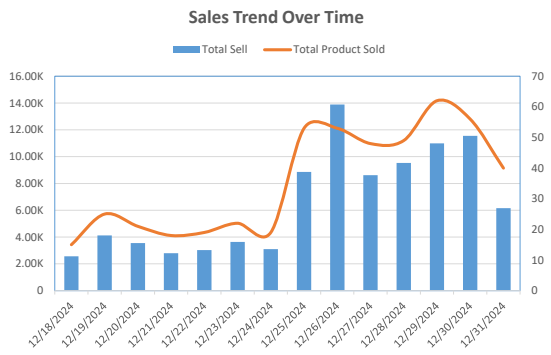
Supershop Sales Data Dashboard

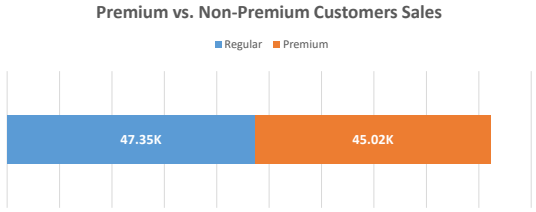
Sales Rate Analysis for Customer and Product Type

Sales Rate Analysis for Different Customer Type

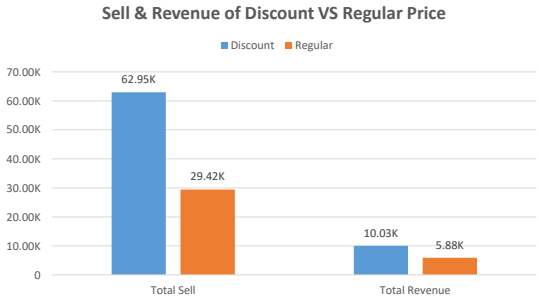
Sales Rate was relatavely **low** for the **1st week** and **increased** a lot in the **2nd week**.



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

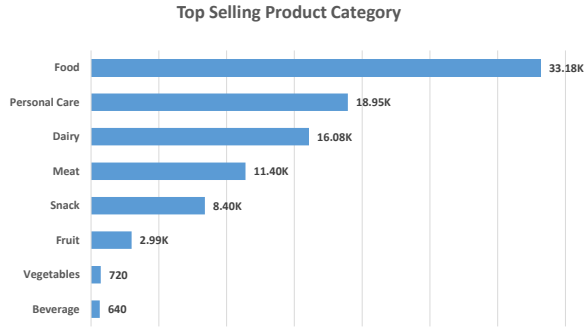


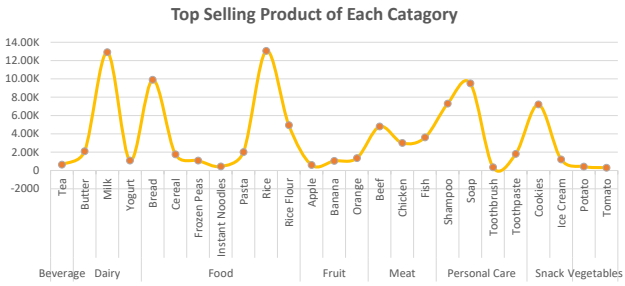
But sales and revenue in **discount** is **higher (Almost double)** than those of in **regular** price.



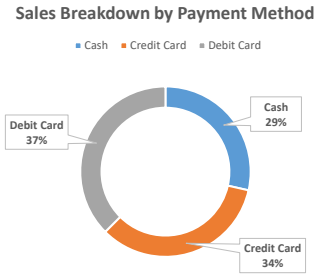
Sales Rate Analysis for Different Product Category

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





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



Recommendations

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