Supermarket Sales

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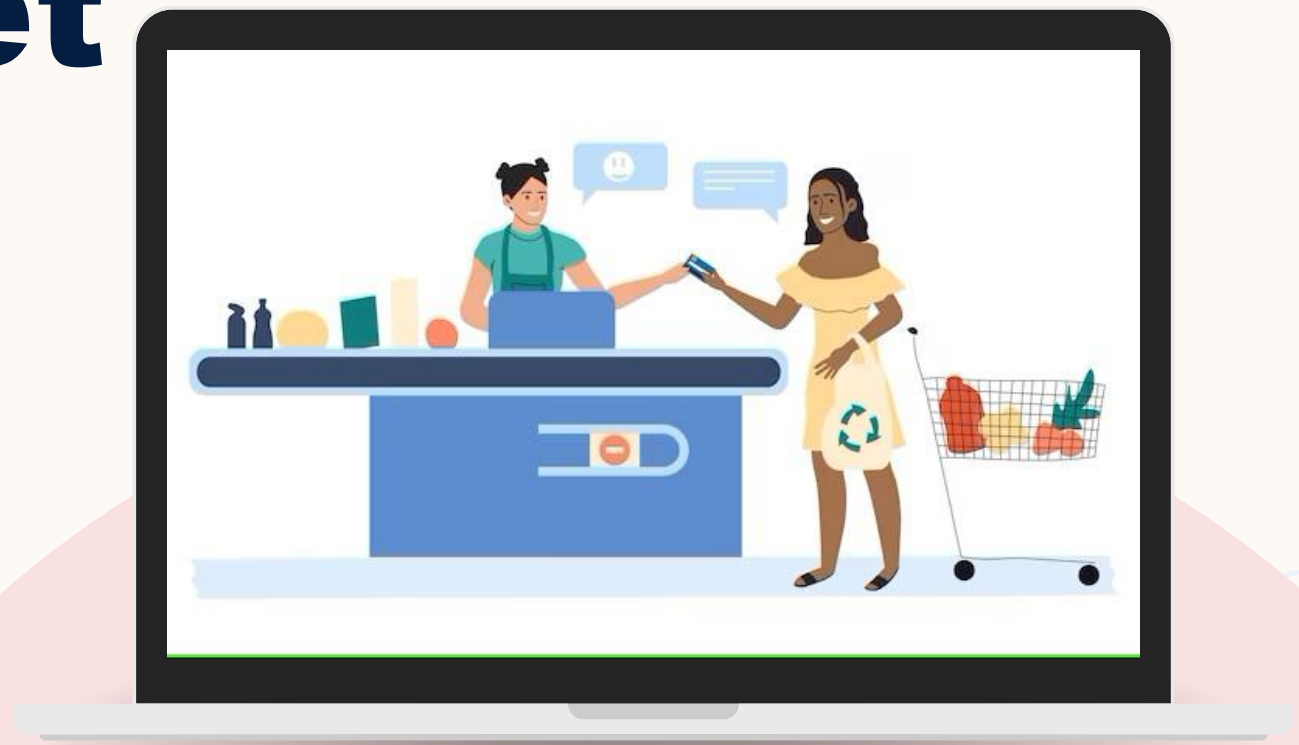
