

**Project Name :** Supermarket Sales Dashboard

**Participants :**

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**Abstract:**

The Supermarkets Sales Dashboard project aims to analyze sales data across multiple branches and product categories in a supermarket setting. The primary objective is to uncover sales trends, identify high-performing branches and product lines, and provide insights into customer behavior using data visualization and analytics. The dataset includes key information such as invoice details, city, customer gender, product lines, sales amounts, and payment methods.

To ensure accurate analysis, raw data collected from stakeholders was cleaned using preprocessing techniques such as removing duplicates, handling missing values, standardizing text fields, and correcting inconsistent entries. After cleaning, the data was visualized using interactive dashboards that can support real-time decisionmaking by management. These visualizations provide deep insights into customer preferences, top-selling items, and branch performance, contributing to improved inventory planning and marketing strategies.

The project serves as a practical example of how data-driven decisions can improve retail efficiency and customer satisfaction in the supermarket domain.

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**Keywords:**

Supermarket Sales, Data Analytics, Dashboard, Customer Behavior, Data Cleaning, Visualization, Retail Insights