

Assignment 2

Super Market Sales Dashboard

322.97K

Sum of Total

6.97

Average of Rating

5510

Sum of Quantity

267.29K

Sum of profit

Branch

All

Customer type

All

Payment

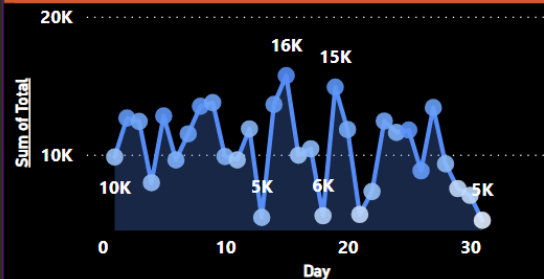
All

Date

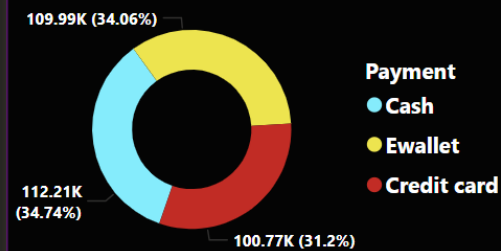
01-01-2019

30-03-2019

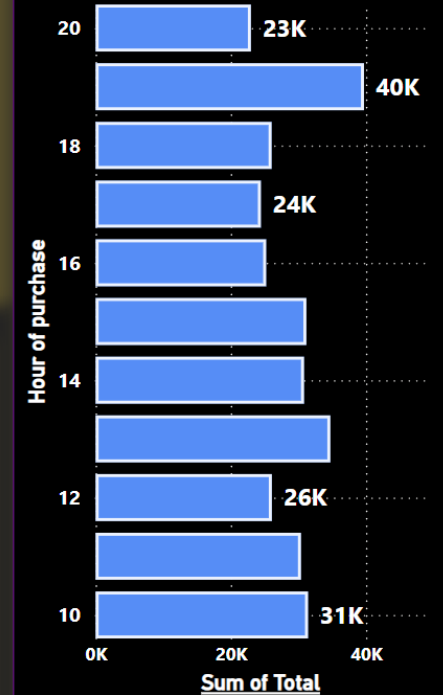
Sum of Total by Day



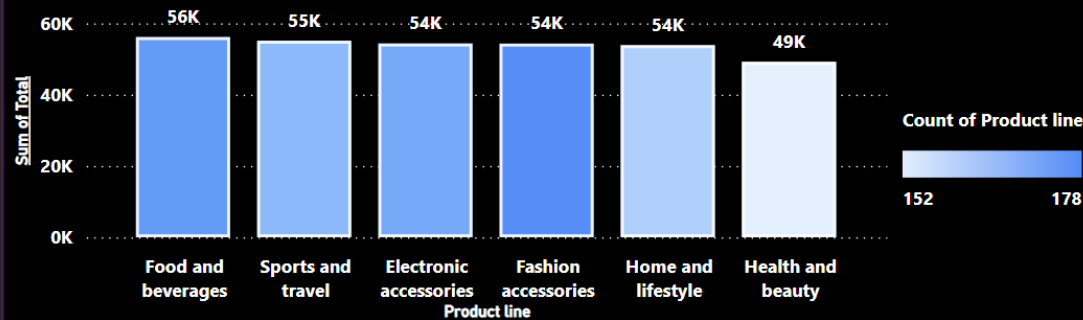
Sum of Total by Payment



Sum of Total by Hour of purchase



Sum of Total by Product line



Key Findings :-

1. Overall Sales Performance:

- Total Sales: 322.97K
- Total Profit: 267.29K
- Total Quantity Sold: 5510
- Average Rating: 6.97 (suggests moderate customer satisfaction)

2. Sales Trends:

- Sales fluctuate daily, peaking at 16K and 15K on certain days.
- Some days see significant drops, reaching as low as 5K.

3. Payment Methods:

- E-wallet (34.74%) is the most popular, followed by Cash (34.06%) and Credit Card (31.2%).
- The distribution is relatively even among the three methods.

4. Sales by Product Line:

- Top-Selling Categories:
 - Food and Beverages (56K)
 - Sports and Travel (55K)
 - Electronic Accessories (54K)
 - Fashion Accessories (54K)
 - Home and Lifestyle (54K)
 - Health and Beauty (49K)
- Health and Beauty products generate the least revenue among major categories.

5. Sales by Hour of Purchase:

- Peak hours: 10 AM (31K), 12 PM (26K), 2 PM (24K), and 8 PM (40K).
- Least activity: 6 AM – 9 AM and late night hours.