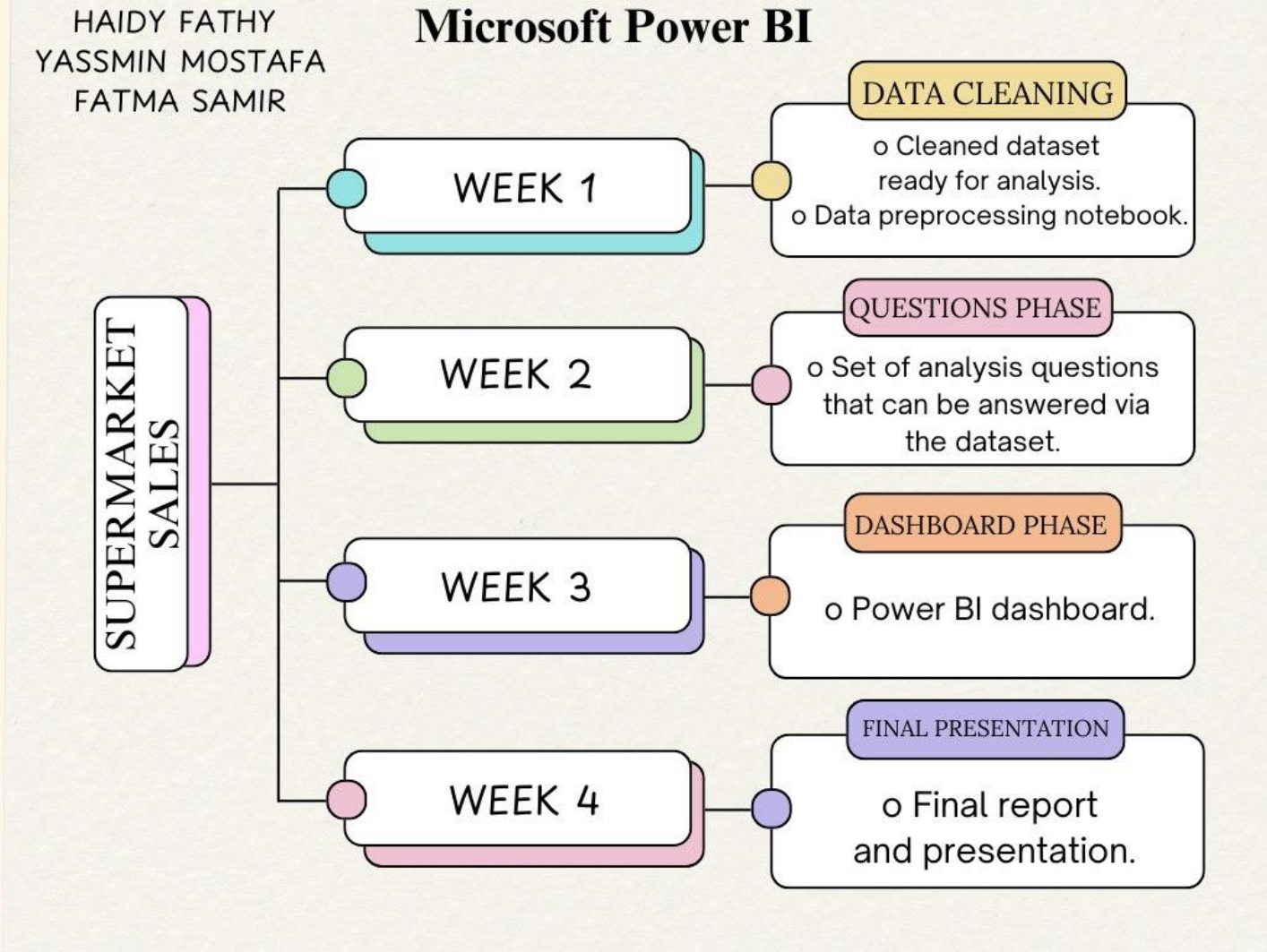
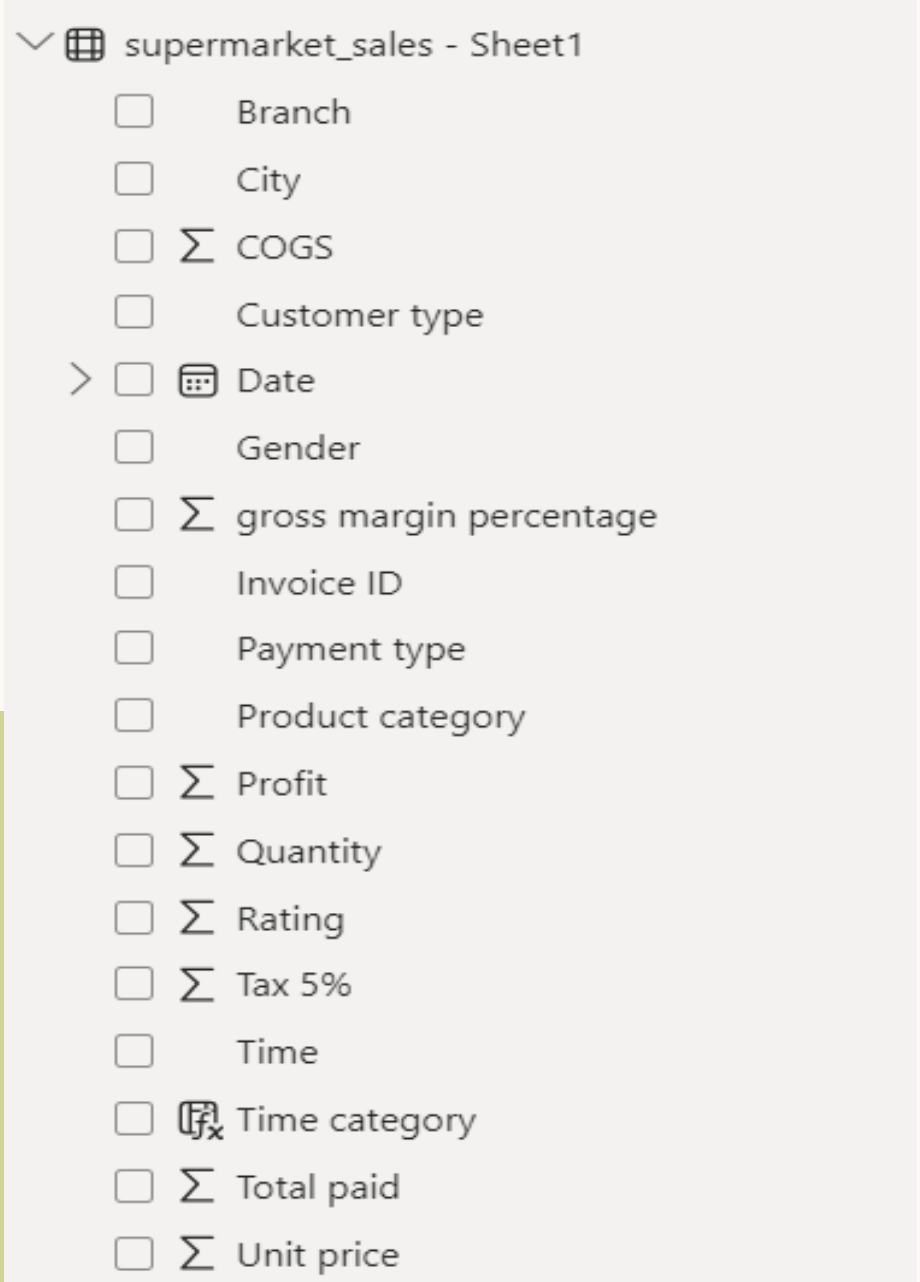


