

Supermarket Sales Insights & Recommendations

A One Page Strategic Summary

Key Findings

1. Customer Base

- Balanced gender distribution (50/50) ensures broad market appeal.
- Members (loyalty program) drive 30% higher sales than non-members.

2. Top Selling Categories

- Health & Beauty, Electronics, and Home and Lifestyle dominate sales.
- Average gross margin: 4.76%, indicating a high volume, low margin model.

3. Operational Insights

- Quantity and COGS data enable inventory turnover optimization.
- Ratings (avg: 7/10) highlight areas for service and product improvement.

Actionable Recommendations

✓ Boost Loyalty Engagement

- Offer exclusive discounts and rewards to increase member retention.

✓ Target High-Demand Categories

- Allocate marketing budgets to Health & Beauty and Electronics promotions.

✓ Improve Customer Satisfaction

- Analyze low rated transactions to refine product quality and service.

✓ Dynamic Pricing Strategy

- Adjust prices based on demand trends (e.g. weekend vs. weekday sales).

✓ Inventory Optimization

- Use Quantity and COGS data to reduce stockouts and overstocking.

Conclusion

By implementing these strategies, the supermarket can increase repeat purchases, maximize sales from top categories, and streamline operations for long term profitability.

