



Supermarket Sales

Management Dashboard

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Background

Supermarkets generate large volumes of transactional data daily, which can be analyzed to extract valuable insights about sales trends, customer preferences, and business performance. By examining key metrics such as revenue, product category performance, and customer satisfaction, businesses can optimize their strategies to improve profitability and service quality.

The dataset used in this analysis contains records of sales transactions from a supermarket chain, covering multiple branches and diverse product categories. The goal is to derive insights that can help in making data-driven business decisions.

Analysis Objectives

The primary objectives of this analysis are:

1. Identify the best-performing product categories based on sales volume and revenue.
2. Analyze sales trends across different branches to determine regional performance.
3. Evaluate customer preferences in terms of payment methods and product ratings.
4. Derive insights for strategic decision-making to enhance sales and customer satisfaction.

Dataset Overview

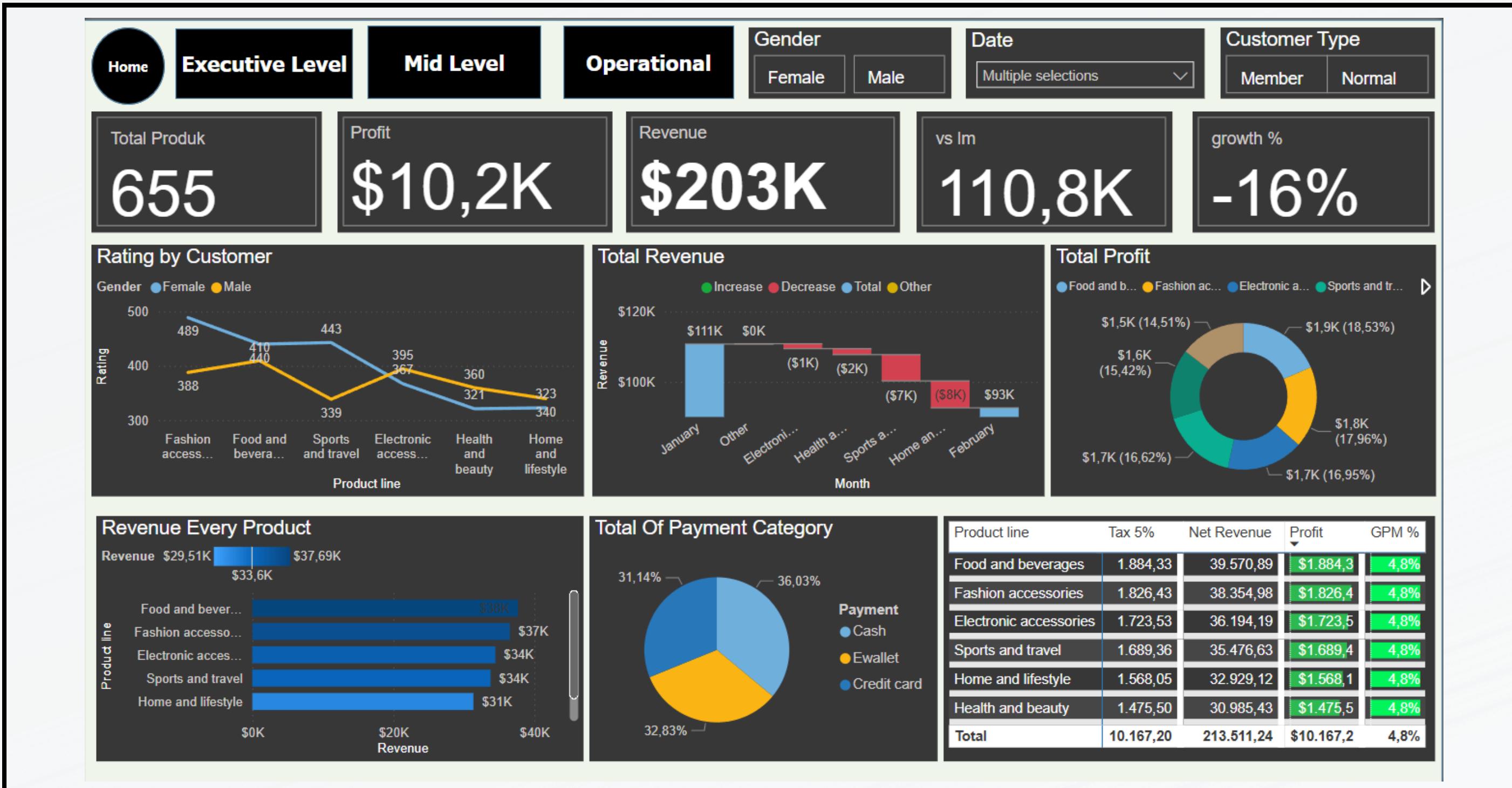
This dataset consists of transaction records from a supermarket and includes the following key attributes:

