



Sales report



About dataset

This dataset provides a comprehensive overview of supermarket sales. Analyzing this data enables retailers, marketers, and analysts to optimize strategies, improve inventory management, and enhance customer experiences. Explore sales volumes, seasonal patterns, and promotional impacts for informed decision-making in the competitive retail sector.



About data

17 column

1000 row

Link data on kaggle

supermarket_sales - dashboard - Power BI Desktop

File Home Help Table tools Column tools

Name: Invoice ID Format: Text Summarization: Don't summarize Data category: Uncategorized Sort by column: Sort Data groups: Groups Manage relationships: Relationships New column: Calculations

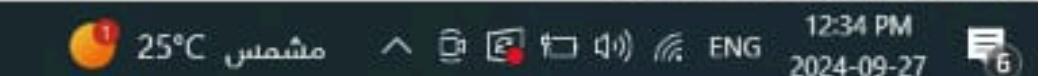
Structure Formatting Properties

Invoice ID Branch City Customer type Gender Product line Unit price Quantity Tax 5% Total sales Date Time Payment cogs gross

Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price	Quantity	Tax 5%	Total sales	Date	Time	Payment	cogs	gross
123-19-1176	A	Yangon	Member	Male	Health and beauty	58.22	8	23.288	489.048	Sunday, January 27, 2019	8:33:00 PM	Ewallet	465.76	
373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.31	7	30.2085	634.3785	Friday, February 8, 2019	10:37:00 AM	Ewallet	604.17	
252-56-2699	A	Yangon	Normal	Male	Food and beverages	43.19	10	21.595	453.495	Thursday, February 7, 2019	4:48:00 PM	Ewallet	431.9	
636-48-8204	A	Yangon	Normal	Male	Electronic accessories	34.56	5	8.64	181.44	Sunday, February 17, 2019	11:15:00 AM	Ewallet	172.8	
549-59-1358	A	Yangon	Member	Male	Sports and travel	88.63	3	13.2945	279.1845	Saturday, March 2, 2019	5:36:00 PM	Ewallet	265.89	
129-29-0530	A	Yangon	Member	Male	Sports and travel	62.62	5	15.655	328.755	Sunday, March 10, 2019	7:15:00 PM	Ewallet	313.1	
635-40-6220	A	Yangon	Normal	Male	Health and beauty	89.6	8	35.84	752.64	Thursday, February 7, 2019	11:28:00 AM	Ewallet	716.8	
287-21-9091	A	Yangon	Normal	Male	Home and lifestyle	74.67	9	33.6015	705.6315	Tuesday, January 22, 2019	10:55:00 AM	Ewallet	672.03	
594-34-4444	A	Yangon	Normal	Male	Electronic accessories	97.16	1	4.858	102.018	Friday, March 8, 2019	8:38:00 PM	Ewallet	97.16	
865-92-6136	A	Yangon	Normal	Male	Food and beverages	52.75	3	7.9125	166.1625	Saturday, March 23, 2019	10:16:00 AM	Ewallet	158.25	
704-48-3927	A	Yangon	Member	Male	Electronic accessories	88.67	10	44.335	931.035	Saturday, January 12, 2019	2:50:00 PM	Ewallet	886.7	
645-44-1170	A	Yangon	Member	Male	Home and lifestyle	58.07	9	26.1315	548.7615	Saturday, January 19, 2019	8:07:00 PM	Ewallet	522.63	
575-30-8091	A	Yangon	Normal	Male	Sports and travel	72.5	8	29	609	Saturday, March 16, 2019	7:25:00 PM	Ewallet	580	
249-42-3782	A	Yangon	Normal	Male	Health and beauty	70.01	5	17.5025	367.5525	Thursday, January 3, 2019	11:36:00 AM	Ewallet	350.05	
827-26-2100	A	Yangon	Member	Male	Home and lifestyle	33.84	9	15.228	319.788	Thursday, March 21, 2019	4:21:00 PM	Ewallet	304.56	
407-63-8975	A	Yangon	Normal	Male	Food and beverages	73.88	6	22.164	465.444	Saturday, March 23, 2019	7:16:00 PM	Ewallet	443.28	
851-28-6367	A	Yangon	Member	Male	Sports and travel	15.5	10	7.75	162.75	Saturday, March 23, 2019	10:55:00 AM	Ewallet	155	
400-60-7251	A	Yangon	Normal	Male	Home and lifestyle	74.07	1	3.7035	77.7735	Sunday, February 10, 2019	12:50:00 PM	Ewallet	74.07	
880-02-0338	A	Yangon	Normal	Male	Electronic accessories	26.23	9	11.8035	247.8735	Friday, January 25, 2019	8:24:00 PM	Ewallet	236.07	
157-13-5295	A	Yangon	Member	Male	Health and beauty	51.94	10	25.97	545.37	Saturday, March 9, 2019	6:24:00 PM	Ewallet	519.4	
478-06-7835	A	Yangon	Normal	Male	Fashion accessories	89.69	1	4.4845	94.1745	Friday, January 11, 2019	11:20:00 AM	Ewallet	89.69	
604-70-6476	A	Yangon	Member	Male	Fashion accessories	17.94	5	4.485	94.185	Wednesday, January 23, 2019	2:04:00 PM	Ewallet	89.7	
729-09-9681	A	Yangon	Member	Male	Home and lifestyle	25.91	6	7.773	163.233	Tuesday, February 5, 2019	10:16:00 AM	Ewallet	155.46	
151-16-1484	A	Yangon	Member	Male	Electronic accessories	32.25	4	6.45	135.45	Wednesday, February 13, 2019	12:38:00 PM	Ewallet	129	
667-92-0055	A	Yangon	Member	Male	Health and beauty	99.83	6	29.949	628.929	Monday, March 4, 2019	3:02:00 PM	Ewallet	598.98	
744-02-5987	A	Yangon	Member	Male	Home and lifestyle	78.38	6	23.514	493.794	Thursday, January 10, 2019	2:16:00 PM	Ewallet	470.28	
411-77-0180	A	Yangon	Member	Male	Electronic accessories	72.2	7	25.27	530.67	Tuesday, March 26, 2019	8:14:00 PM	Ewallet	505.4	

