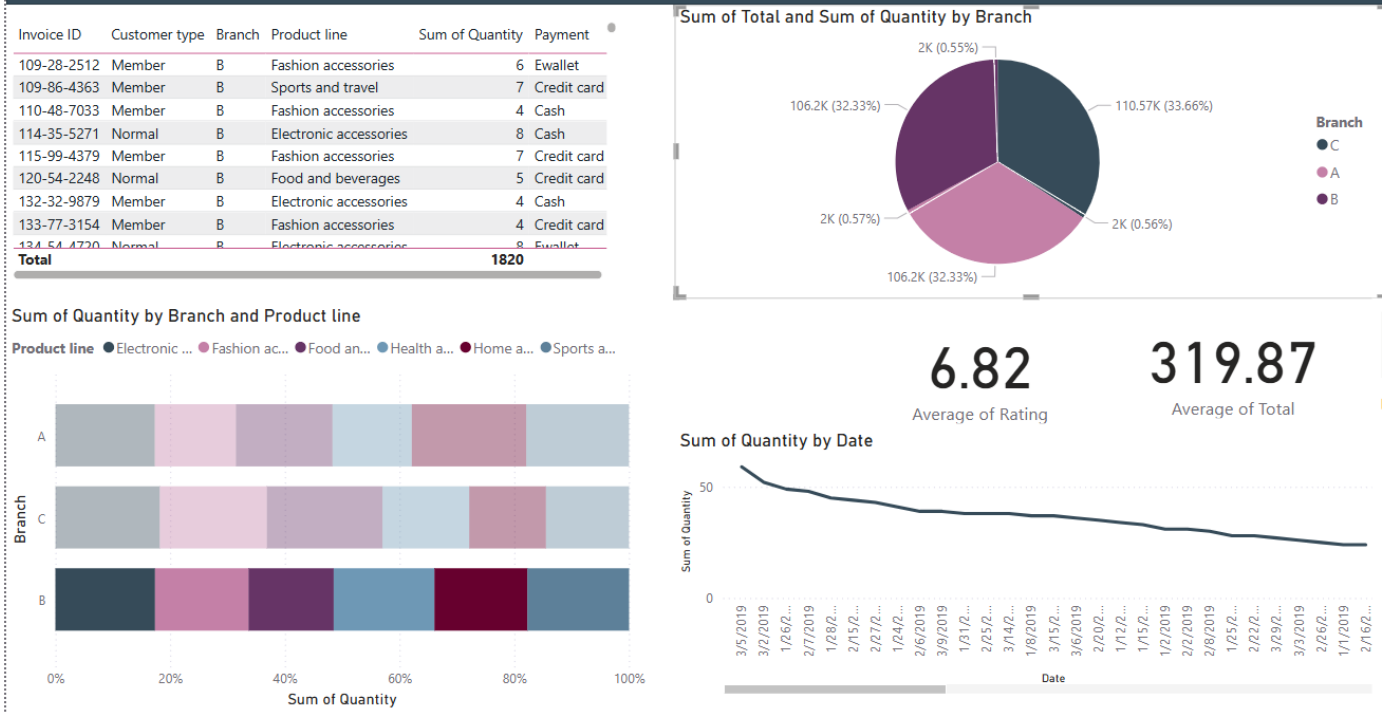


ASSIGNMENT 2

To analyze key metrics and provide insights into trends, performance and sales.



Key Findings and Insights from the Supermarket Income Analysis Dashboard

1. City-Wise Sales & Payment Trends:

- Sales are almost the same in Naypyitaw, Yangon, and Mandalay. (around ₹106K - ₹110K)
- Members and normal customers spend similarly.

2. Payment Method Trends:

- Most customers prefer Credit Cards (₹112.21K)
- Cashless payments are more popular than cash.

3. Sales Trends Over Months:

- a. Sales were highest in Jan-April but dropped after May.
- b. This could be due to seasonal demand changes.

4. Best and Worst Selling Product Categories:

- a. Food & Beverages made the most profit (₹2,674).
- b. Health & Beauty had the lowest income (₹2,343), meaning fewer people buy these products.

5. Overall Income Performance:

- a. Total **5510** units of Quantity is sold
- b. Total ₹322.97K are earned from all sales
- c. Total ₹15.38K is gross income earnings after product costs.
- d. Total 4.76% is gross margin