**1. Data Overview**

The dataset contains sales information from a supermarket, with features like Invoice ID, Branch, City, Customer type, Gender, Product line, Unit price, Quantity, Tax, Total, Date, Time, Payment method, Cost of goods sold(COGS) etc.

**2. Objectives & Insights**

The goal is to uncover insights that can help understand the performance of the supermarket, customer behavior, and sales trends. Some insights to explore:

* **Sales performance**: Which branches and product lines are performing well?
* **Customer analysis**: What is the demographic breakdown of customers? Who are the top-paying customers?
* **Sales trends**: Are there any seasonal or time-based trends in sales?
* **Payment preferences**: What are the most common payment methods?

**3. Key Performance Indicators (KPIs)**

* **Total Sales**: The sum of all sales.
* **Average Transaction Value (ATV)**: Total sales divided by the number of transactions.
* **Sales by Product Line**: Sales performance across different product categories.
* **Sales by Branch/City**: Performance comparison between branches or cities.
* **Customer Segmentation**:
  + **Customer Type**: Breakdown of sales between Member and Normal customers.
  + **Gender Analysis**: Sales and transaction trends by gender.
* **Sales per Hour**: Hourly sales trends to identify peak shopping times.
* **Payment Methods**: Distribution of sales across different payment methods.
* **Customer Satisfaction**: Insights from customer feedback, if available.

**4. Key Insights**

* The supermarket has a balanced customer base in terms of gender and customer type.
* Cash remains the dominant payment method.
* Sales exhibit clear patterns by hour, day, and month.
* Naypyitaw is the top-performing city.
* Customer satisfaction seems generally positive based on the average rating.

**5. Overall Performance**

* Total Sales: The supermarket generated a total of 322.97K with a Gross Margin (GM%) of 4.76%.
* Gross Income: The total gross income amounted to 15.38K.
* Average Transaction Value (ATV): The average customer spent 322.97 per transaction.

**6. Sales Performance**

* Sales by Hour: Sales peak between 10 AM and 12 PM, indicating high customer traffic during these hours.
* Sales by Day: Sales fluctuate throughout the month, with a noticeable peak around the 15th.
* Product Lines: Food and Beverages is the best-selling category.
* Payment Methods: Cash is the most preferred payment method, followed by eWallet and Credit Card.
* Rating: The average rating is 6.97 out of 10, indicating a general satisfaction level.