Table: supermarket_sales (1,000 rows) Column: Invoice ID (1,000 distinct values)

Update available (click to download)



Sales Report For 1Qrt 2019

322.97K

Sum of Total sales

15.38K

Sum of gross income

307.59K

Sum of cogs

Month, Day

Branch

January

A

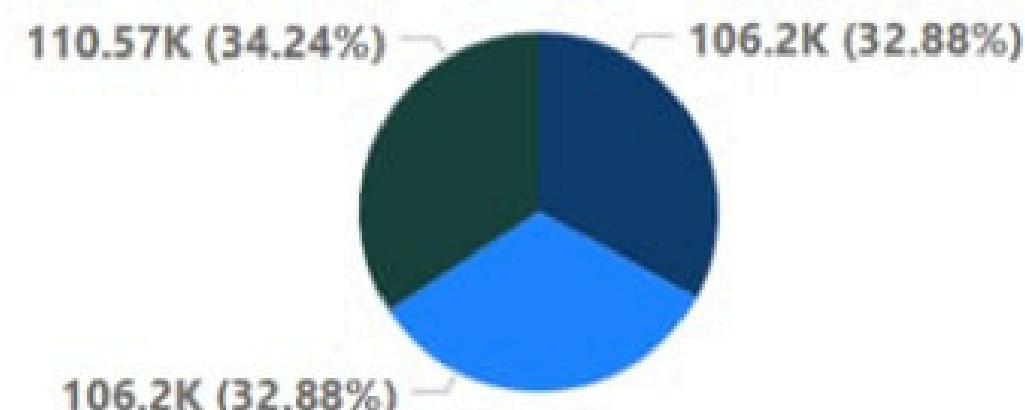
February

B

March

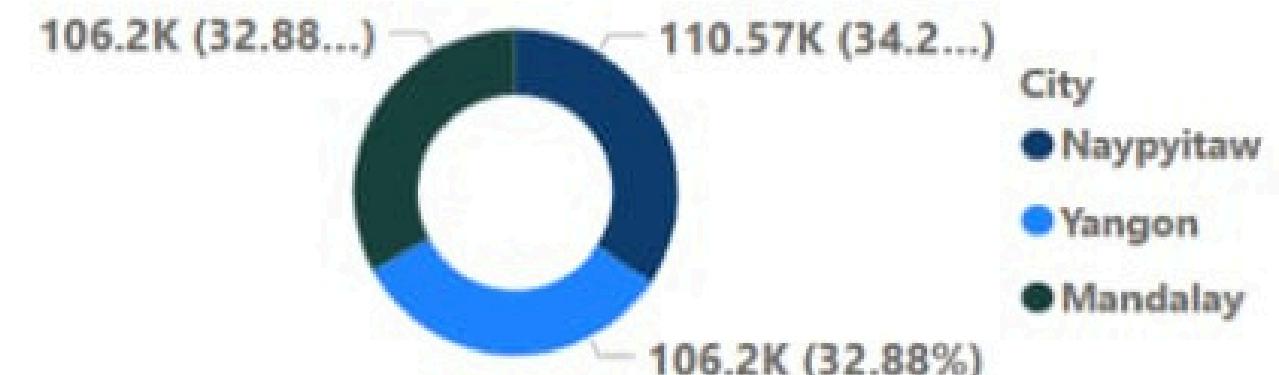
C

Total sales by Branch



- Branch
- A
- B
- C

Total sales by City



Gross income by Product line

Food and ...

2.7K

Sports an...

2.6K

Electronic ...

2.6K

Fashion ac...

2.6K

Home and...

2.6K

Health an...

2.3K

Line products sales

Food and beverages	Fashion acces...	Home and life...
56.14K		
	Sports and travel	
	55.12K	
		53.86K
Electronic accessories	Health and beauty	
54.34K	49.19K	

