

Project Name: Supermarket sales Analysis.

Project Goal or Client Need: Creating a dashboard for super market sales (B2C type of businesses).

Insights needed:

Primary KPIs	Secondary KPIs
<ul style="list-style-type: none"> - Total sales, total profit and profit %. - Total yearly and monthly sales by sales type and payment method. 	<ul style="list-style-type: none"> - Top 10 product sales by the selected period of time. - Daily sales, Top product, Top category. - Percentage of each sales type and payment method. - Category wise sales contribution.

What we got: 2 sheets (Data and Input sheet)

Data sheet: (**Product ID** – Products – Category – unit of measurement – buying price – selling price).

- If there is any change in prices, we will add new product and we won't change the existing data as it would change the previous results.

Input sheet: (Date – **Product ID** – Quantity – Sale type – Payment method – Discount)

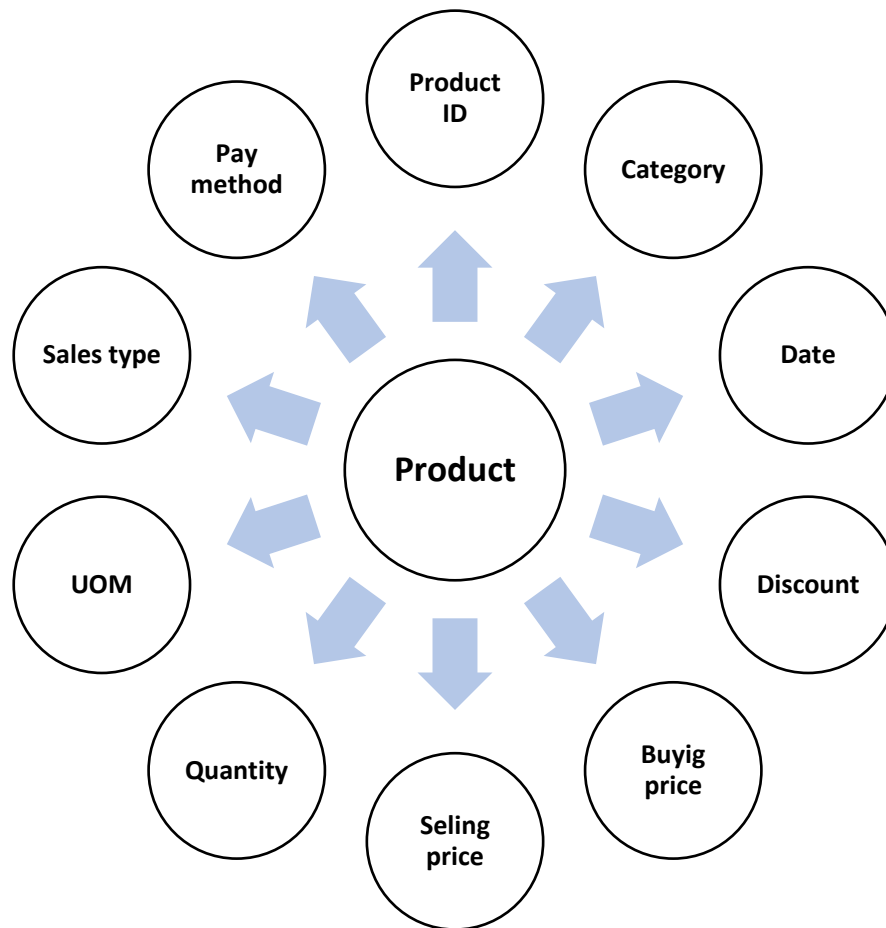
- This sheet will be filled on a regular basis

According to needed insights we chose the targeted columns to work with we still need to adjust some and that will be in the coming steps.

Note:

- We will add (day – month – year – total sales value for product – total buying value for product) columns.
- In the Analysis part we will calculate total selling value, total buying value, profit and profit %.

Creating relations (for some visual assist):



Added values:

Total buying price for product = BUYIING PRICE * QUANTITY * (1- DISCOUNT %).

Total selling price for product = SELLING PRICE * QUANTITY * (1- DISCOUNT %).

Day, Month and Year: out of (DATE).

Calculated analysis values:

Total buying value = Sum of Total buying price for product.

Total selling value = Sum of Total selling price for product.

Total Profit = Total selling – Total buying

Profit % = (Total profit / Total buying) * 100

Steps

Data Cleaning:

- I added a filter to exclude all wrong, missing data or type errors.
- I insured that the primary key (Accident Index): has no duplicates or blanks.

Data Processing:

- I added the needed columns for the analysis part.
- The rest can be observed from the data sheet.

Data Analysis, Data Visualization and Dashboard Making: They are all explained the.xlsx. Analysis sheet I made.

File and project detailing Credits to: Me

Project idea credits to: @LeanExcelSolutions YouTube channel.