INTRODUCTION

This project focuses on analyzing supermarket sales which is assisted by its branches dataset that includes some of the customers’ purchases.

Project Roadmap





DATA OVERVIEW

- COGS: cost of goods sold which is the cost of production of the purchased items.
- Tax 5%: it is the tax paid which is 5% of the total prices of the purchased items.
- Total paid: it is the revenue of the products, or the amount of money paid by the customer.
- Profit: it is the revenue excluding the cost, which gives the net profit earned by the company.
- Gross margin percentage: it is the percentage of profit from the total revenue, which is a constant value.

Overview Page

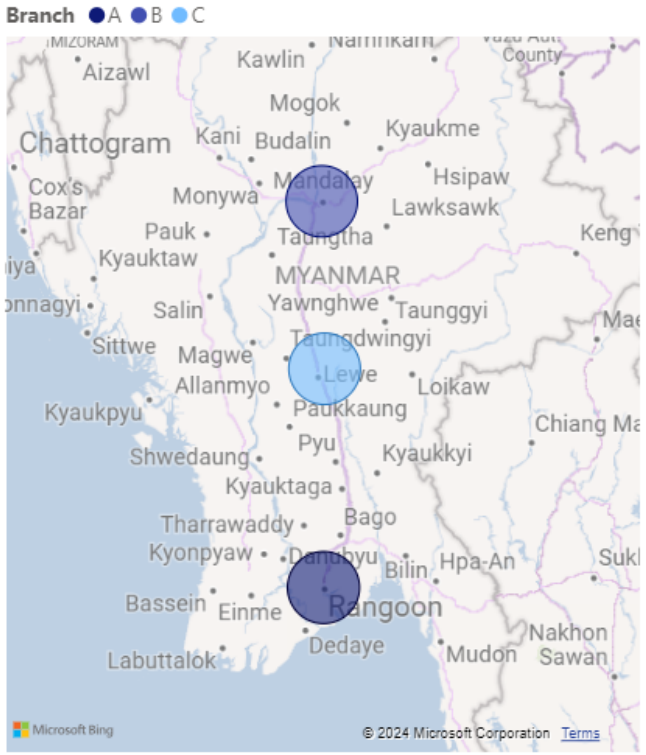
Sales Overview

Clear all slicers

Total Profit	Total Sales
15.38K	322.97K

COGS	5% Tax
307.59K	15.38K

Performance of branches by city



Key influencers | Top segments

What influences Profit to Increase ?

