

## RETAIL SALES ANALYSIS REPORT

### Overview:

Analysis of supermarket sales data to identify trends and customer behavior.

### Key Findings:

- Peak sales during evenings (5–7 PM)
- Food & Beverages is top-selling category

### Insights:

- Members spend more per transaction
- Weekends generate higher revenue

### Recommendations:

- Increase inventory for top products
- Run weekend promotions