1. Invoice ID – Unique identifier for each transaction.
2. Branch – The supermarket branch where the transaction occurred.
3. City – The city where the branch is located.
4. Customer Type – Indicates whether the customer is a member or a normal shopper.
5. Gender – The gender of the customer.
6. Product Line – Category of the product purchased.
7. Unit Price – Price per unit of the product.
8. Quantity – Number of units purchased.
9. Tax (5%) – Tax applied to the purchase.
10. Total – Total transaction amount after tax.
11. Date – The date of the transaction.
12. Time – The time of purchase.
13. Payment Method – Type of payment used (e-wallet, cash, or credit card).
14. COGS – Cost of goods sold.
15. Gross Margin Percentage – Profit margin percentage.
16. Gross Income – Total profit from the transaction.
17. Customer Rating – Customer satisfaction score for the transaction.

This dataset allows us to analyze key factors influencing sales, customer preferences, and financial performance.

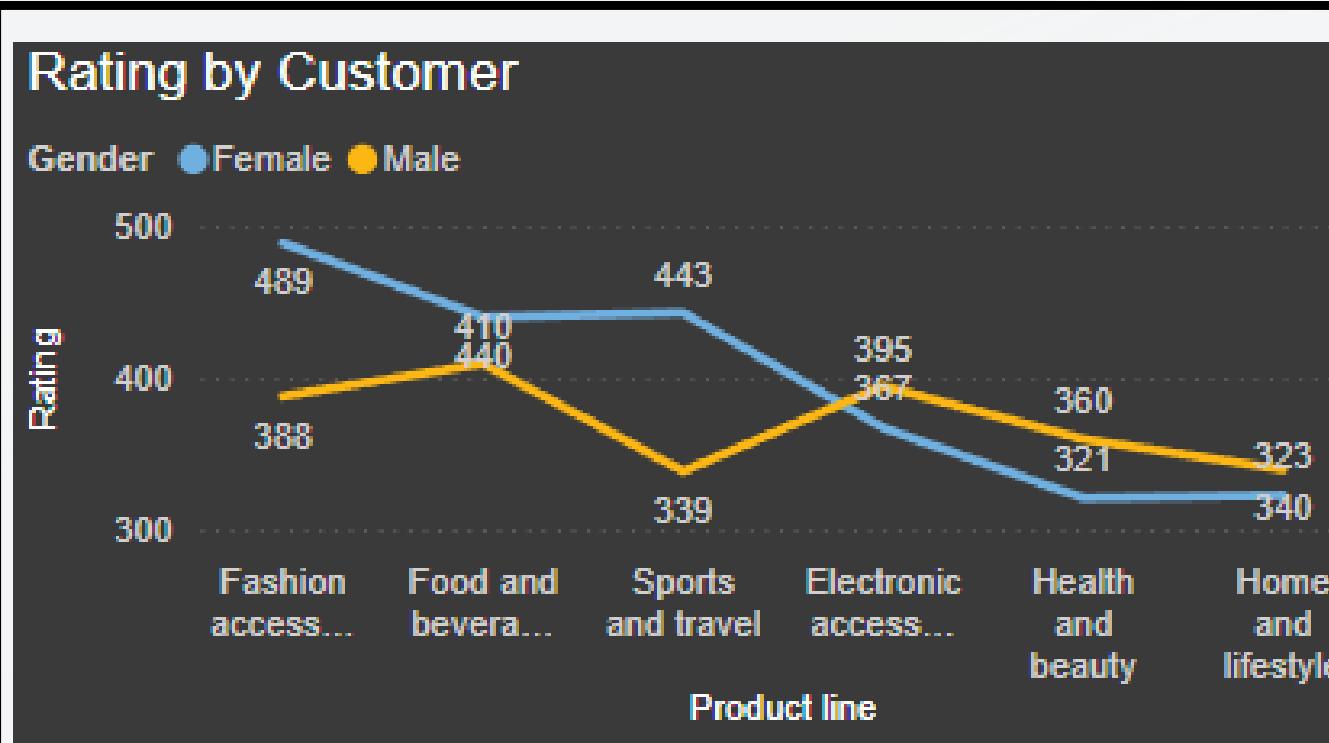
Dashboard 1

Executive Level



Rating by Customer (Gender)

