# Emart Sales and Profit Dashboard Report

Summary

This report analyzes Emart’s sales and profit performance from June 29, 2024, to June 29, 2025, using the dataset "Emart Total-Supermarket-Sales clean.xlsx", which includes 10,001 transactions across multiple product categories, countries, and customer types. Key findings indicate that Electronics dominate revenue due to high unit prices, while Groceries contribute significantly through sales volume. The USA and India are the top profit-generating markets, and sales trends remain stable with occasional peaks. Additionally, Normal customers slightly outperform Members in revenue contribution.

Key Findings

1. Revenue by Product Category

* Electronics generate the highest revenue, driven by premium-priced items such as:
  + Laptops (SKU 1000, $71,500/unit) – A single transaction in Belo Horizonte, Brazil (June 24, 2025) recorded $715,000 from 10 laptops.
  + Smartphones (SKU 1001, $32,500/unit) – High-value sales in India and the USA contribute significantly.
* Groceries (e.g., Eggs, Milk, Packaged Water) have lower unit prices but drive high sales volume, making them a consistent revenue contributor.
* Clothing, Personal Care, Household Items, and Stationery generate moderate revenue but are less dominant compared to Electronics and Groceries.

2. Profit by Country

* Top Markets:
  + USA: Highest profit contributions, driven by large Electronics transactions (e.g., $132,000 profit from a $572,000 Laptop sale in San Jose on June 28, 2024).
  + India: Strong performance due to frequent high-value Electronics sales (e.g., Tablets, Smartphones).
* Secondary Markets:
  + UAE, Brazil, and Canada show growing but smaller profit contributions.
  + UK, Germany, and Australia have consistent but lower margins, primarily from Groceries and Personal Care items.

3. Daily Revenue Trends

* Sales trends remain stable, with occasional peaks likely tied to promotions or holidays.
* Notable spikes:
  + June 24, 2025: A $715,000 Laptop sale in Belo Horizonte drove a revenue surge.
* Groceries maintain steady daily sales due to recurring demand, while Electronics cause intermittent high-revenue spikes.

4. Revenue by Customer Type

* Normal customers (55%) slightly outperform Members (45%) in revenue contribution.
  + Normal customers drive large one-time purchases (e.g., Electronics).
  + Members show higher frequency in Grocery purchases (e.g., Coffee, Rice).

5. Interesting Insight

* Despite a low unit price ($9 per unit), Eggs (SKU 1023) are a high-volume sales driver, especially in India and Brazil.
  + Example: Frequent transactions in Jaipur and Manaus include 6-8 units per purchase, indicating strong demand for staple items.

Conclusion

The analysis reveals that Electronics are the primary revenue driver, while Groceries sustain consistent sales volume. The USA and India lead in profitability, supported by high-margin transactions. Daily sales trends indicate opportunities for targeted promotions during peak periods. The slight revenue advantage from Normal customers suggests potential to enhance the loyalty program to boost Member engagement in high-value purchases.

Recommendations

1. Maximize Electronics Sales in Key Markets
   * Increase inventory and marketing for Laptops, Smartphones, and Tablets in the USA and India.
2. Leverage High-Volume Groceries
   * Promote Eggs, Milk, and Packaged Water to drive foot traffic and cross-selling.
3. Enhance the Loyalty Program
   * Offer exclusive discounts on Electronics to incentivize Members to make larger purchases.
4. Optimize Promotional Strategies
   * Capitalize on peak sales days (e.g., June 24, 2025) with flash sales or bundle deals.
5. Expand in Emerging Markets
   * Strengthen presence in Brazil and the UAE, where profitability is growing but remains underdeveloped.

This report provides a high-level overview of Emart’s sales and profit performance. For deeper insights, additional data on seasonal trends, customer demographics, or store-level performance would be beneficial.