



SUPERMARKET SALES ANALYSIS REPORT 2025

Prepared By:

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1. Introduction

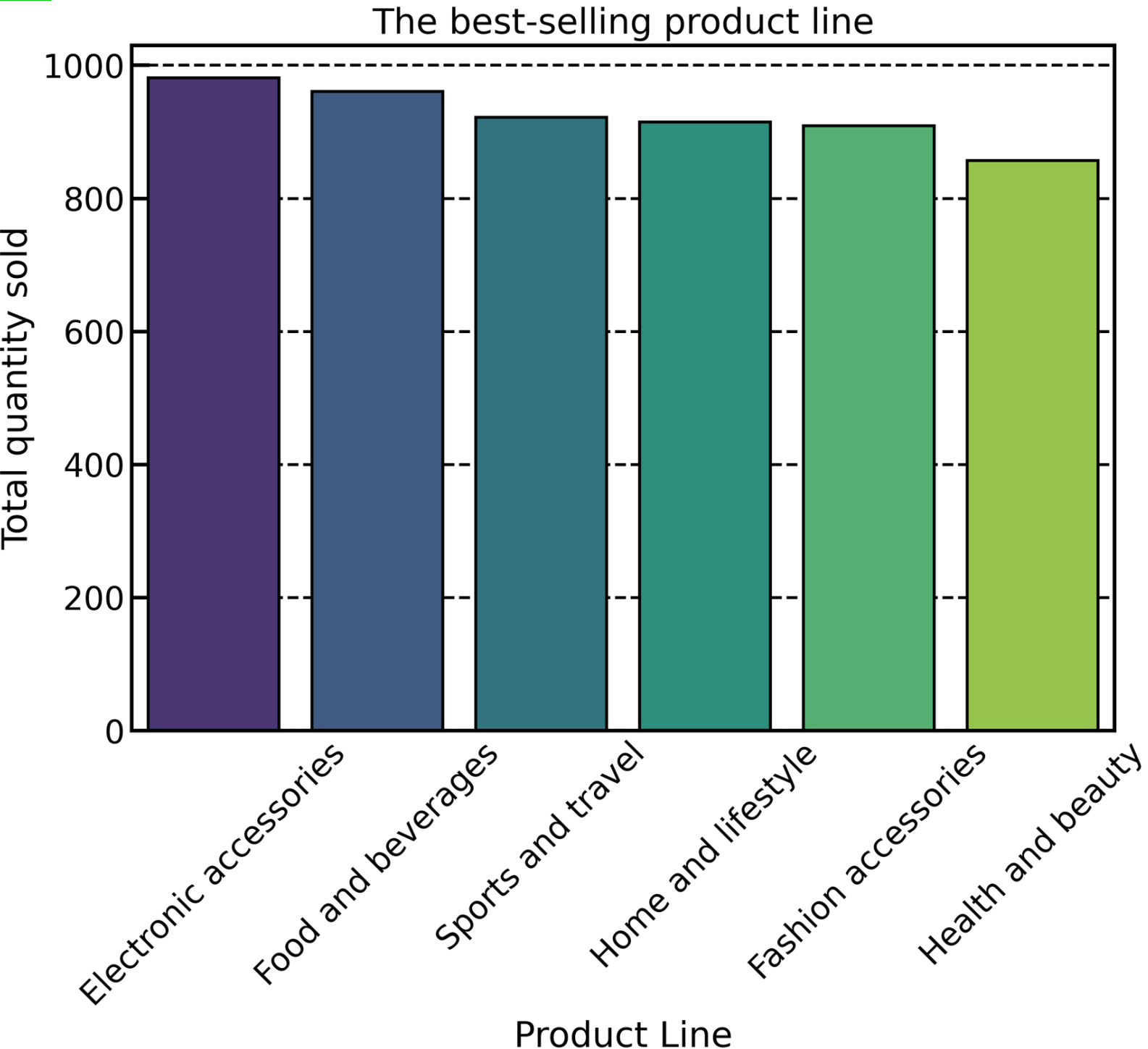
This report analyzes the sales data of a supermarket chain across multiple branches. The goal is to identify trends, key performance indicators (KPIs), and insights that can help improve business strategies. The dataset includes information on sales, customer types, payment methods, and branch performance.



