
Supermarket Sales Analysis

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Agenda

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 1. Sales Distribution
 2. Sales
 3. Number Of Orders
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Project Description

This project involves a comprehensive analysis of three branches of a supermarket (Yangon, Naypyitaw, Mandalay) to identify essential factors that contribute to a supermarket success by examining three months of data from the supermarket.



Objective

Cleaning the dataset by handling missing values, correcting outliers, and removing duplicates.

Analyzing the relationship between different attributes such as total sales, branches, and customer types.

Visualizing key insights such as rush hours, sales distribution, and total sales per branch.



Goal

The goal of the project is uncovering patterns and insights that can guide the owner in his creative and business decisions.



Step by step project creation

OSEMN



Obtain



Scrub



Explore



Model



iNterpret



Step by step project creation

1. Obtain the data from Supermarket.
2. scrubbing the data by (Python).
 - Tidiness Issues:
 - Combined separate city columns into one City column for easier analysis Explore the data.
 - Missing Values:
 - Filled missing data such as in the Customer Type column and corrected incorrect entries like "memberr" and Recalculate not completed calculated columns.
 - Outliers:
 - Corrected outliers in the Rating column (e.g., 97 instead of 9.7).
 - Duplicate Records:
 - Removed six duplicate records from the dataset.



Step by step project creation

3. Explore the data and Find the Insights by (Python).
 - Create histograms to visualize distributions.
 - Produce scatter plots to assess the relationship between variables.
4. Modeling
5. iNterpret
 - Visualize the results in a dashboard to entire point of the process insights to the organization or stakeholders.

