



Project Brief: Discount Mart

Objective

Discount mart is a small supermarket owned by Grant Frost. He wants a dashboard where he can track how well Discount Mart is doing for this year (in terms of Sales, Profit and Quantity Sold).

He would also like to know how well categories are performing as well as different regions.

Grant Frost assumes that most customers buy 2 or more products per basket/order but would like this confirmed by the data.

Grant also noted that Profit is 30% of the selling price.



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Data Sets and Logo

Data:

discountmart.csv (present in the resources section of this lecture)

You can also download it here

<https://finch-groundhog-9245.squarespace.com/s/discountmart.csv>

Logo

Discount Mart (1).png (present in the resources section of this lecture)

You can also download it here

<https://finch-groundhog-9245.squarespace.com/s/Discount-Mart-1.png>