Sum of Total sales by Gender



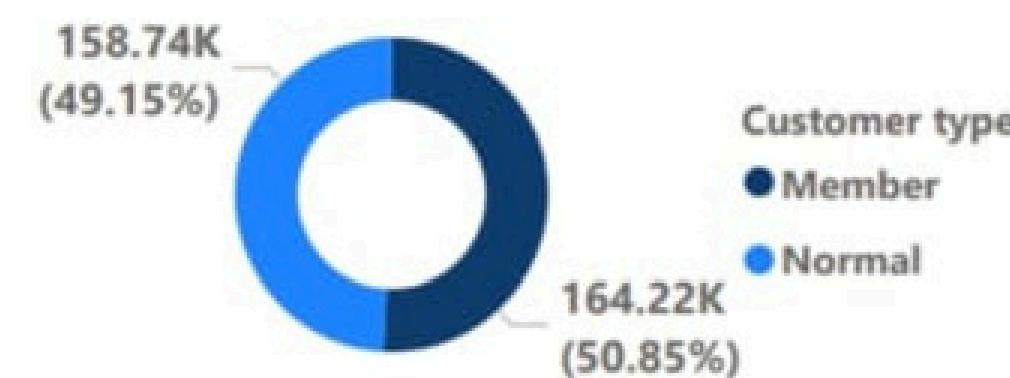
Product line

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle

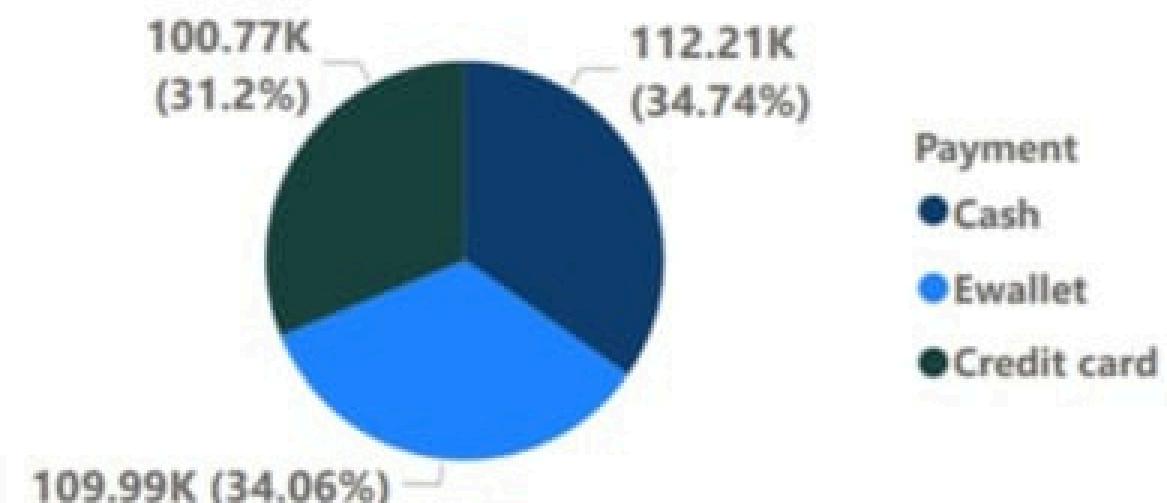
6.97

Average of Rating

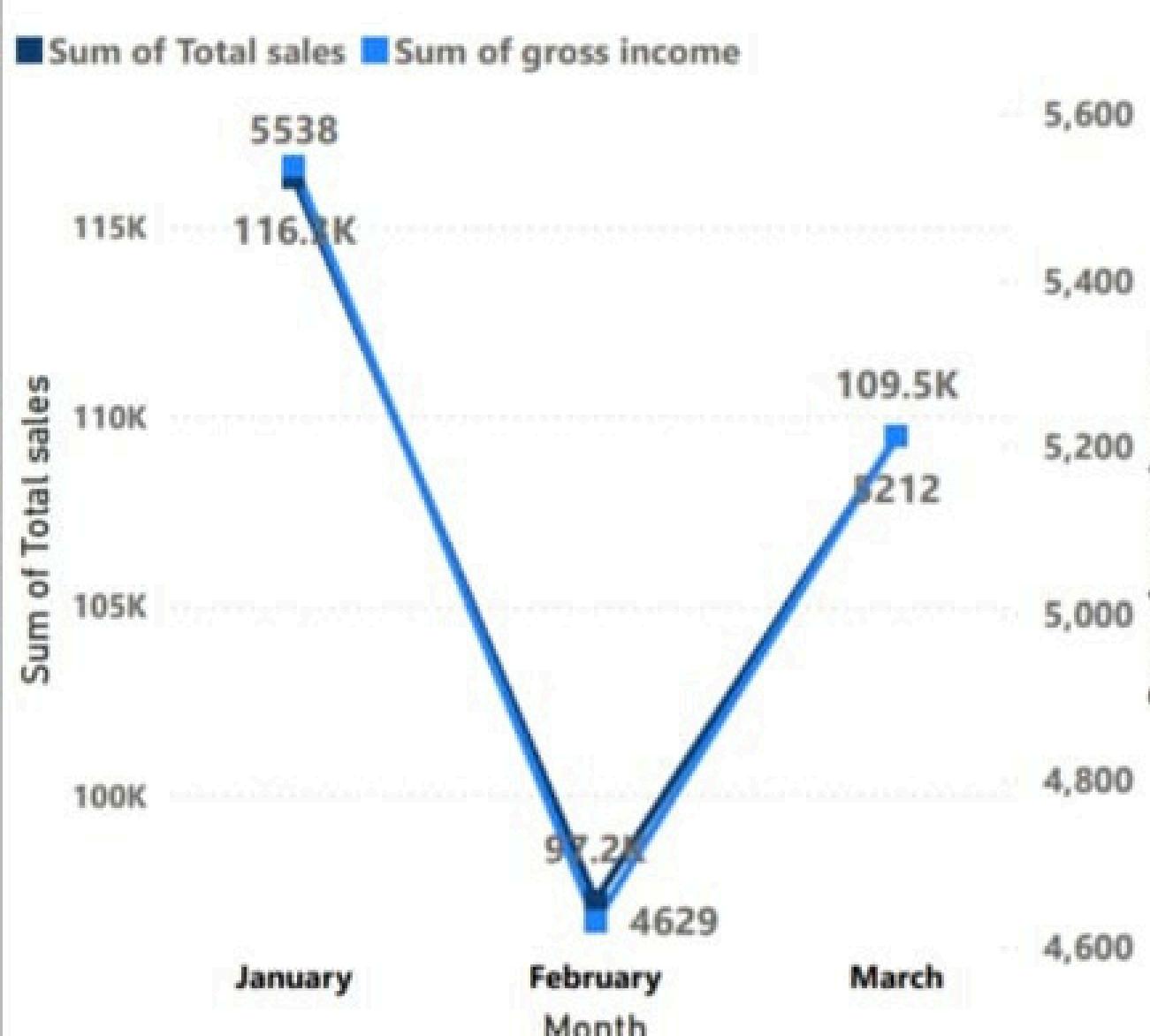