Data Visualization

Q1-Sales Analysis

- What is the best-selling product line?



Best-Selling Product Line

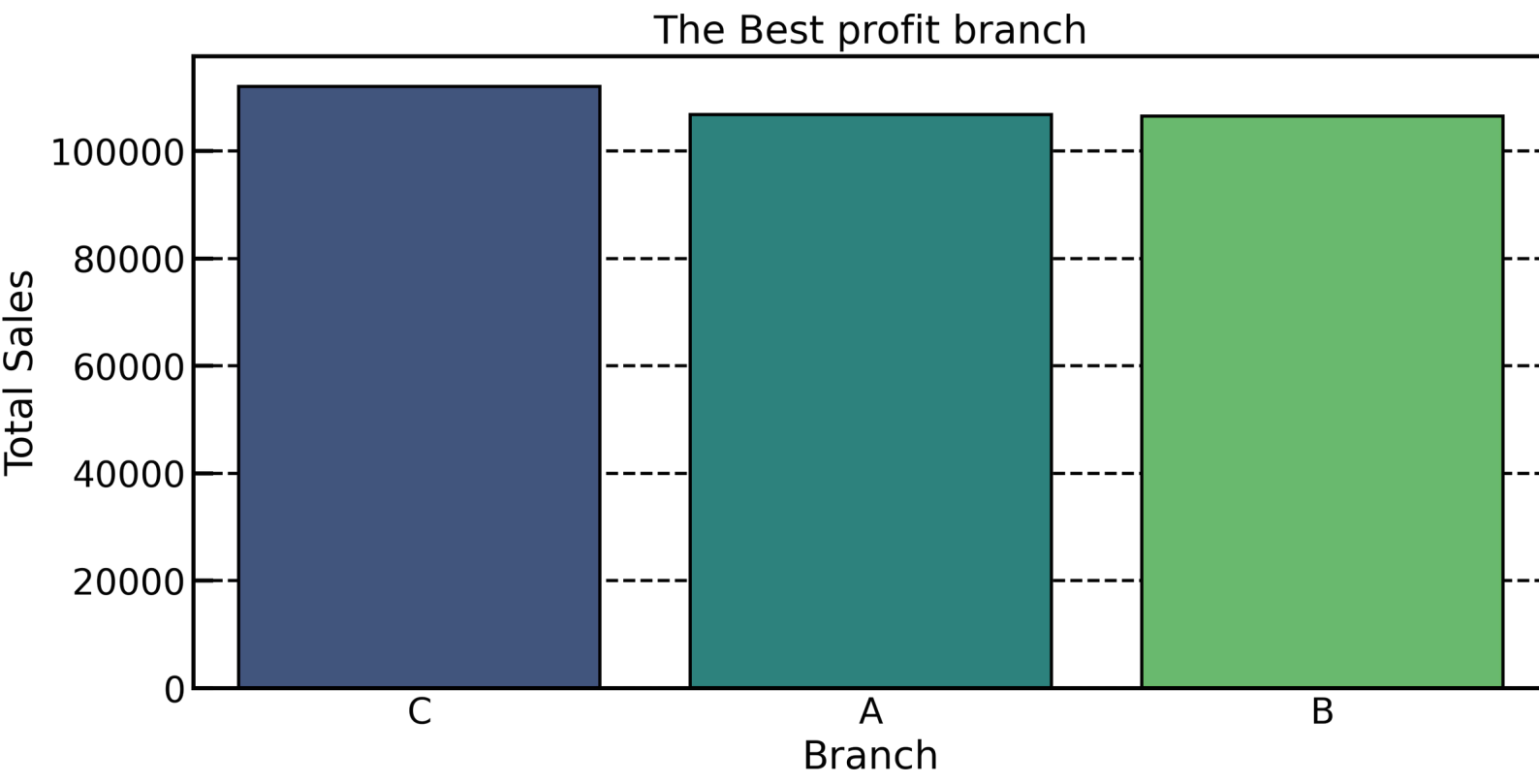
The most sold product line based on total quantity sold is Electronic Accessories.

