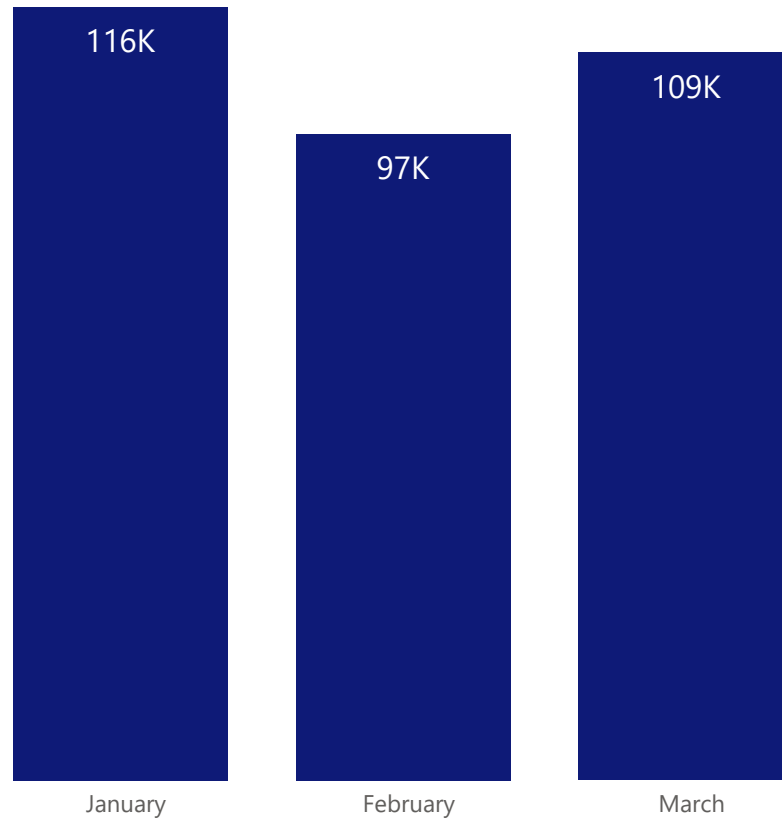


## Increase marketing and adverts budget in February

Sales in February was marginally lower than January and March because it has 28 days.

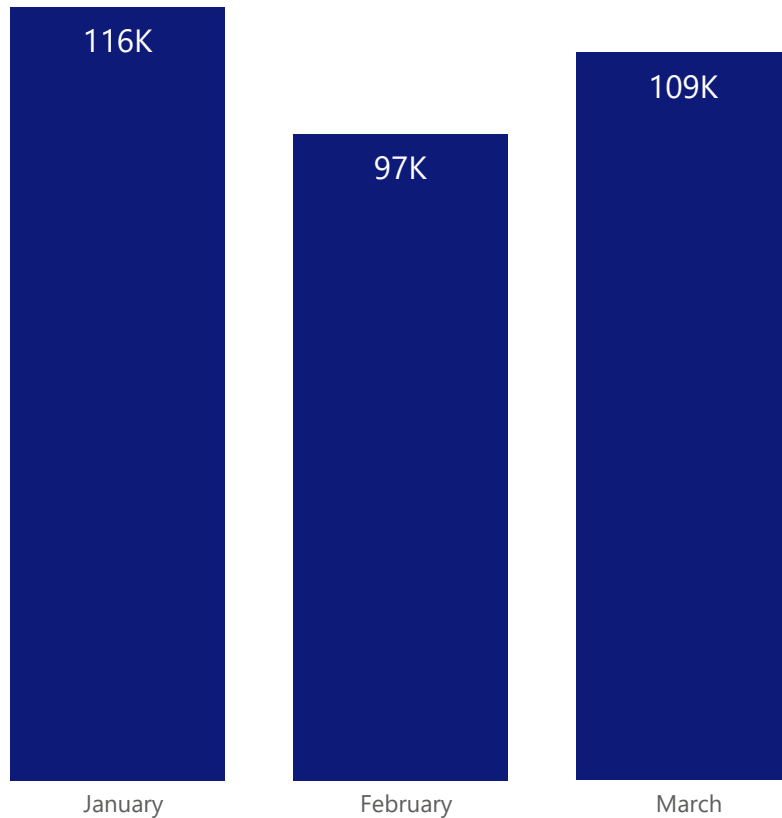
### Total Sales by Month



January accounted for **about 36%** of the overall total sales. Total **sales dropped by about 20% in February**, but improved in March overall.

