



EXECUTIVE SUMMARY

FOR COMPANY XYZ



JUNE 9, 2021

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INTRODUCTION

Your company owns a supermarket chain across the country. Each major branch, located in 3 major cities across the country, recorded sales information for 3 months to help understand sales trends and determine its growth due to the rise in supermarket competition.

I will analyze this data set and attempt to extract valuable insights for your company.

ANALYSIS STEPS

1. Combining files from each of the branches into a single data set.
2. Data exploration.
3. Data cleaning and formatting.
4. Extracting and grouping extracted information based according to similar categories.
5. Data visualization.

INSIGHTS

- **Fashion accessories** were the most patronized products while **Epay** was the most used payment channel.
- The city with the highest gross income is **Port Harcourt** with total gross income of **#1895463.54**.
- The Port Harcourt branch has the highest mean unit price, mean quantity and mean ratings.
- There's a striking preference for cash payment among buyers of electronic accessories.
- Fashion accessories and home and lifestyle categories also show relative customer preference for payment using Epay.
- There's a relative preference for Epay at the Lagos branch but cash at the Port Harcourt branch.
- Females buy and spend relatively more on food & beverages as well as home & lifestyle products while males spend relatively more on health & beauty products.
- Majority of shoppers spend 100,000 or less.
- Product categories with the lowest unit price were on average purchased more; a pertinent example is the electronic accessories product line.

FUTURE PROPOSED ANALYSIS

1. Analyzing each branch's data set to discover possible peculiarities and insights.
2. Performing analysis on a data set spanning a longer time period. This will facilitate robust recommendations.

VISUALISATION EXAMPLES