The product line with the highest total sales revenue is Food and beverages.



2-Branch Analysis

- Which branch generates the highest profit margin?



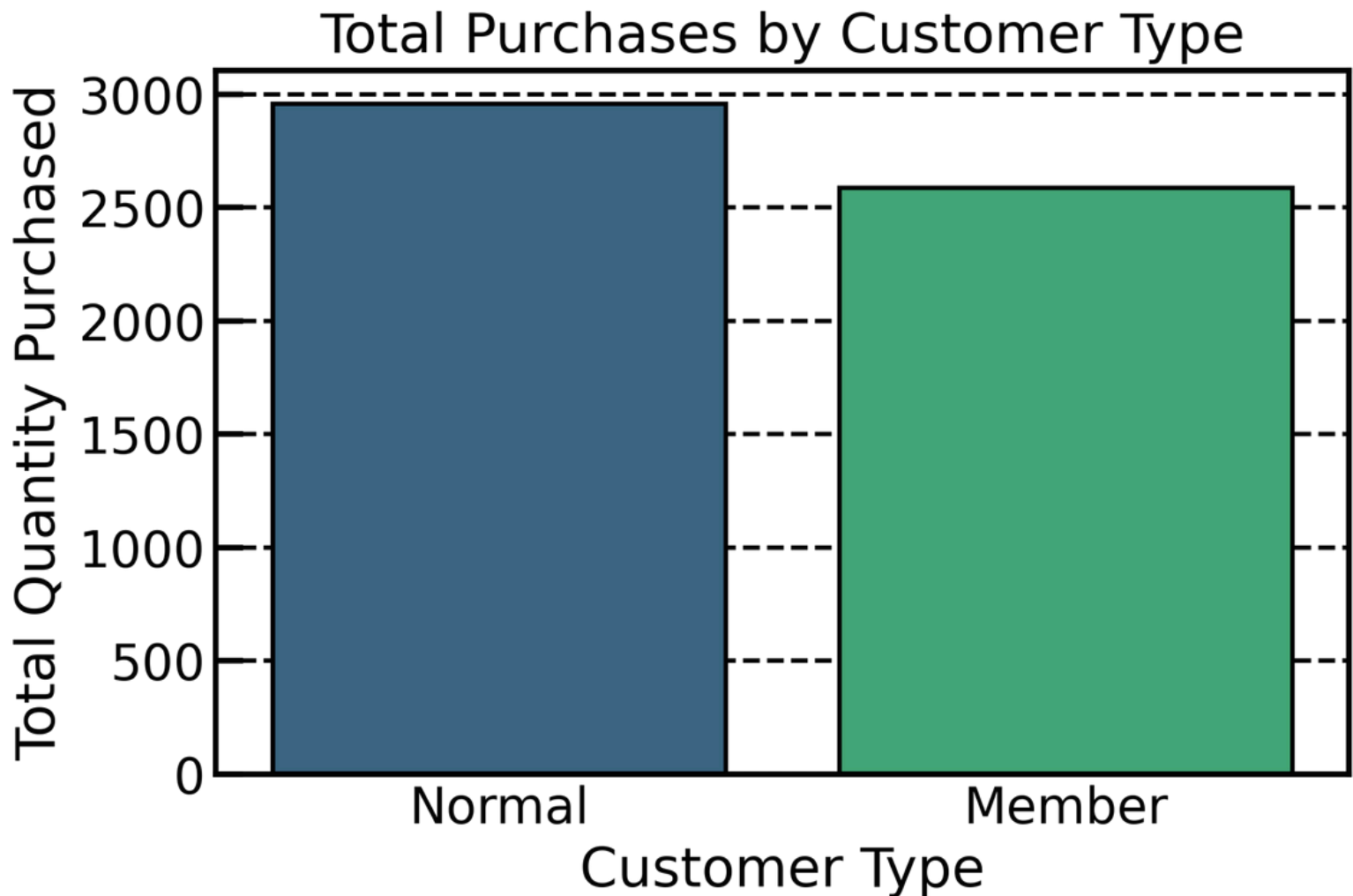
Branch Performance

The branch with the highest total revenue is [C].
The branch with the highest average rating is [C].