Sum of Total sales by Customer type



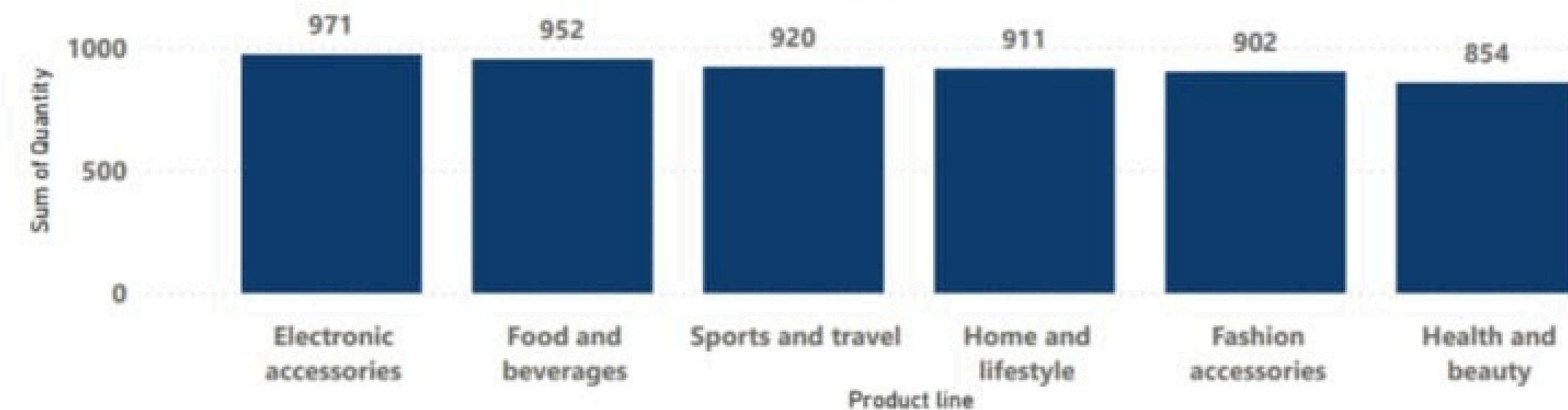
Sum of Total sales by Payment



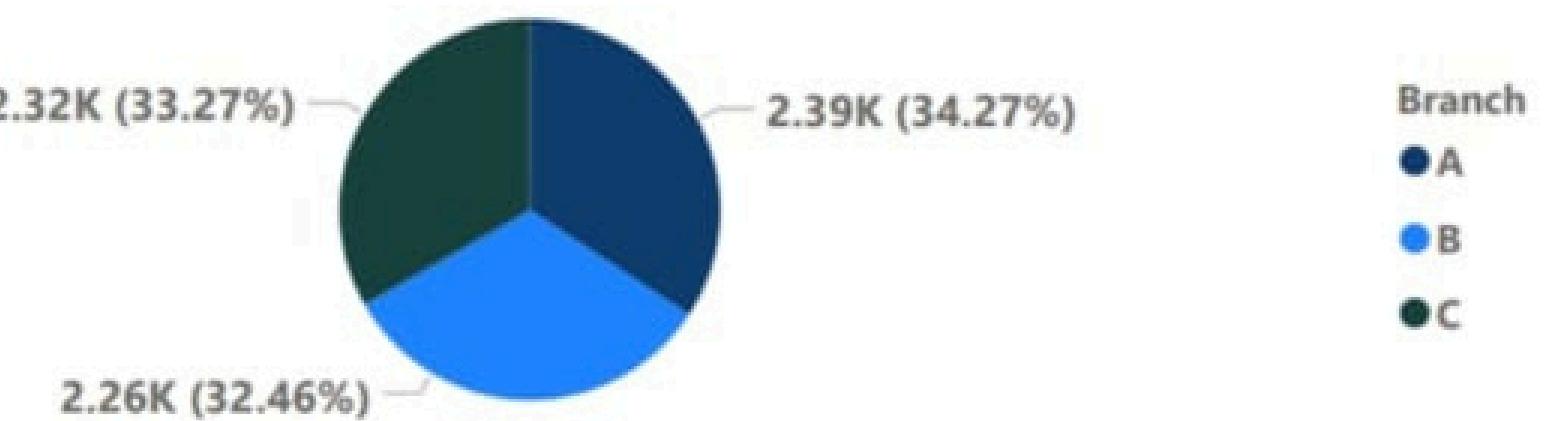
Total sales and gross income by Month



Sum of Quantity by Product line



Sum of Rating by Branch



Key insights

Average Quantity

customers buy on average 5.5 items per transaction, with a maximum of 10 items

Gross income

the mean gross income (profit) per transaction is around 15.38, with a maximum of 49.65

