



Super Mart **Data Analysis**

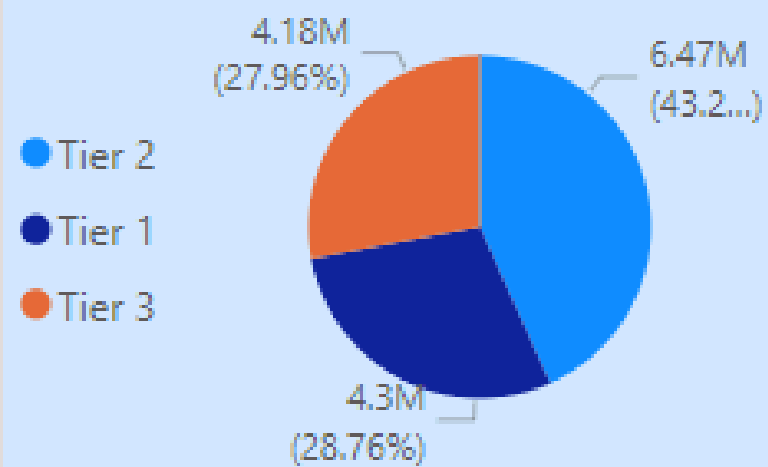
Super Mart Sales Analysis

Total Sales
14.96M

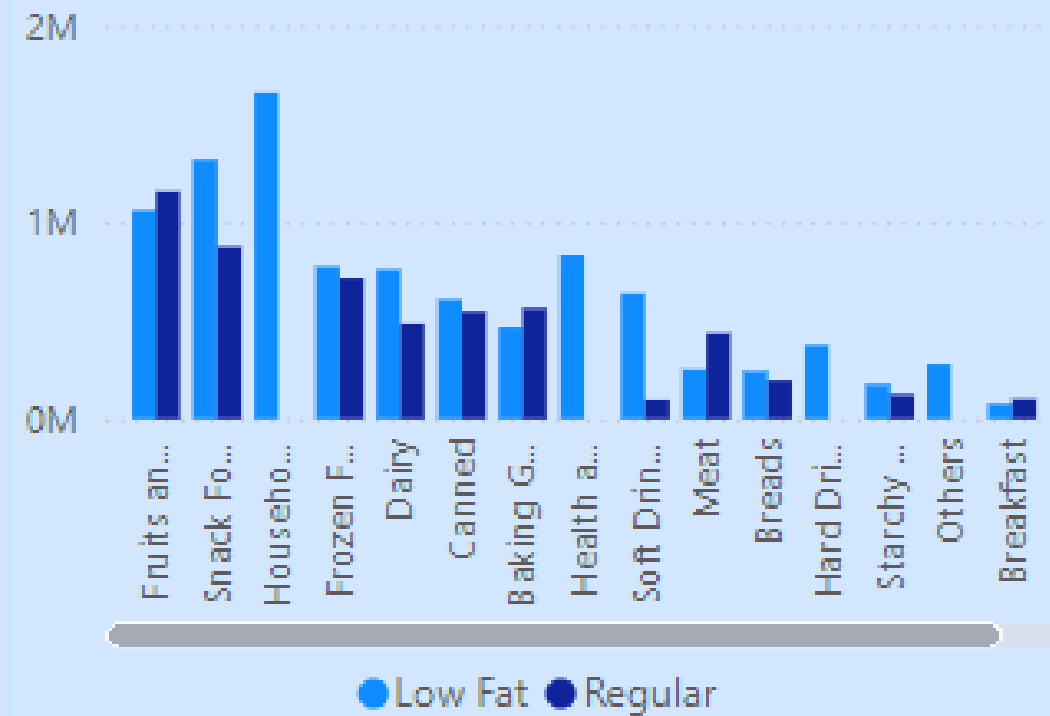
Avg Weight
12.86

Avg MRP
141.24

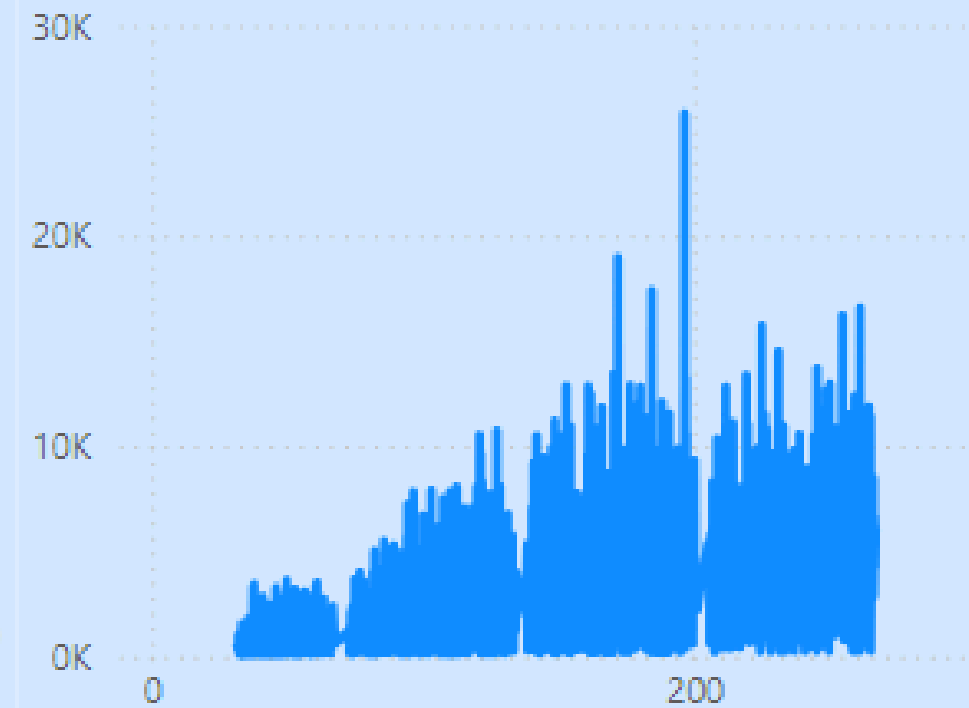
Sales by Location Type



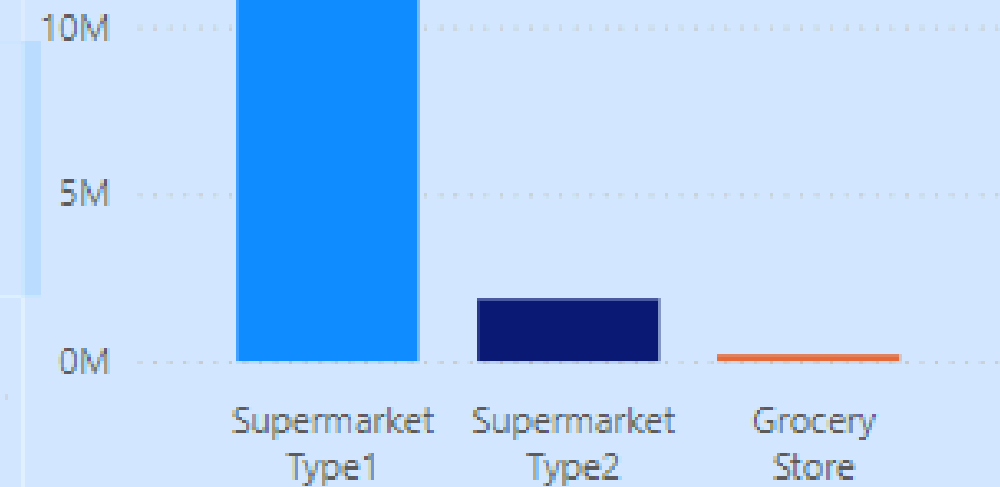
Sales and Fat Content by Item Type



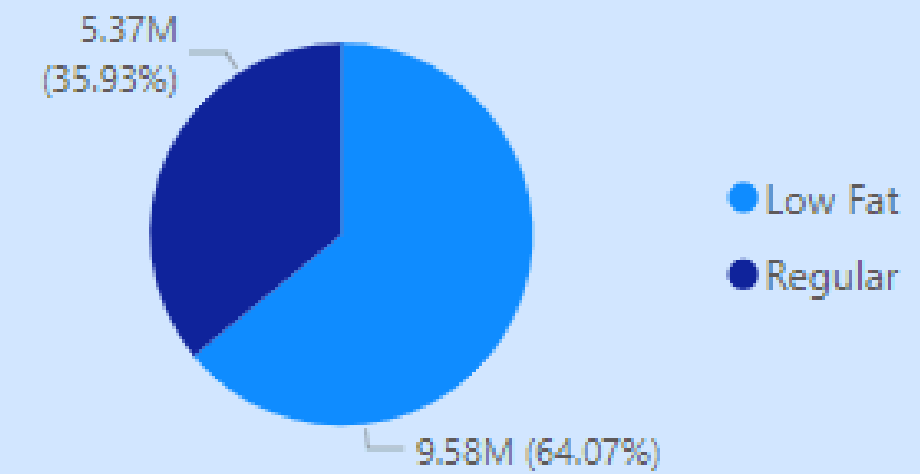
Impact of Item MRP on Sales



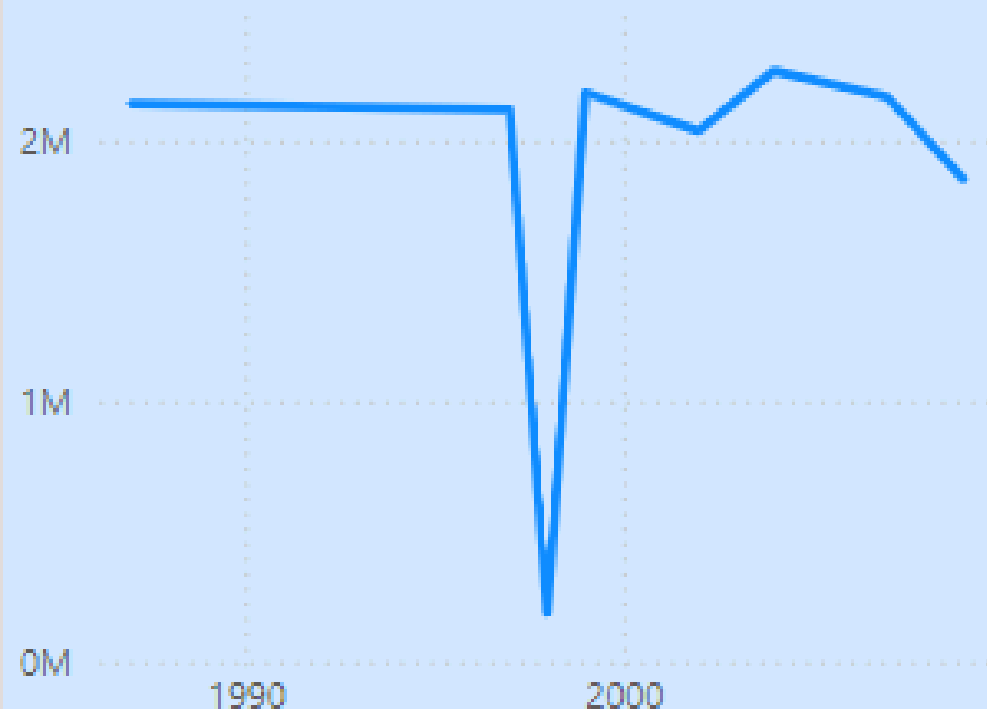
Item Sales by Outlet Type



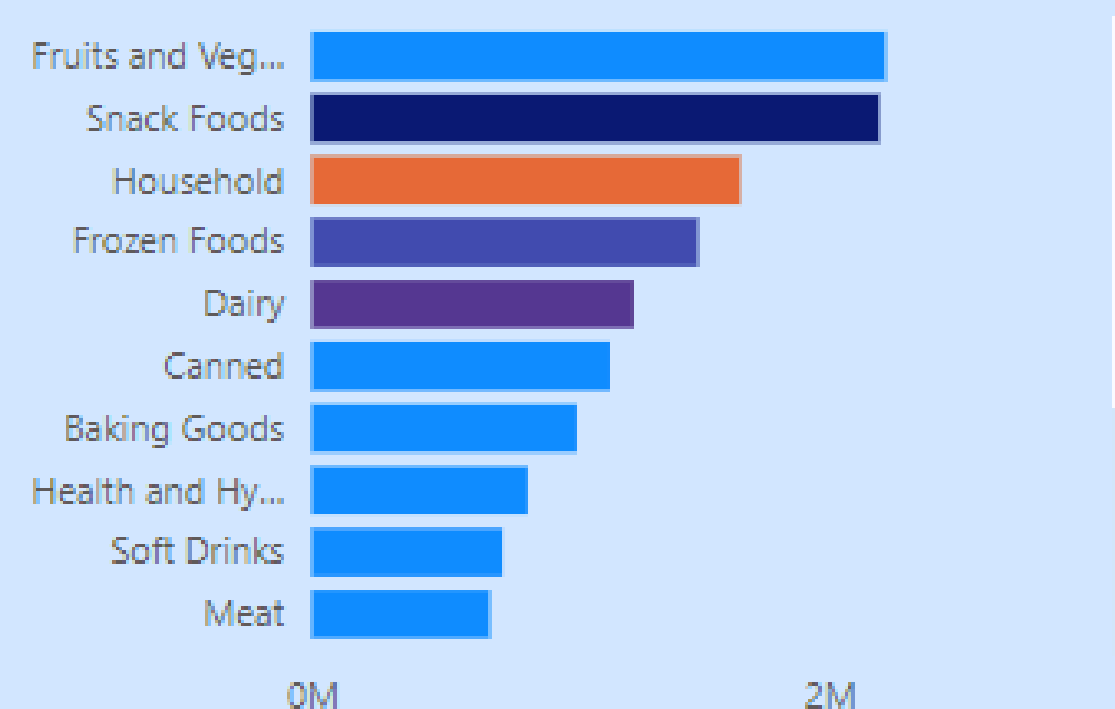
Sales Distribution by Fat Content



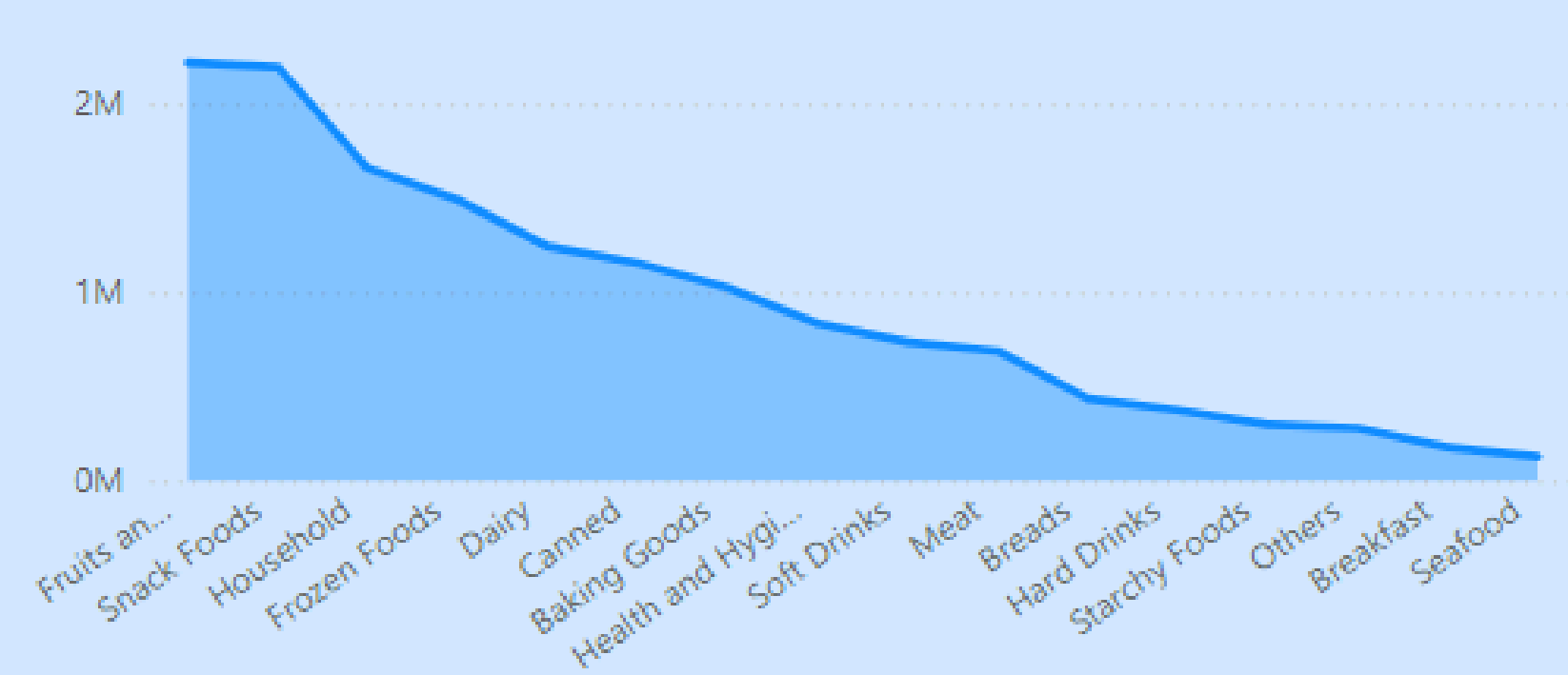
Sales Trend over Establishment Year



Item Types that Generate Most Sales