3-Customer Analysis

What type of customers purchase the most?

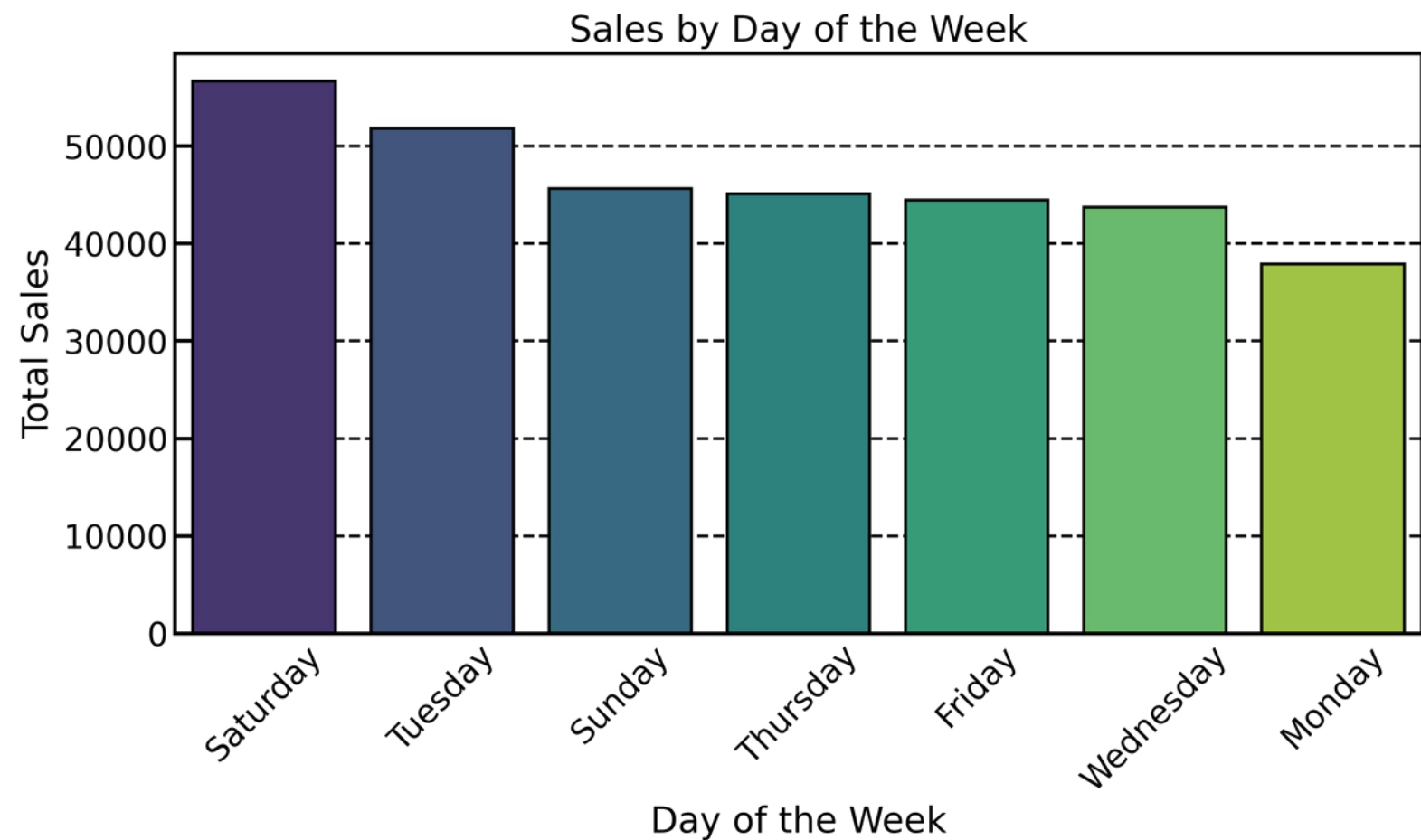


Customer Type

Customer Type Ratio: 2587 of customers are members, while Normal are regular customers = 2958

4-Time Analysis

Which days have the highest sales?