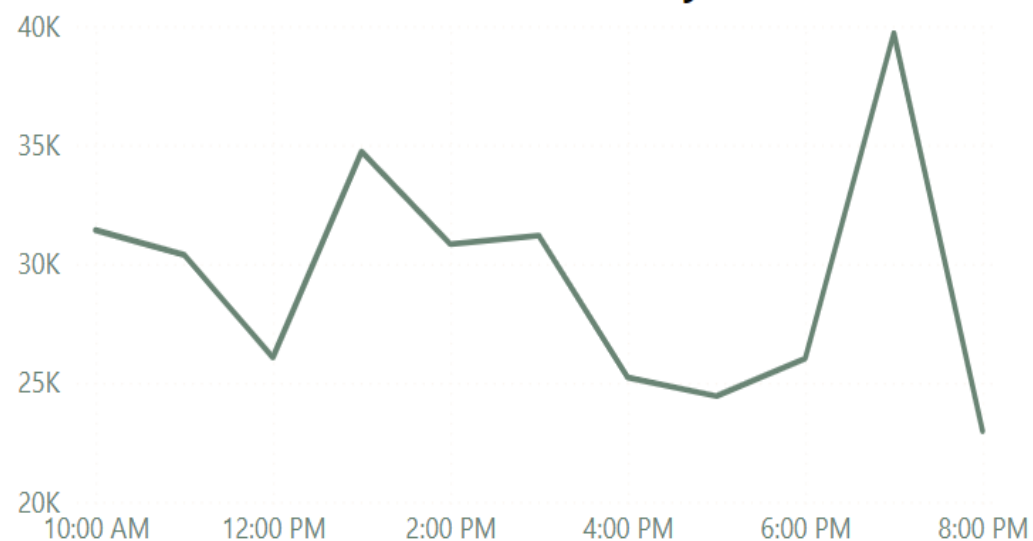
Project Results

1. Sales Distribution
2. Sales
3. Number Of Orders
4. Number of Customer
5. Customer Satisfaction

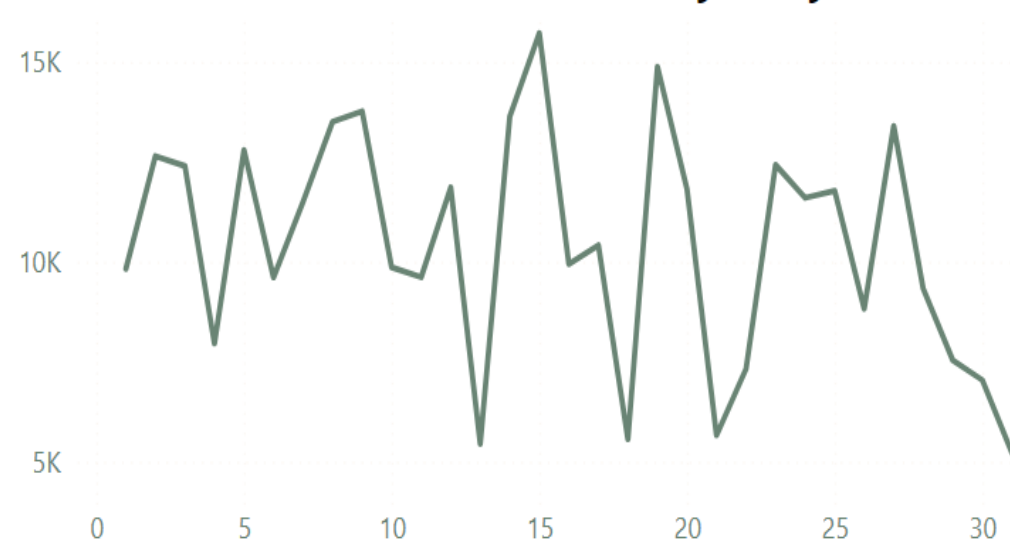


1. Sales Distribution

Sales Distribution By Time

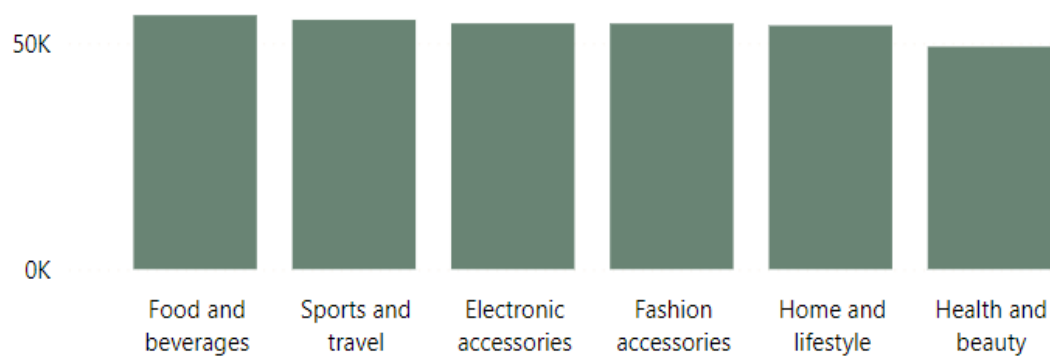


Sales Distribution By Day

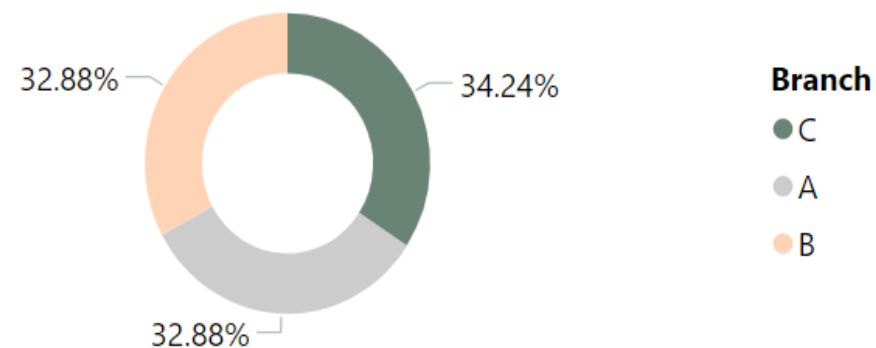


2. Sales

Sales By Product Line

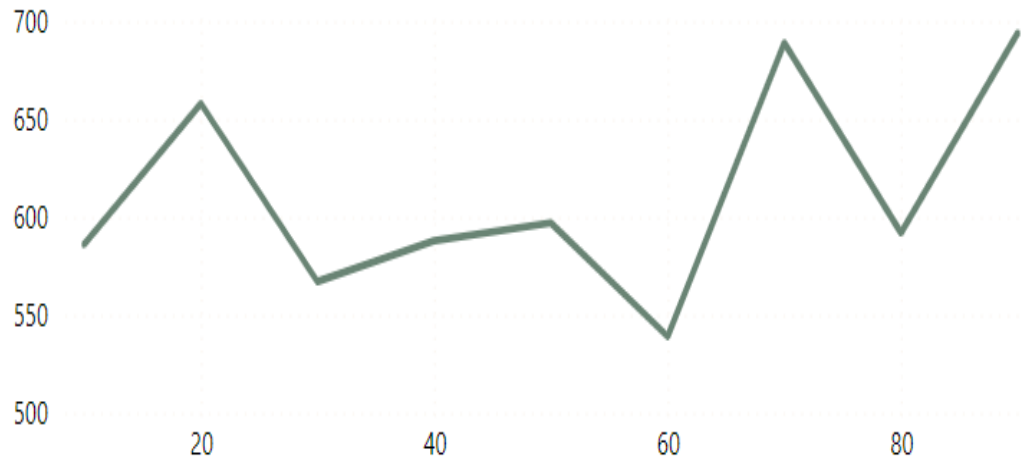


Sales By Branch



3. Number Of Orders

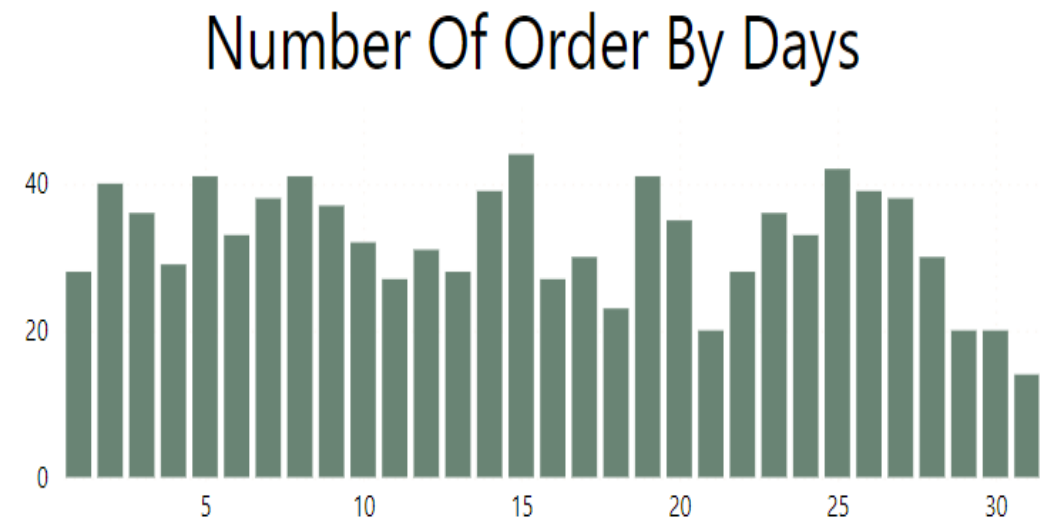
