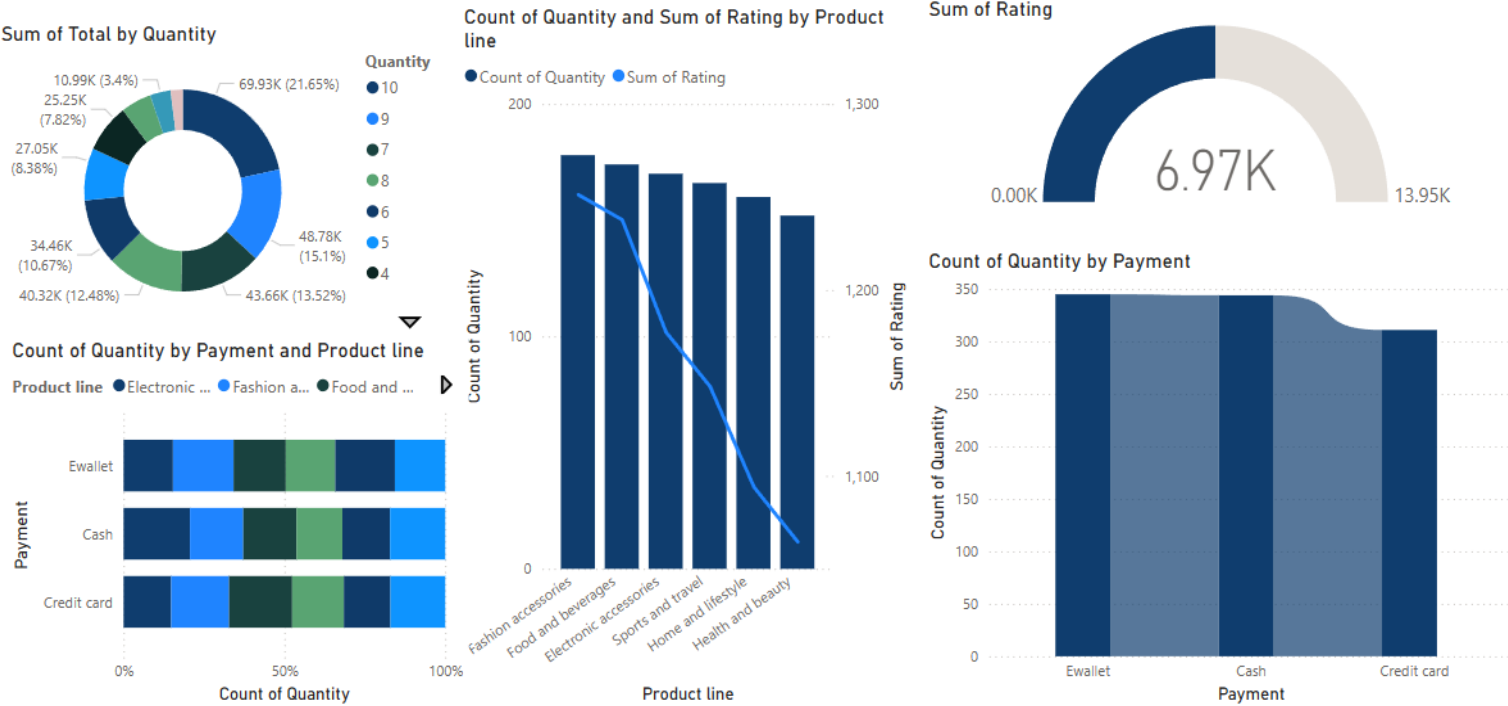


ASSIGNMENT 3

Business performance report



- **Insights from the Supermarket Business Performance Analysis Dashboard**

1. Cost & Sales Trends by Month:

- a. More sales and high costs in January to April.
- b. Gross Income also follows the same pattern.

2. Performance by City & Customer Type:

- a. Best customer ratings in Naypyitaw (7.07), lowest in Mandalay (6.82).
- b. Similar sales in all cities (~₹50K-₹54K each).
- c. Members and Normal customers spend nearly the same.

3. Payment Methods & Branches:

- a. Credit Card is the most preferred payment method (₹112.21K), followed by E-wallet (₹109.99K) **and** Cash (₹100.77K).
- b. Branch C earns the most (₹110.57K), while A & B earn slightly less.

4. Best & Worst Selling Products:

- a. Best-Selling: Food & Beverages (₹56K), Sports & Travel (₹55K).
- b. Lowest-Selling: Health & Beauty (₹49K).

5. Sales & Profit Overview:

- a. Total Items Sold: 5,510
- b. Total Sales: ₹322.97K
- c. Total Cost (COGS): ₹307.59K (Money spent to buy products)
- d. Profit (Gross Income): ₹15.38K