Executive Level



- Female customers gave the highest rating for Fashion Accessories (489), while male customers gave the highest rating for Sports & Travel (443).
- Home & Lifestyle had the lowest rating compared to other categories.

Payment Preferences

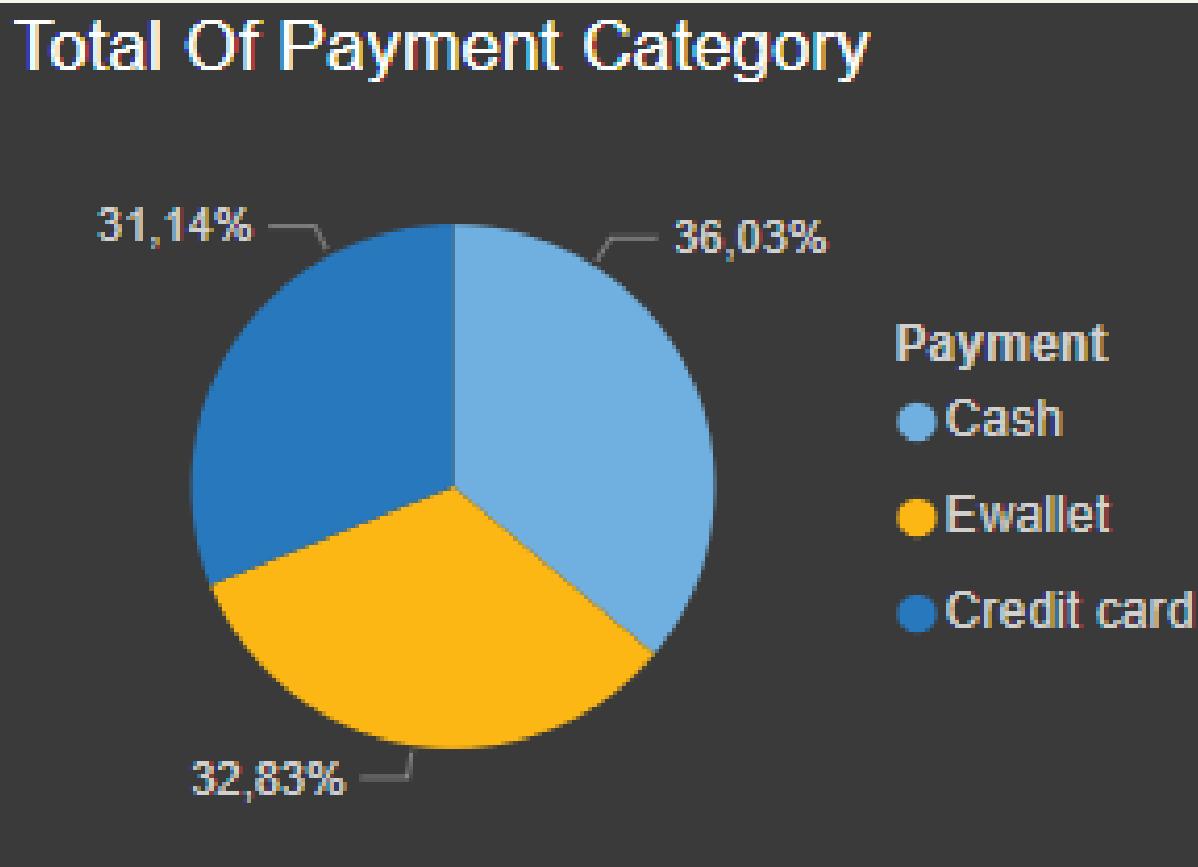
Executive Level



- Food & Beverages had the highest revenue (\$38K), followed by Fashion Accessories (\$37K) and Electronic Accessories (\$34K).
- Home & Lifestyle recorded the lowest revenue (\$31K).

