Hey’s Store Analysis

**Introduction**

this analysis is done with data from a supermarket store called Hey’s store. Supermarkets in general have to do regular deep check into the insights of their store in order to keep the sales coming. In a supermarket scenario like Hey’s store has a lot fo factors at play that correlate with the regularity of sales, customer satisfaction, and lots more. This analysis will be covering all the main factors correlating to improvement in Hey’s store.

**Objectives**

this analysis aims to:

1. Provide valuable insights that will in turn lead to a growth in the current customer count and make more sales
2. Know how each productline is doing at different brinches
3. Know what time of the day more sales are made
4. Know if sales are increasing or decreasing overtime
5. Know which gender patronizes them more
6. Know which productline gathers more sales
7. Know which mode of payment users tend to use more
8. Know which customer type generates more sales
9. Know which customer type generates better ratings

**Data Source**

This dataset was gotten from Kaggle

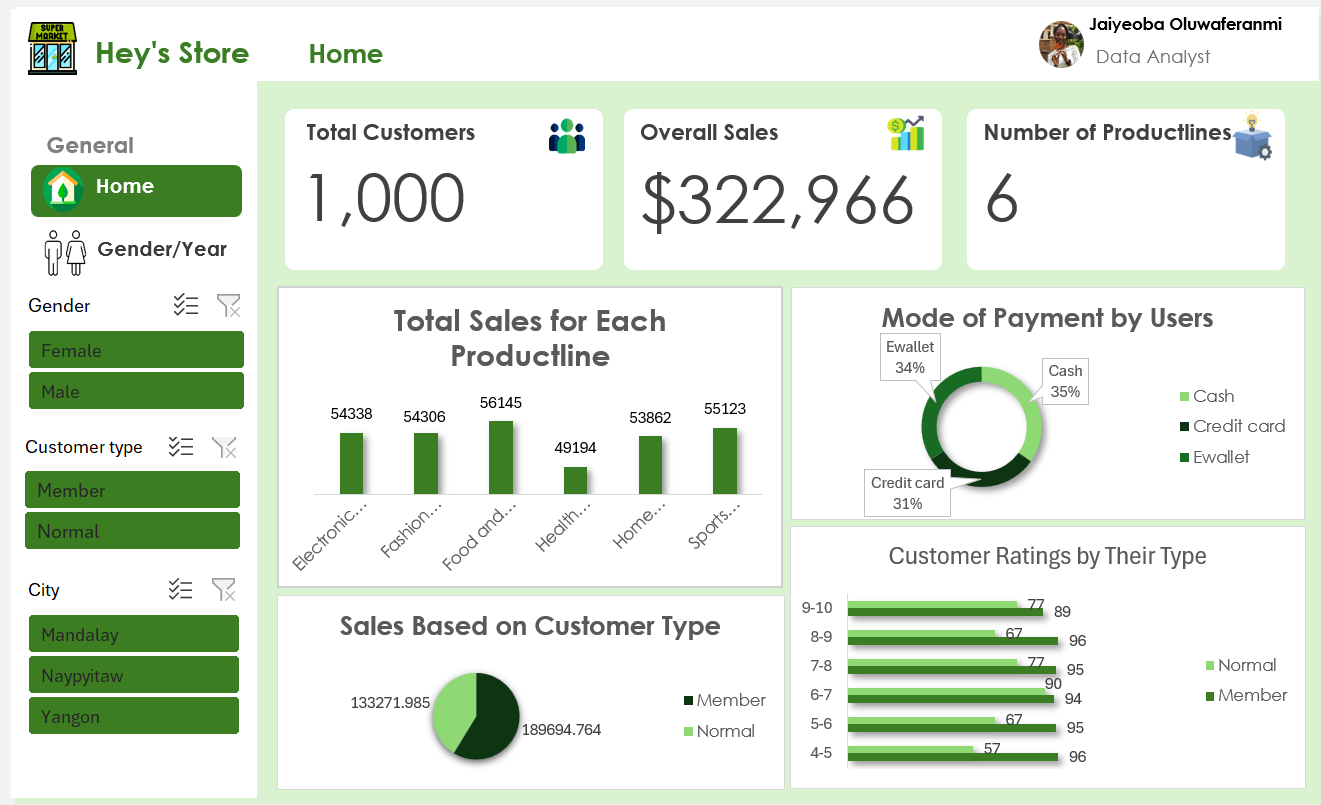
**Data Cleaning**

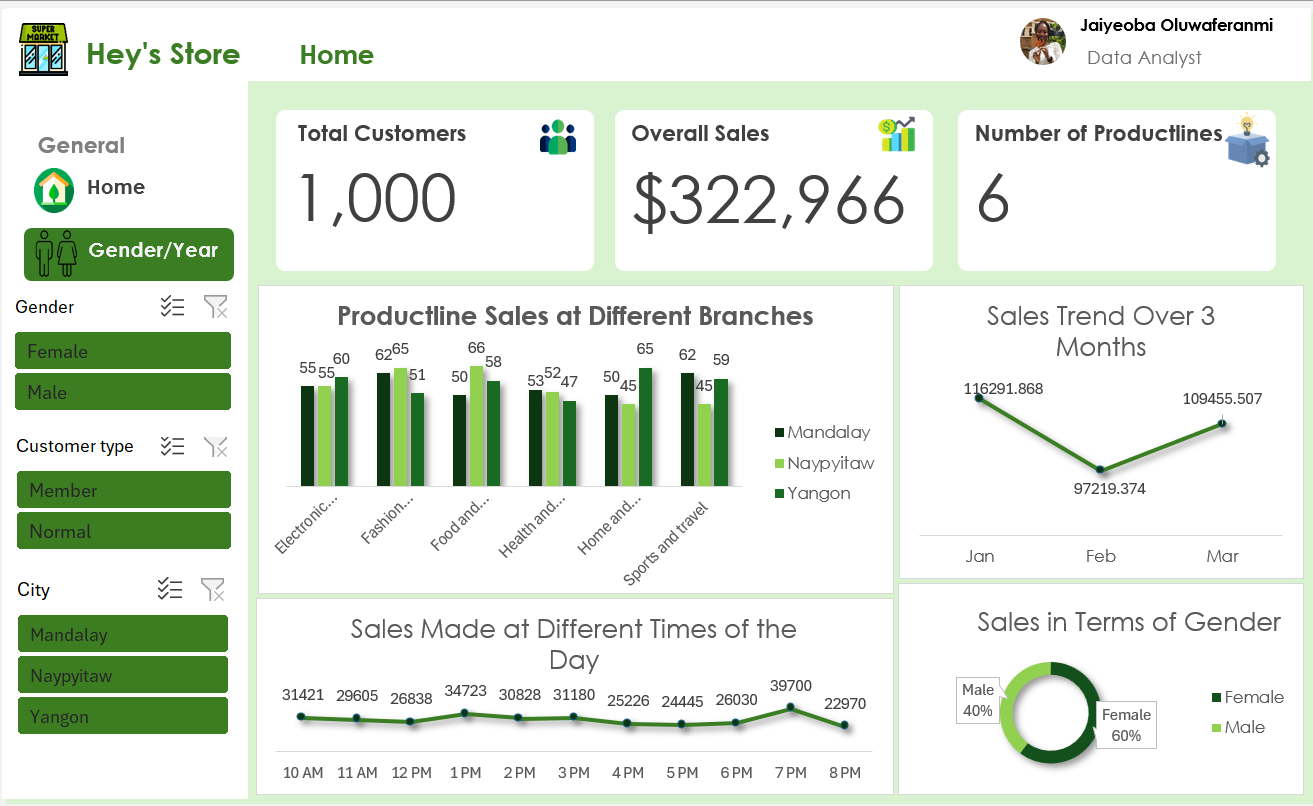
this data was relatively clean. Little adjustments were made to remove duplicates and format some columns from general to currency and so on. The data contained no blanks and the dataset was ready to be analyzed

**Analysis**

The analysis was done in an excel sheet using several pivot tables. The question guiding this analysis are as follows:

1. At each branch, what productline generates more sales?
2. What time of the day shows larger sales generation?
3. Are sales increasing or decreasing overtime?
4. Which gender tends to buy more?
5. Which productline gathers more sales?
6. Which mode of payment do customers tend to use more?
7. Which customer type generates more sales?
8. Which customer type generates better ratings?

**Visualization**

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**Insights**

1. **What uproductline gathers more sales?**

**From the analysis done in this dataset, the Food and Beverages Productline generated more sales($56,145) that the others. The next one was Sports and Travel with a total of $55,123. They both have a difference of $1,022. The next ones were electronic accessories($54,338), Fashion accessories9($54,308), Home and Lifestyle($53,862), and Health and Beauty ($49,194).**

2. What mode of payment was used by the customers