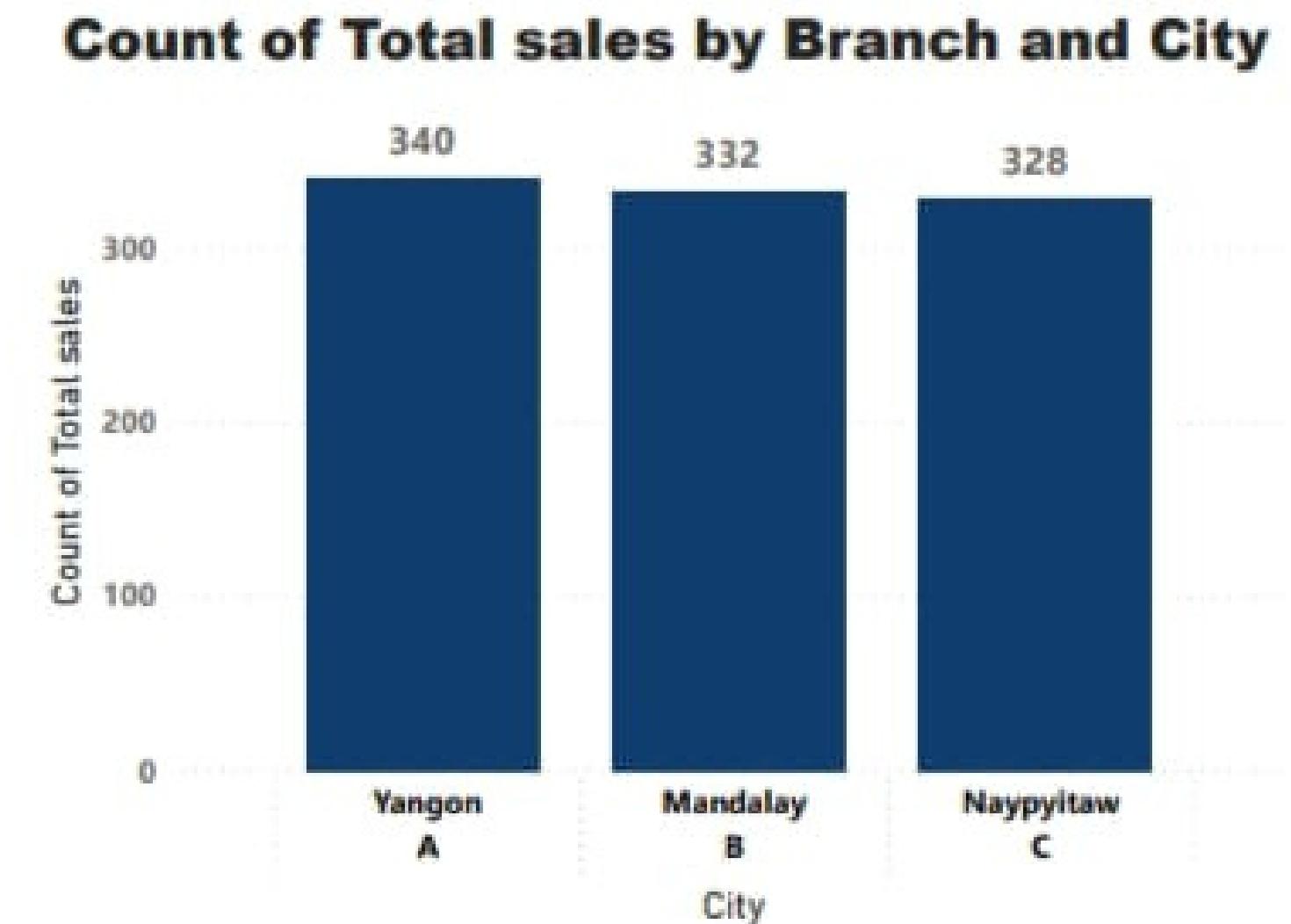
Average unit price is 55.67

with a range from 10.08 to 99.96

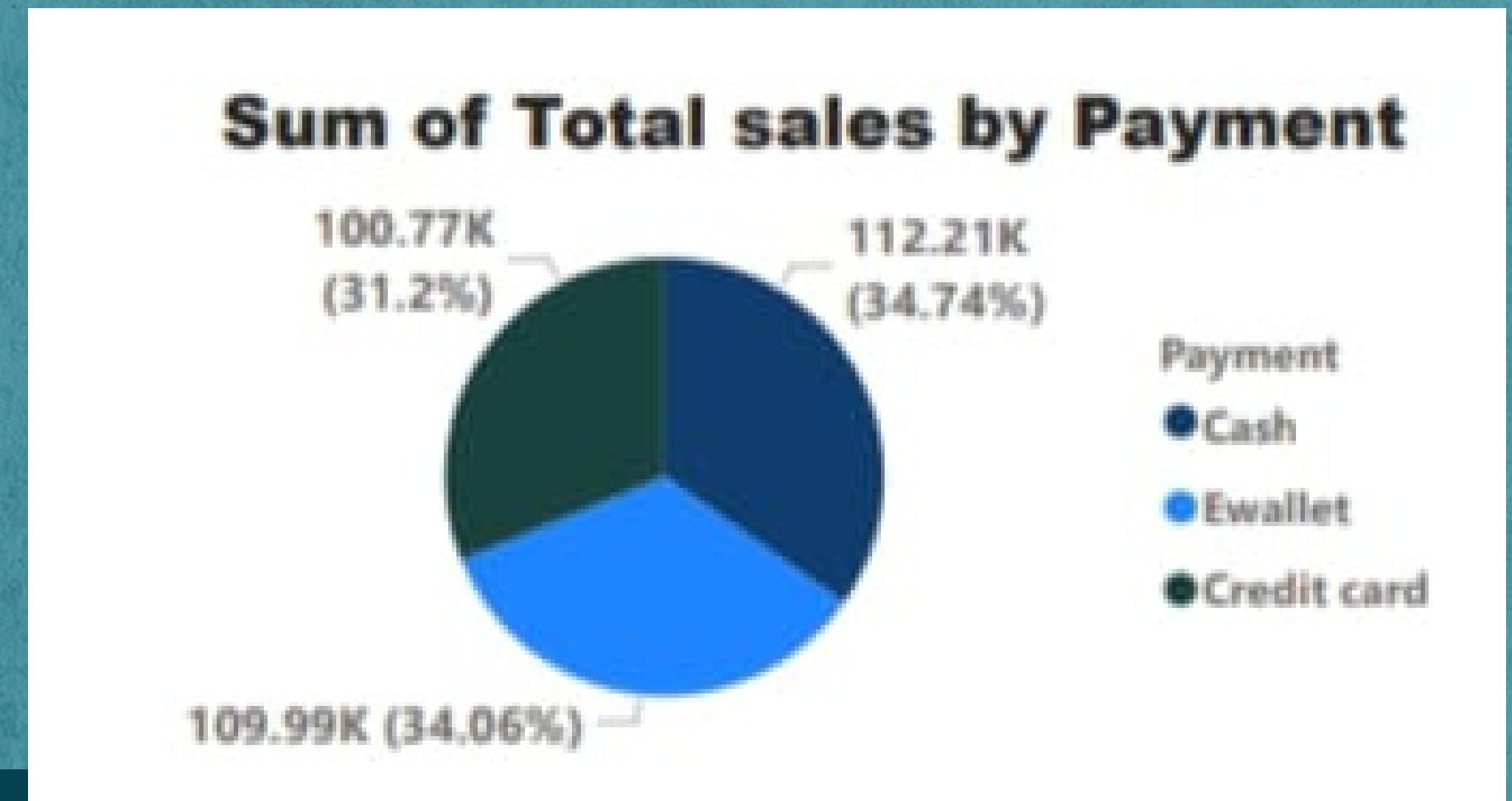
The number of sales by city and branch

Yangon
has the highest number of sales

**Mandalay and Nagpyitaw have similar sales counts with
branch **C** in Nagpyitaw performing slightly better**



Payment methods



There are three payment methods: Ewallet, Credit card, and Cash.

