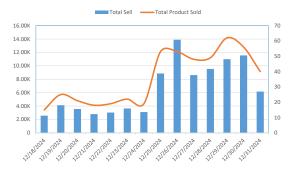
# **Supershop Sales Data Dashboard**

Sales Rate Analysis for Customer and Product Type

### **Sales Rate Analysis for Different Customer Type**

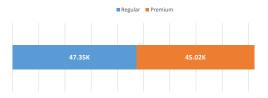
Sales Rate was relatavely **low** for the **1st week** and **increased** a lot in the **2nd** 

#### Sales Trend Over Time



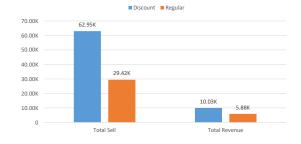
Buying tendency of the premium customer is almost same (slightly lower) as the regular customer.

**Premium vs. Non-Premium Customers Sales** 



But sales and revenue in discount is higher (Almost double) than those of in regular price.

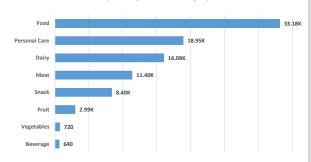
Sell & Revenue of Discount VS Regular Price



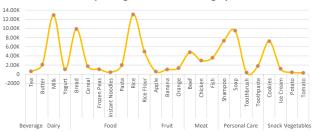
## **Sales Rate Analysis for Different Product Category**

Sales of fruit, vegetables and beverage items are relatively very low.

**Top Selling Product Category** 



**Top Selling Product of Each Catagory** 



Payment using Debit Card is the highest (37%) among all the other payment method even without introducing discount for Debit Card.

#### Sales Breakdown by Payment Method

Cash Credit Card Debit Card





Recommendations

- Introducing **Discount** to **Debit Card** is most likely to increase the sales a lot.
- Introducing Discount to Debit Card is most likely to increase the sales a re Introduce new product to the low selling categories to increase the sell.