The cash mode was the most used amassing to a total of $112,207. Then next was Ewallet which generated $109,993, after which we have Credit card with a total of $100,767.

3. which custumer type generated more ratings

Generally, for all the rating categories, the Member customers voted more than th Normal cutomers. This may be correlated to the fact that there are more Member customers than Normal customers. The normal cutomers voted in most for ratings between 6 – 7. The highest voted in for memer customers is 4 – 5, and 8 – 9 with 96 in both places.

4. what customer type generates more sales?

The Member customer category generated more sales with a total of $189,695, while the normal customer category generated a total of $133,272. The member customers generated undoubtedly more of the total sales made.

1. At each branch, what productline generates more sales?

In the electronic accessories, Yangon had the highest which was a total of 60 people. (Mandalay (55), Naypyitaw (55)), in fashion accessories, th highest was Naypyitaw with a total of 65 (Mnadalay (62), Yangon (51)), in food abd beverages, the highest was Naypyitaw with a total of 66 (Mandalay (50), Yangon(58)), in health and beauty, theh highest was Mandalay with 53 people (Naypyitaw(52), Yangon (47)). In home and laifestyle, the highest was Yangon with 65 people (Mandalay (50), Naypyitaw(45)). In Sports and travel, the highest was Mandalay with atotal of (Naypyitaw(45), Yangon (59)).

1. What time of the day shows larger sales generation?

The time of the day with the highest sales is recorded to be 7 pm, which amassed a total of $39,700. The next one is 1 pm with a total of $34,723.

1. Which gender tends to buy more?

The female gender bought more as the total sales generated for females is $194,672, while for males is $128,295.

1. Are sales increasing or decreasing overtime

This analysis shows that the sales made in \february was lower compared to other months. March shows that the company put in a lot of effort to get the ball rolling once more

**Recommendations**

**Conclusion**