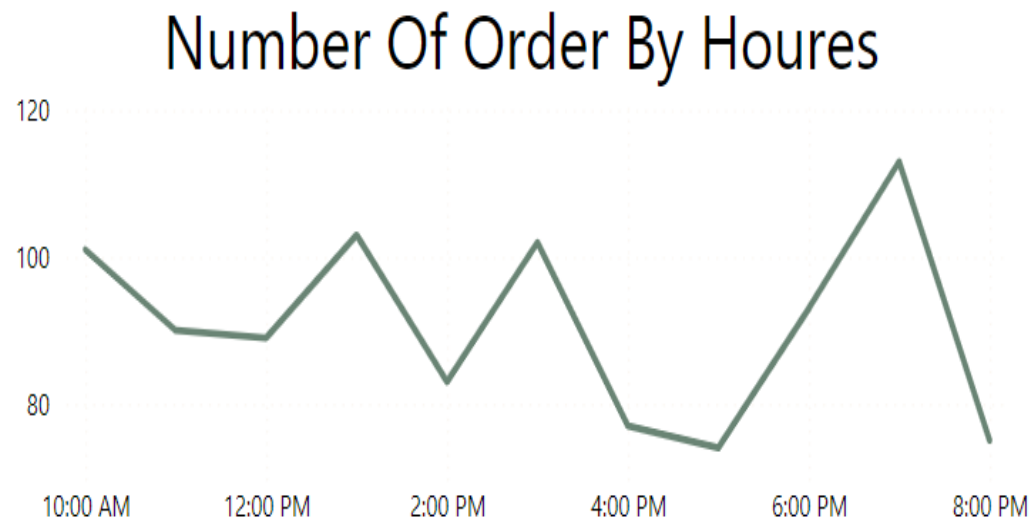
Number Of Order By Unit Price



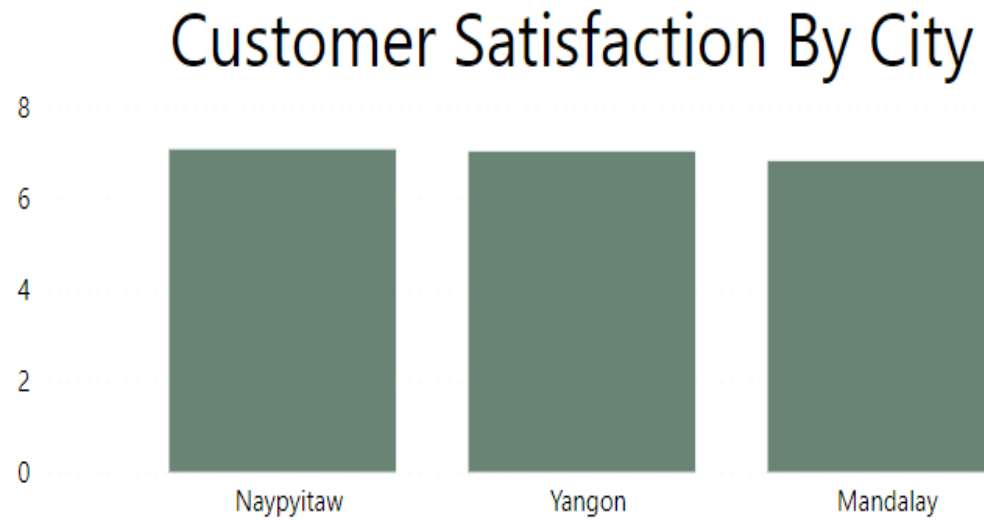
Number Of Order By Product Line



4. Number of Customer



5. Customer Satisfaction





Recommendation

Recommendation depends on the data to achieve more Sales and Customer Satisfaction

1. Improve data storage quality and add more details about the customer and products
2. Extending the supermarket's operating hours after 8 o'clock
3. Increase customer satisfaction and differentiate between Normal and Member customers



Thanks