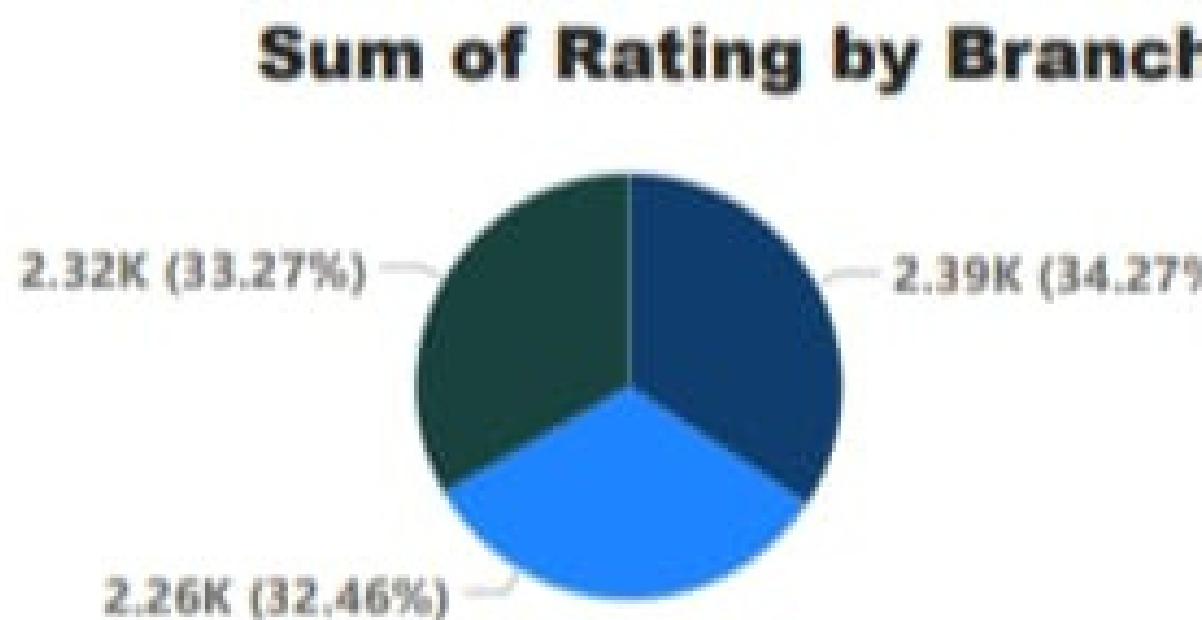
- ***Ewallet*** is the most used, followed by ***Cash***.
- ***Credit card*** is the least used compared to the other methods.

**Ewallet=345
cash=344
creditcard=311**

Ratings

- The average customer satisfaction rating is **6.97** out of 10, indicating a generally good satisfaction level.
- The highest rating reached **10**, while there were some low ratings reaching **4*

*



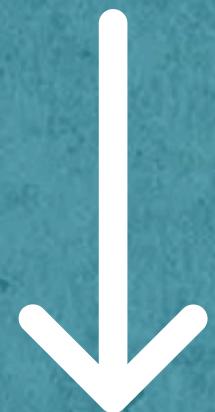
Summary

***Fashion accessories** and **Food and beverages** are the best performing product lines.**

****Yangon** and Branch A are the top performers in sales.**

****Ewallet** is the most used payment method.**

- There is overall customer satisfaction with some variations in the ratings



Thank you!

