**SALES ANALYSIS ON SAMPLE SUPERMARKET**

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**INTRODUCTION**

This report shows a brief analysis of the data set sample supermarket; the sales trends, segment and region performances, effect of discount on sales, ship mode correlation on sales and the highlighting of products profit.

**SALES AND SEGMENT**

* The above visualization depicts that consumer segment has the highest sales and home office segment has the least sales.

**REGION AND SALES**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Sales** |
| Central | 501239.8908 |
| East | 678781.24 |
| South | 391721.905 |
| West | 725457.8245 |
| **Grand Total** | **2297200.86** |

* The western region has the highest sales and the southern region has the least sales.

**SHIPPING MODE AND SALES**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Sales** |
| First Class | 351428.4229 |
| Same Day | 128363.125 |
| Second Class | 459193.5694 |
| Standard Class | 1358215.743 |
| **Grand Total** | **2297200.86** |

* The standard class shipping mode shows the most viable route as it was able to make more.

**TOP 10 SUB-CATEGORY OF PRODUCT AND SALES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Row Labels** | **Sum of Sales** | **Sum of Discount** | **Sum of Profit** |
| Accessories | 167380.318 | 60.8 | 41936.6357 |
| Appliances | 107532.161 | 77.6 | 18138.0054 |
| Binders | 203412.733 | 567 | 30221.7633 |
| Bookcases | 114879.9963 | 48.14 | -3472.556 |
| Chairs | 328449.103 | 105 | 26590.1663 |
| Copiers | 149528.03 | 11 | 55617.8249 |
| Machines | 189238.631 | 35.2 | 3384.7569 |
| Phones | 330007.054 | 137.4 | 44515.7306 |
| Storage | 223843.608 | 63.2 | 21278.8264 |
| Tables | 206965.532 | 83.35 | -17725.4811 |
| **Grand Total** | **2021237.166** | **1188.69** | **220485.6724** |

* The above chart shows top 10 sub-category product and sales, with phones as the product with the highest sales followed by chairs product.

**RECOMMENDED**

1. More attention should be given to consumer goods as the supermarket make more sales from that segment.
2. The business should establish more of its branch at the western region.
3. The business should center on standard shipping mode for sales delivery
4. Discount strategies should be properly utilized as the record depicts that products with more discount results to more sales.

**OBSERVATION**

1. The sales data don’t have date for which makes it hard for the analyst to indicate historical trends based on annual, quarter, monthly or weekly sales.

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