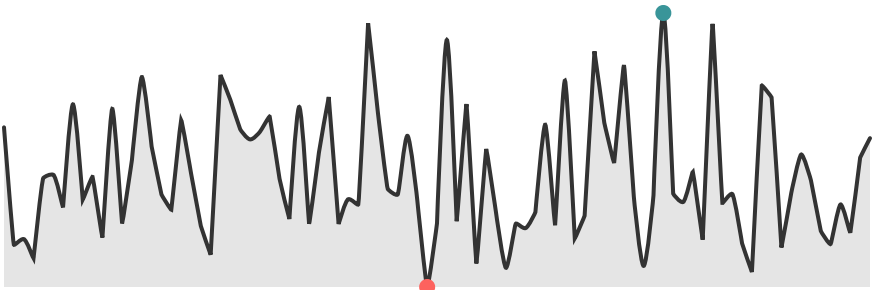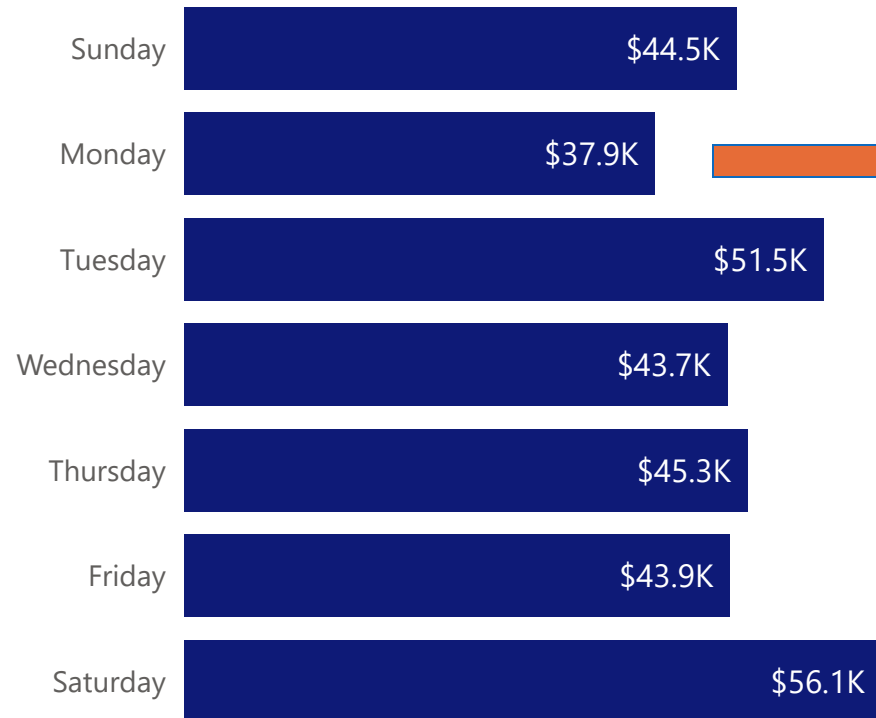
Which day has the lowest sales and how to improve it?

Recommendation: Please give more discounts and incentives to increase sales on Mondays

Total sales by Day of week

Day	Sales
Sunday	$44.5K
Monday	$37.9K
Tuesday	$51.5K
Wednesday	$43.7K
Thursday	$45.3K
Friday	$43.9K
Saturday	$56.1K

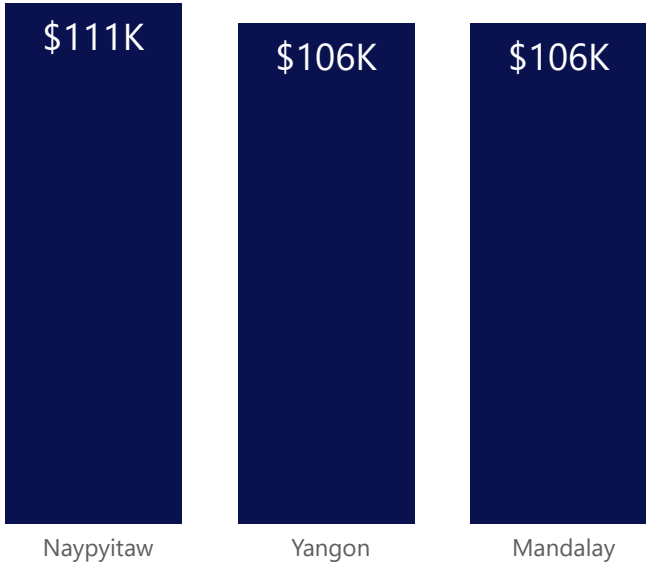Sales was marginally lower on Monday than on other days of the week

Where to invest marketing resources?

Invest more in marketing home and lifestyle products in Naypyitaw

Compared to other cities, Naypyitaw recorded the highest sales

Sum of Sales by City

$111K — Naypyitaw

$106K — Yangon

$106K — Mandalay

In Naypyitaw, **home and lifestyle** products recorded the lowest sales. These products require better marketing strategy.

Rank	Product line	Sales in Naypyitaw
1	Food and beverages	$23,766.855
2	Fashion accessories	$21,560.07
3	Electronic accessories	$18,968.9745
4	Health and beauty	$16,615.326
5	Sports and travel	$15,761.928
6	Home and lifestyle	$13,895.553
1		**$110,568.7065**