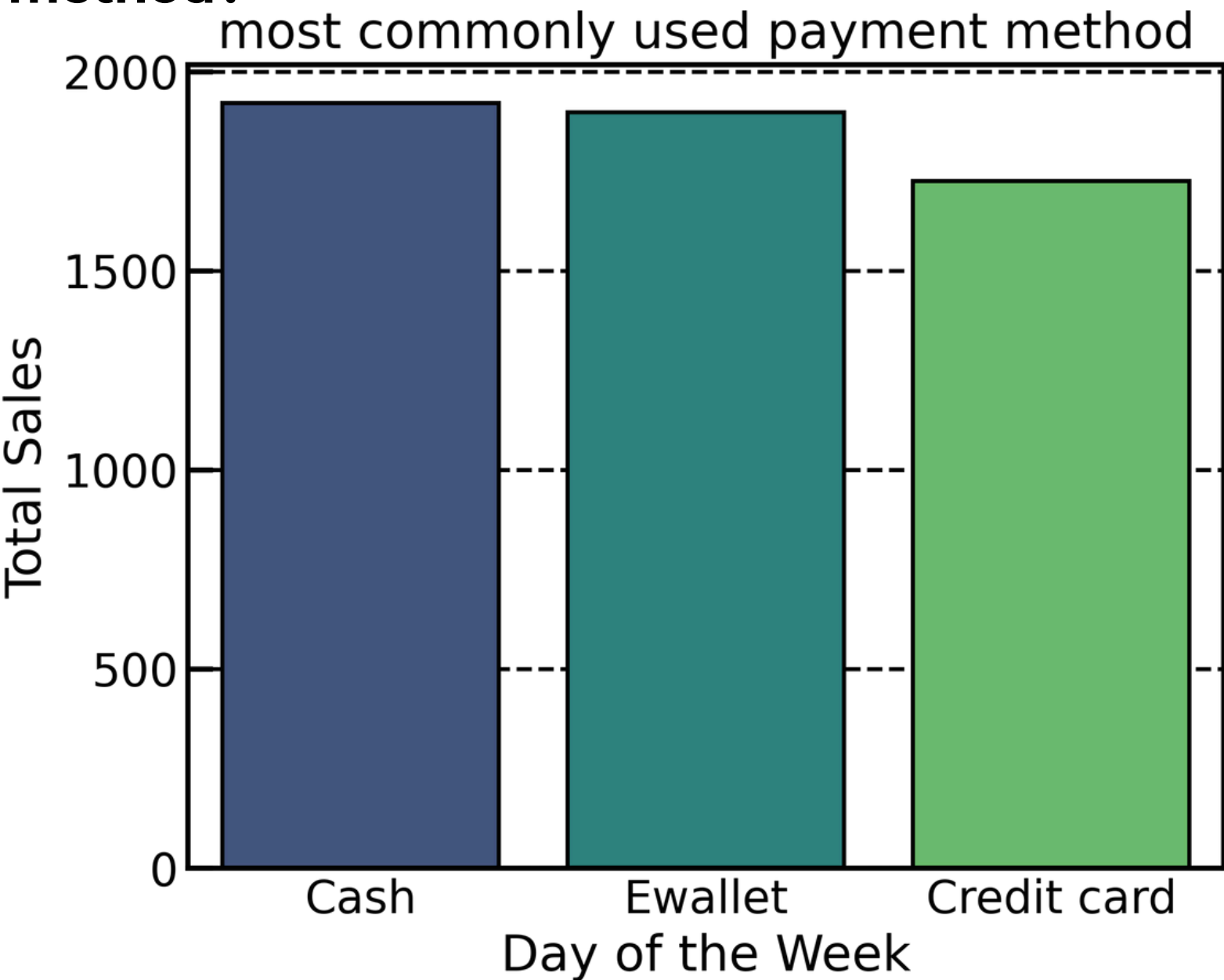


days have the highest sales

The highest sales days are [Saturday].