When... ....the average of Profit increases by

Sum of Tax 5% goes up 11.70	3.9
Sum of Total paid goes up 245.76	3.9
Sum of COGS goes up 234.06	3.9

Customer Type

All

Gender

All

Payment Type

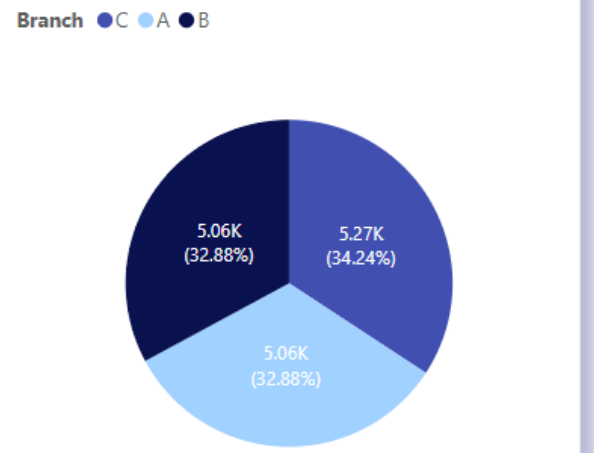
All

Products' Overview

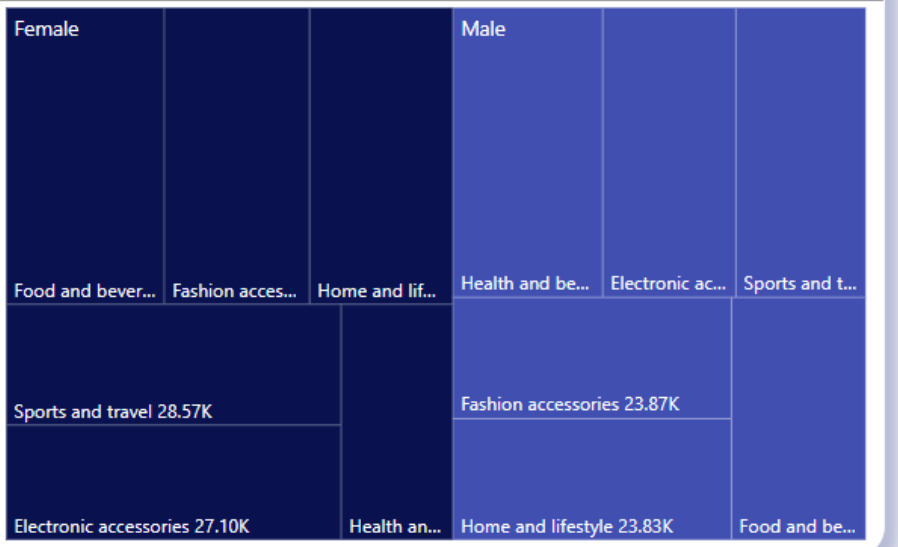
Products' Overview

Product category	Sum of Total paid	Average of Unit price	Sum of Quantity
Electronic accessories	54,337.53	53.55	971
Fashion accessories	54,305.90	57.15	902
Food and beverages	56,144.84	56.01	952
Health and beauty	49,193.74	54.85	854
Home and lifestyle	53,861.91	55.32	911
Sports and travel	55,122.83	56.99	920
Total	**322,966.75**	**55.67**	**5510**

