

Assignment 3



Super Market Sales = Customer Trends & Behavior

322.97K

Sum of Sales

6.97

Average of Rating

5510

Sum of Quantity

267.29K

Sum of profit

Branch

All

Customer type

All

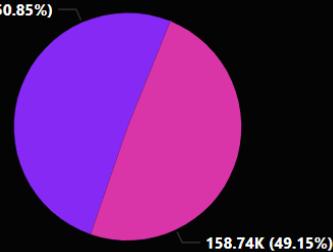
Payment

All

Date

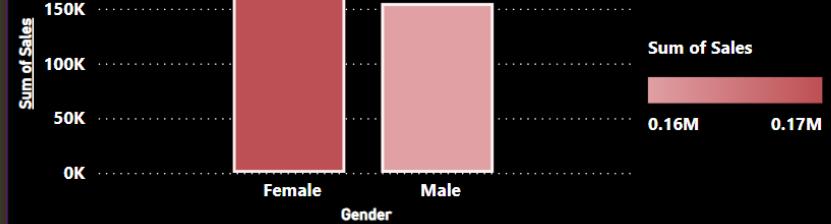
01-01-2019 30-03-2019

Customer type by Sales

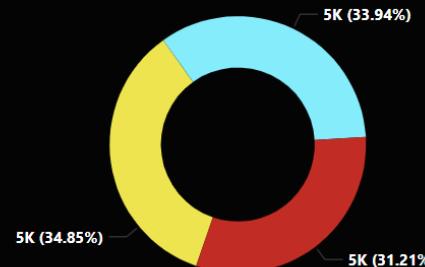


- Customer type
- Member
 - Normal

Sales by Branch

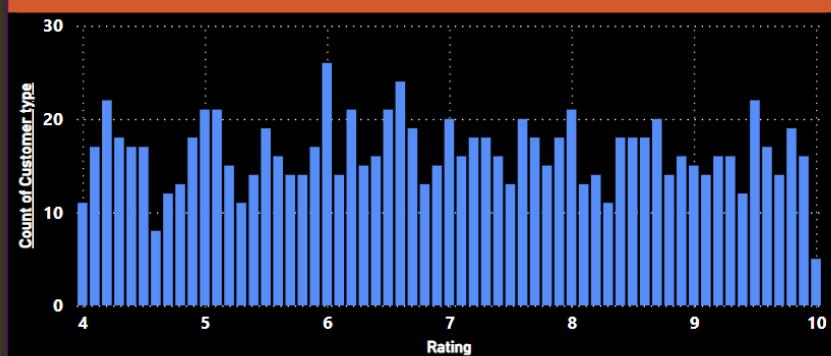


Payment Method Usage



- Payment
- Ewallet
 - Cash
 - Credit card

Count of Customer type by Rating



Sales Performance Analysis – Key Insights

- ✓ Total Sales: \$322.97K, Total Profit: \$267.29K, Total Quantity Sold: 5,510 units
 - ✓ Top-Selling Categories: Food & Beverages (\$56K), Sports & Travel (\$55K)
 - ✓ Low-Selling Category: Health & Beauty (\$49K) → Needs targeted promotions.
 - ✓ Branch Performance: Branch A has the highest sales & profit, while Branch C struggles with lower margins.
 - ✓ Peak Sales Hours: 10 AM, 12 PM, 2 PM, 8 PM → Best times for promotions.
-  **Actionable Steps:** Improve stock for top categories, focus on low-performing branches, and run promotions during peak hours.

Customer Trends & Behaviors – Key Insights

- ✓ Customer Type: Members spend more than Normal customers → Loyalty programs are effective.
 - ✓ Gender Trends: Sales are balanced between Male & Female customers → No major gender preference.
 - ✓ Payment Preferences:
 - E-Wallet (34.74%) is the most used.
 - Cash (34.06%) and Credit Card (31.2%) are still significant.
 - ✓ Customer Satisfaction: Average Rating: 6.97 → Moderate satisfaction, improvement needed.
-  **Actionable Steps:** Promote E-wallet usage with discounts, enhance customer experience to boost ratings, and encourage more loyalty sign-ups