5-Payment Analysis

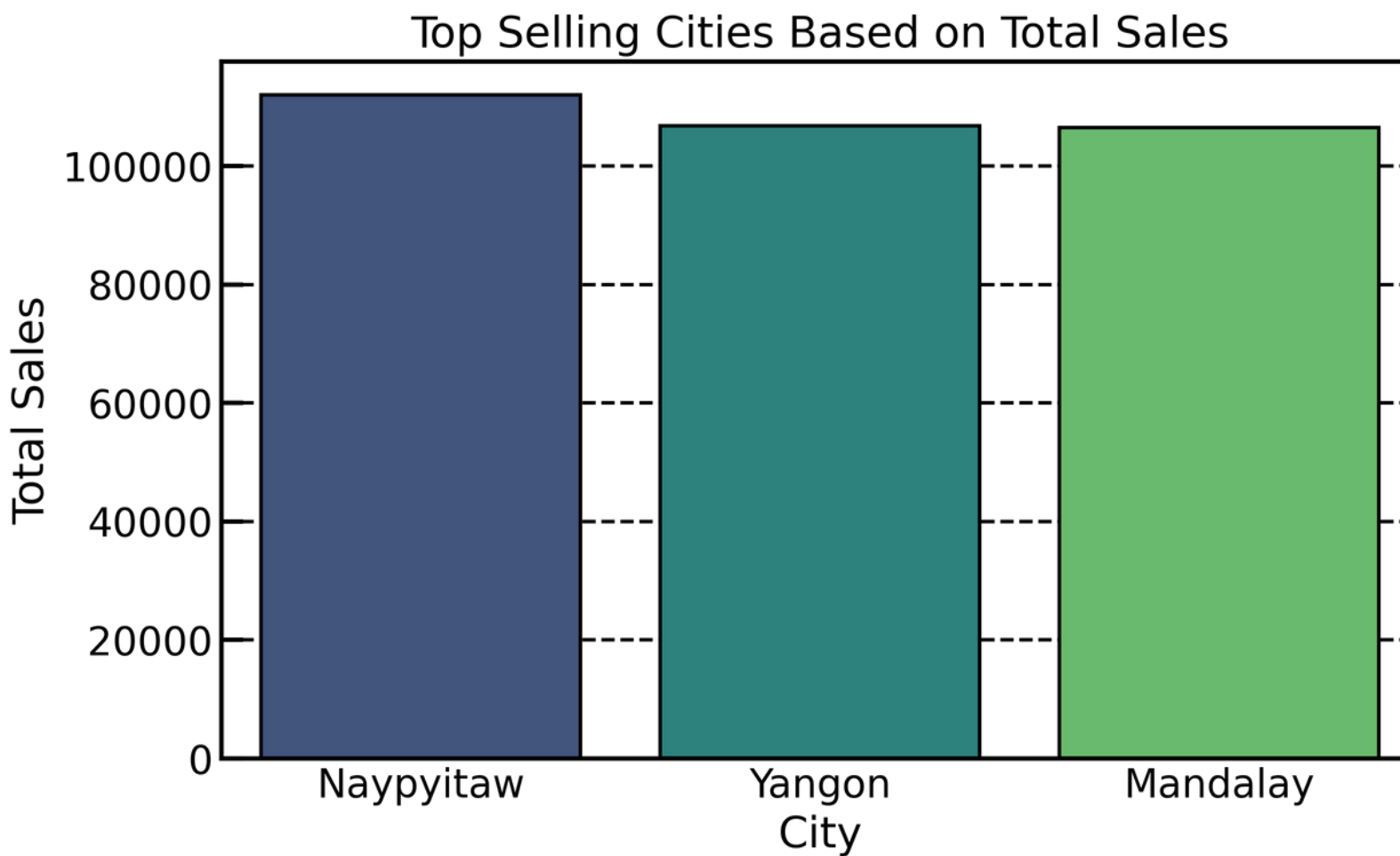
What is the most commonly used payment method?



the most commonly used payment method is Cash

6-Cities Analysis

Which cities have the highest sales?



The highest Cities Sales is Naypyitaw

My Recommendations



- **Expand the best-selling product line to meet growing demand.**
- **Enhance promotions on slower sales days to balance revenue.**
- **Improve customer experience at branches with lower ratings.**
- **Offer targeted discounts based on customer type and payment methods.**

