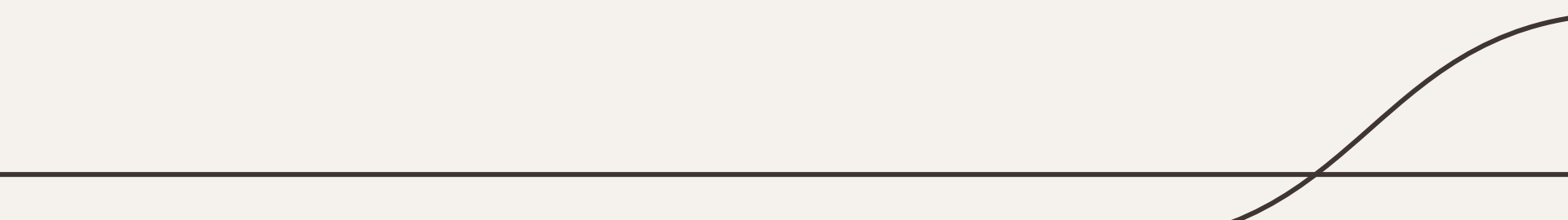




Supermarket Sales Dashboard

Summary



Key Performance Indicators(KPI's)

- Total Sales : 322.97K
 - Gross Income : 15.38K
 - Average Rating : 6.97
 - Total Quantity Sold : 5510
-
- Visuals Card : Card Visuals for each KPI

Sales Trends Over Time

Line Chart Showing:

- Sum of Total Sales Over Date
 - Sum of Gross Income Over Date
 - **Key Insight:** Sales and Gross Income show multiple peaks throughout the year
-

Sales Breakdown By Category

Bar Chart :

- Avg Sales by Product Line

Donut Chart :

- Total Sales by Payment Method
 - **Top Product Line:** Sports and travel , Home and Lifestyle
-

Filters and Slicers

Slicers Used :

- Month
 - Branch (A, B, C)
 - Customer Type (Member, Normal)
 - City (Mandalay, Naypyidaw, Yangon)
 - Gender (Male, Female)
-
- Added **interactivity** with slicers to allow stakeholder driven insights

Insights and Recommendations

- Maintain Stock for high performing Product lines (e.g. Sports and Travel)
- Optimize Payment processes around most used methods (e.g. cash and credit cards)
- Use Customer type insights for targeted marketing
- Explore peak sales dates to align promotions



Thank you