Sales by Item Type



Overview:

This project aims to analyze the sales data from a Super Mart, uncovering trends and insights that can help improve decision-making in product management, outlet operations, and inventory control. The dataset includes sales figures, item characteristics (such as fat content, weight, and price), and outlet information (such as location and establishment year). Using Power BI, the data is visualized to highlight the key factors influencing sales performance across various item types and outlets.

Data Cleaning:

The raw data was first cleaned and prepared to ensure consistency and accuracy. Missing values in the dataset, such as item weights, were handled appropriately. The data was checked for any outliers or inconsistencies that could skew the analysis. Each column in the dataset was inspected to verify data types, and necessary transformations were performed (e.g., converting data types or normalizing categories). The final dataset was ready for detailed analysis and visualization using Power BI.

Key Sales Metrics:

The total sales across all outlets reached 14.96M, with an average item weight of 12.86 and an average item price (MRP) of 141.24. These key metrics provide an overview of the store's sales dynamics. The analysis focuses on understanding how different variables, like item type, fat content, and outlet characteristics, impact these figures. These top-line metrics set the stage for deeper analysis of the drivers behind the sales figures.

- Cleaned and prepared the dataset for analysis, ensuring that the data was consistent and accurate for visualization.
- Used Power BI to create interactive and insightful dashboards.
- Segmented the data by multiple dimensions such as outlet type, item type, fat content, and location type.
- Performed statistical analysis on item weight, MRP, and sales data to uncover trends and patterns in the supermarket sales.
- Built charts, including bar graphs, pie charts, and line graphs, to illustrate key findings, such as which item categories contribute most to sales, how different outlet types perform, and the relationship between MRP and sales.

Conclusion:

The analysis revealed that Tier 1 locations and Supermarket Type 1 outlets contribute the most to overall sales. Regular-fat items dominate sales, with fruits, vegetables, and snack foods being the top-selling categories. Additionally, the sales trend over time shows that older outlets tend to generate higher sales. This project provides actionable insights for optimizing inventory and pricing strategies, potentially helping the supermarket to improve its sales and profitability further.



**Thank
You**