**Open the supermarkets earlier at 8:00am**  
to increase morning sales.

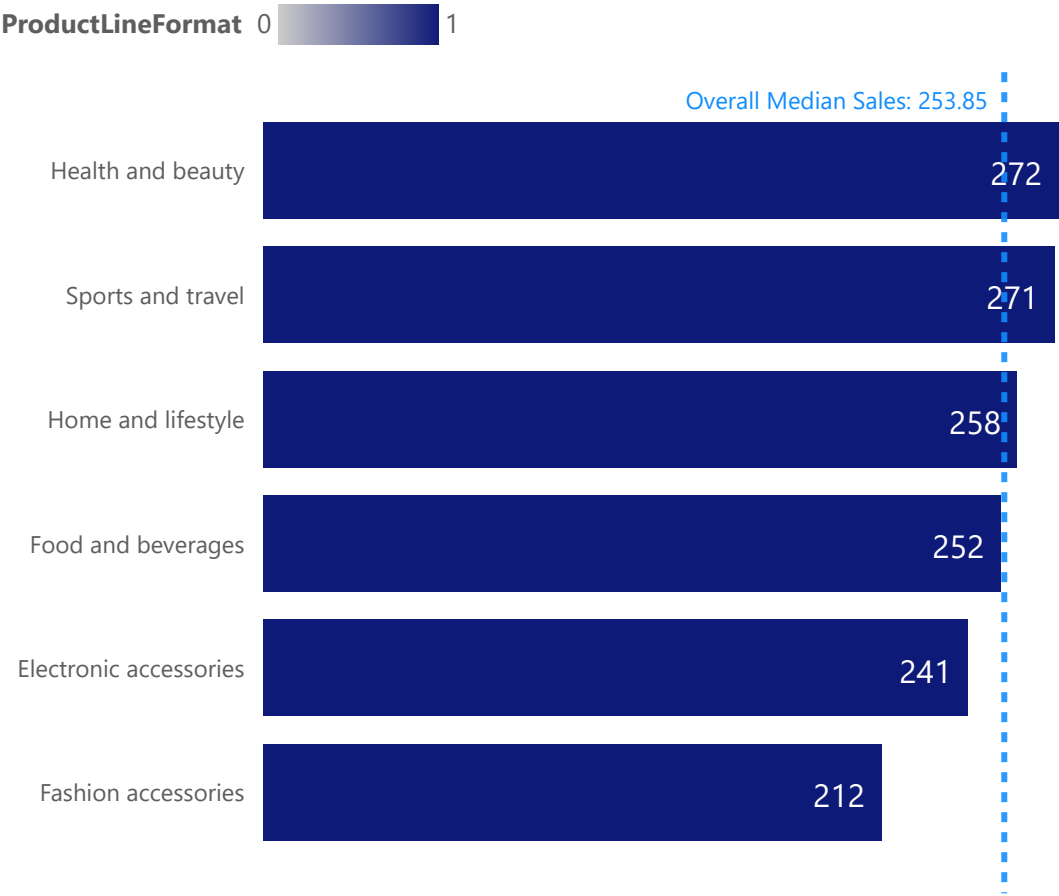
Total sales by Time of Day



The supermarket branches open at **10:00AM** after most working-class people have gone to work, thereby discouraging people who resume work at **8:30 AM** from buying at the supermarket.

Re-evaluate the pricing strategy of the three products lines below the overall median sales value of \$253.85

Median sales across product line

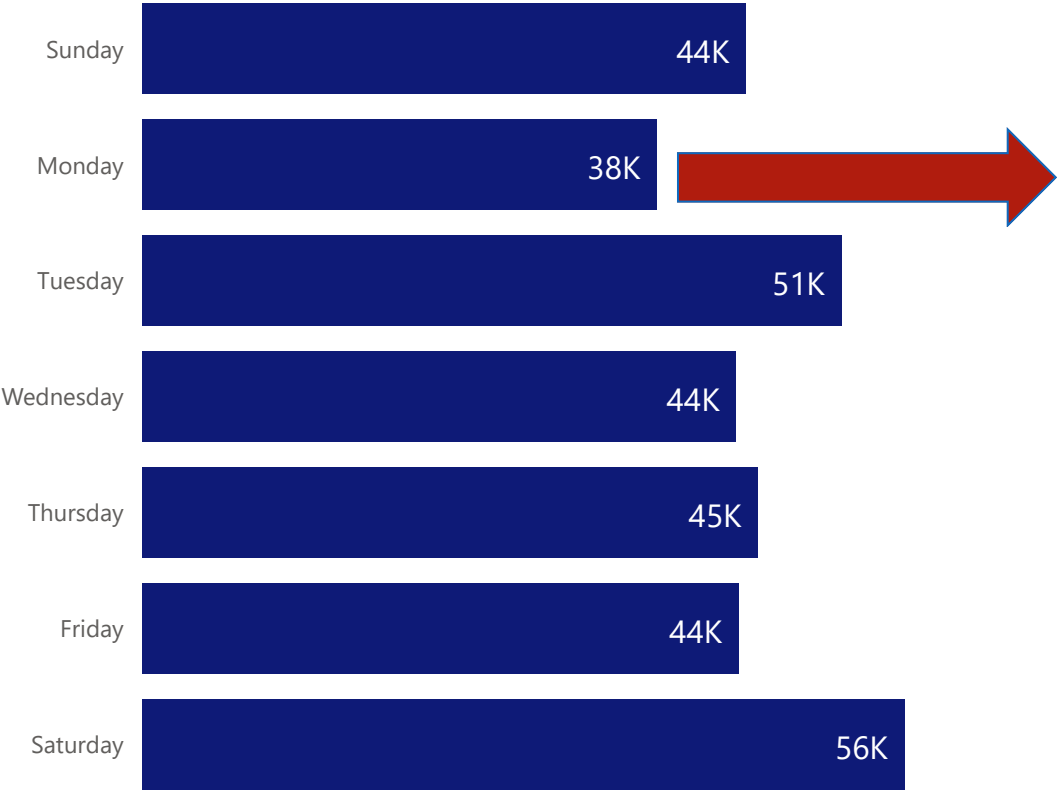


Health and beauty, Sport and travel, Home and lifestyle were **above** the median sales value

Food and beverages, Electronic accessories, Fashion accessories **were below** the media sales value

**Please give more discounts and incentives**  
to increase sales on Mondays.

Total sales by weekday



Sales was marginally lower  
on Monday than on other  
days of the week

## Create separate product lines for health and beauty products

Total sales by product line and gender

...



There is a **huge difference (> 20%)** in the buying patterns of females and males on health and beauty products

# Supermarket Sales Report

## Report for a supermarket for three months sales data

Total Sales by Month

Trend Analysis

Product Analysis