Total Payment Category

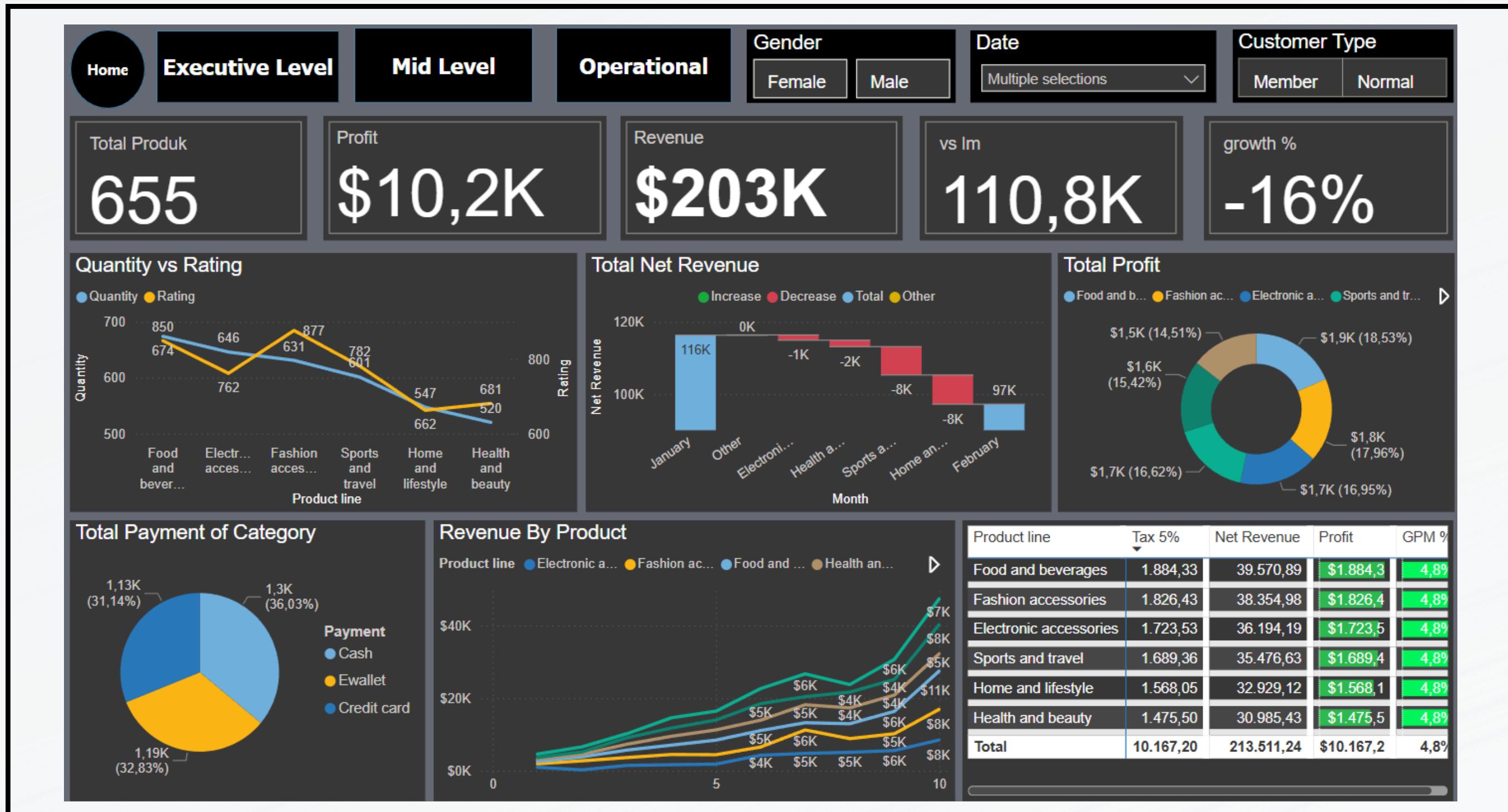
Executive Level



- E-Wallet is the most popular payment method (36.03%), followed by Credit Card (32.83%) and Cash (31.14%).
- The percentage difference between payment methods is not too significant, indicating that customers have fairly balanced preferences.

