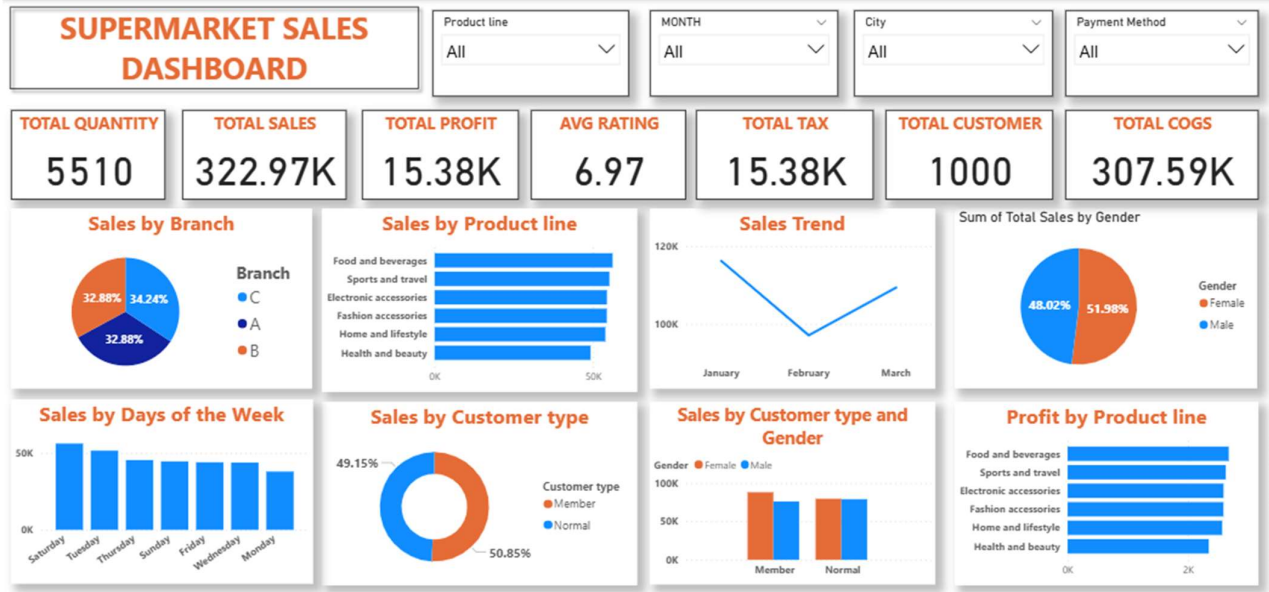


Supermarket Sales Data Analysis Report



1. Executive Summary

Objective: To evaluate supermarket sales data in order to identify sales trends, high-performing product lines, and customer behavior insights across multiple branches.

Key Insights:

- **Total Sales:** \$322.97K
- **Total Profit:** \$15.38K
- **Top Revenue-Generating Branch:** Branch C (34.24% of total sales)
- **Best-Selling Product Line:** Food and Beverages
- **Highest Sales Day:** Saturday
- **Customer Demographics:**
 - Female: 51.98%
 - Male: 48.02%
- **Customer Types:**
 - Members: 49.15%
 - Normal: 50.85%

Recommendations:

- Increase stock and marketing for **Food and Beverages** due to its high profitability.
- Launch **loyalty incentives** for Saturday shoppers to capitalize on peak sales days.
- Optimize **pricing and bundling** strategies based on customer demographics (gender and type).

2. Business Context

Background: The supermarket chain aims to understand product performance, customer behavior, and profitability across its branches over a three-month period.

Stakeholders: Retail Managers, Marketing Team, Finance Department, Store Branch Supervisors.

Business Questions:

- What are the key performance metrics of the business?
- Which branch and product lines are top performers?
- How do customer demographics and behavior affect revenue?

3. Data Overview

Sources Used: Sales database from supermarket POS systems

Date Range: January – March 2019

Data Fields Used: Branch, Product Line, Sales, Profit, Quantity, Customer Type, Gender, Date, City, Payment Method, Rating.

Data Quality Notes:

- All transactional records are assumed complete for the time period.
- Product categories and customer types are assumed consistently labeled.

4. Dashboard Overview

Tool Used: Power BI

Top KPIs

- **Total Quantity Sold:** 5,510
- **Total Sales:** \$322.97K
- **Total Profit:** \$15.38K
- **Average Rating:** 6.97
- **Total Tax:** \$15.38K
- **Total Customers:** 1,000
- **Total COGS:** \$307.59K

Sales by Branch

- **Branch C:** 34.24%
 - **Branch A:** 32.88%
 - **Branch B:** 32.88%
- Branch C is the top revenue generator.

Sales by Product Line

- **Highest:** Food and Beverages
- Others include Health & Beauty, Fashion Accessories, Sports & Travel, etc.

Sales Trend Over Time

- **January:** Peak
- **February:** Dip
- **March:** Partial recovery
→ Indicates potential seasonal or promotional effects

Sales by Days of the Week

- **Highest:** Saturday
- **Lowest:** Monday

Sales by Customer Type

- **Members:** 49.15%
- **Normal Customers:** 50.85%
→ Very balanced distribution

Sales by Gender

- **Female:** 51.98%
- **Male:** 48.02%

Sales by Customer Type & Gender

- Balanced spending across gender and membership segments

Profit by Product Line

- **Highest Profits:**
 1. Food and Beverages
 2. Fashion Accessories
 3. Health & Beauty

5. Recommendations

- **Double down on Food and Beverages:** Leverage its sales and profit dominance with bundling and promotions.
- **Capitalize on Saturday traffic:** Offer “Weekend Specials” and loyalty points to boost returns.
- **Tailor marketing by gender:** Minor variations in spending suggest the opportunity for gender-targeted campaigns.
- **Support Branch C:** Consider extending hours or increasing inventory for the top-performing branch.
- **Investigate February dip:** Analyze external factors (e.g., weather, public holidays) and plan mitigation strategies for future periods.

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