SUPERMARKET SALES REPORT

The purpose of this project was to identify key pointers from the data gleaned from customers' purchases over a period of 3 months.

Procedures:

The data was loaded from a csv file. Due to it being a clean dataset, transformation required minimal activities.

1. A line chart was created displaying the cost of goods sold over the first quarter.
2. A donut chart was created highlighting the gender distribution of the supermarket's customers.
3. A pie chart was created displaying the percentage distribution of customer types; members and non-members.
4. An attempt was made using a map to visualize the data sales realized from 3 branches associated with the supermarket's management.
5. A clustered bar chart was created to visualize the distribution spread of Product lines sold by the company.
6. A clustered column chart visualizing the ratings received from the customers within the time frame the data was taken.
7. A scatter chart was created to visualize the relationship between the cost of goods sold and the gross income.
8. Several cards were created, noting the summation of cost of goods sold, gross income and the quantity of goods sold.
9. Slicers were also created to make data exploration easier.

Insights:

We learned from prodding the data that:

1. Customers' genders were evenly distributed, as well as the purchases between members and non-members.
2. The sales for the months was spread evenly but February recorded the least sales.
3. The branches matched each other in terms of goods sold and income earned.
4. Female customers were more satisfied than their male counterparts, as well as members than normal customers.
5. *Fashion accessories* was the most patronized product.
6. More women patronized the *Fashion accessories* product line than every other, with *health and beauty* being the least patronized. While men bought more *health and beauty* products than every other product.