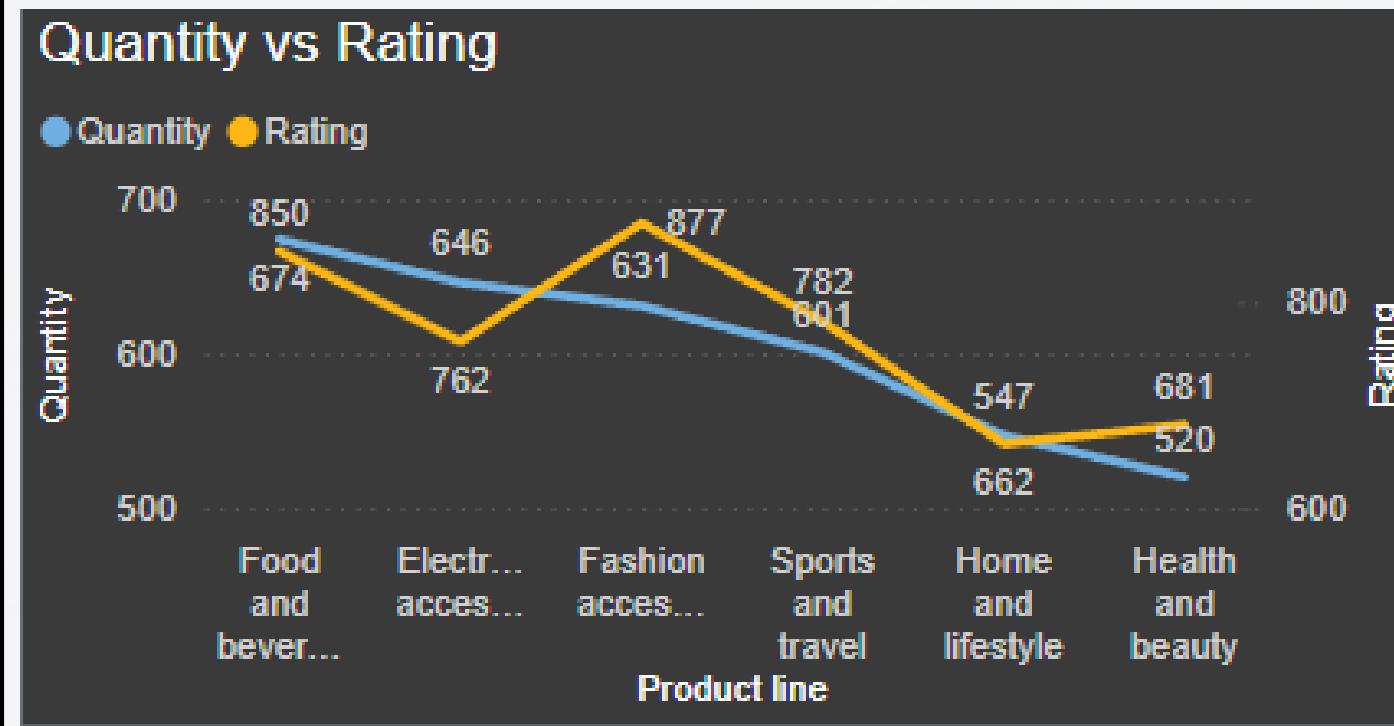
Dashboard 2

MidLevel & Operational



Quantity vs Rating

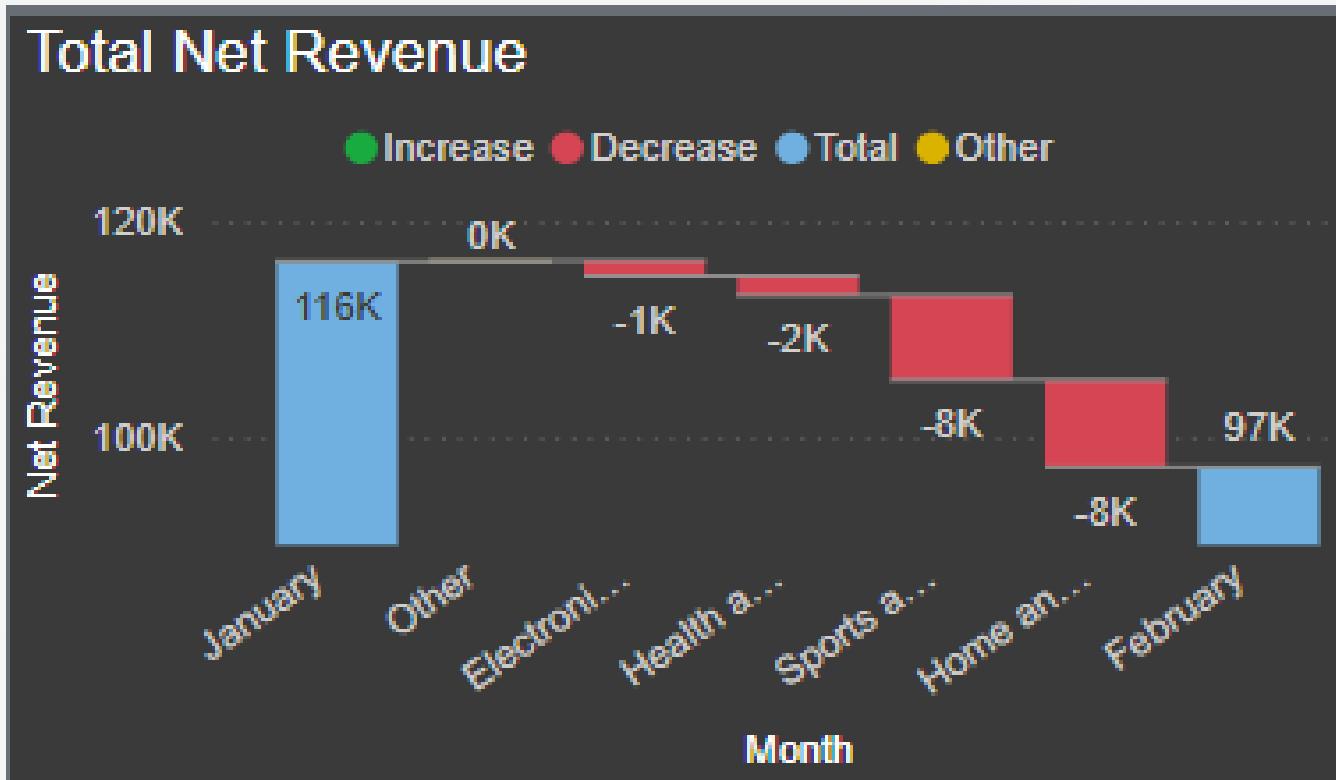
Mid Level & Operation



- Fashion Accessories has the highest sales but lower ratings compared to other categories.
- Health & Beauty has fewer sales but its ratings remain stable.
- This shows that sales volume is not always directly proportional to customer satisfaction.

Total Net Revenue

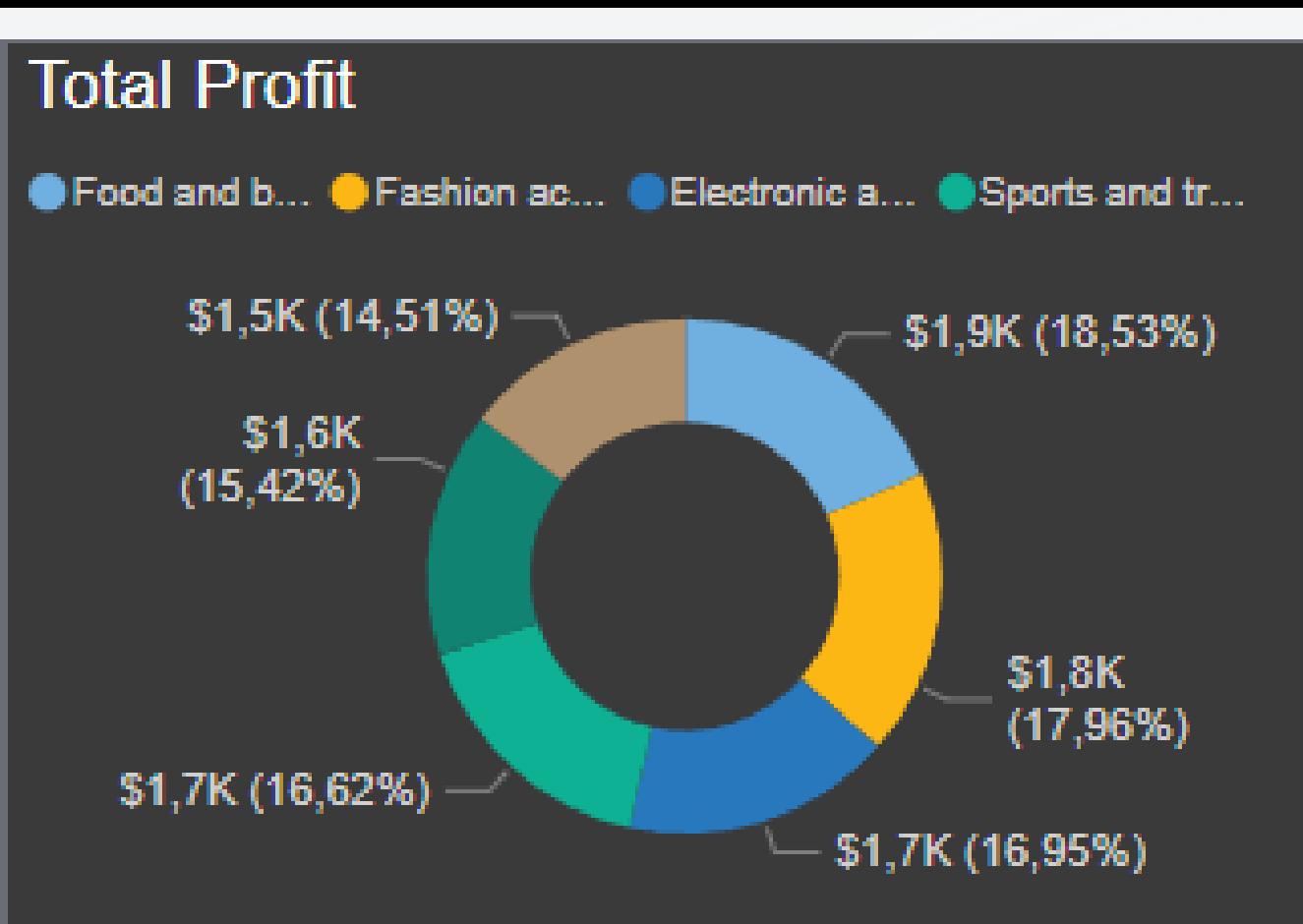
Mid Level & Operation



- January had the highest revenue (\$116K), but some categories like Sports & Travel saw significant declines.
- The biggest decline was in February (-\$8K).
- This could be a concern in promotional strategies and product inventory.

Total Profit

Mid Level & Operation



- Food & Beverages contributed the most to total profit (18.53%).
- Followed by Fashion Accessories (17.96%) and Electronic Accessories (16.95%).
- All other categories have almost balanced profit distribution.

CONCLUSION

DASHBOARD 1

1. Revenue Distribution:

- Food & Beverages has the highest revenue (\$38K), followed by Fashion Accessories (\$37K) and Electronic Accessories (\$34K).
- Home & Lifestyle category has the lowest revenue (\$31K).

2. Customer Rating Analysis:

- Female customers gave the highest rating for Fashion Accessories (489), while male customers preferred Sports & Travel (443).
- Home & Lifestyle category has the lowest rating compared to other categories.

3. Payment Preferences:

- E-Wallet (36.03%) is the most popular payment method, followed by Credit Card (32.83%) and Cash (31.14%).
- The difference in the use of payment methods is not too significant, indicating that customers have fairly balanced preferences.

DASHBOARD 2

1. Sales Performance:

- Fashion Accessories had the highest sales volume (877 units), but its rating was lower than other categories.
- Health & Beauty had fewer sales volumes (520 units) but a more stable rating (681 points).

2. Revenue Trends:

- January recorded the highest revenue (\$116K), but several categories experienced significant revenue declines.
- The largest decline occurred in February (-\$8K), which needs further analysis to understand why.
- Fashion Accessories had the highest sales volume (877 units), but its rating was lower than other categories.
- Health & Beauty had fewer sales volumes (520 units) but a more stable rating (681 points).
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3. Revenue Trends:

- January recorded the highest revenue volume (\$116K), but several categories experienced significant revenue declines.
- The largest decline occurred in February (-\$8K), which needs further analysis to understand why.

4. Profit Contribution:

- Food & Beverages has the largest profit contribution (\$1.9K or 18.53%), followed by Fashion Accessories (17.96%) and Electronic Accessories (16.95%).
- All other categories have almost equal contribution, in the range of 14-17%.

Thank You

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