Sum of Profit by Branch



Sum of Total paid by Gender and Product category



Product Category

All

Time of the day

Afternoon | Morning | Evening

Total Quantity

5510

Total Paid

322.97K

Payment Type

Payment Type Overview

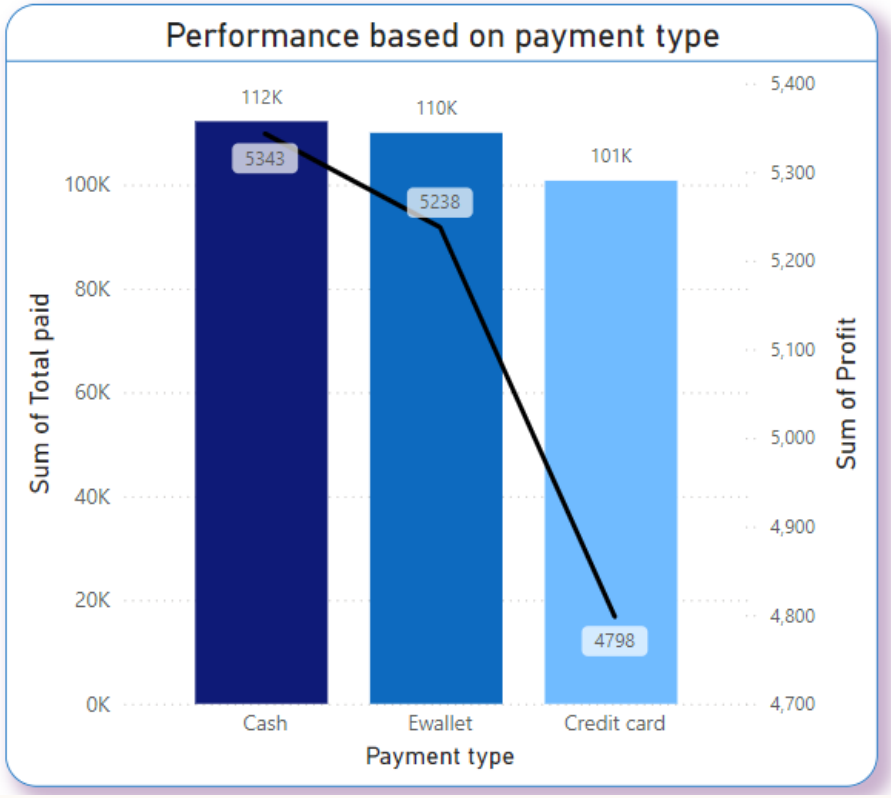
1/1/2019 3/30/2019

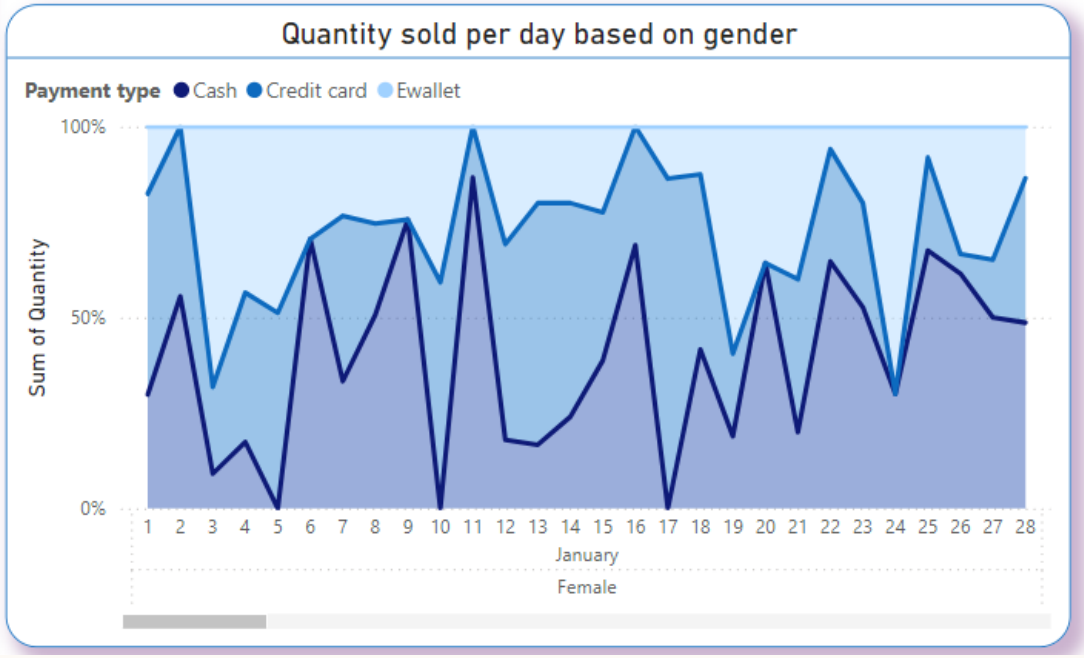
Payment Type

- Cash
- Credit card
- Ewallet

Time Category

- Afternoon
- Evening
- Morning

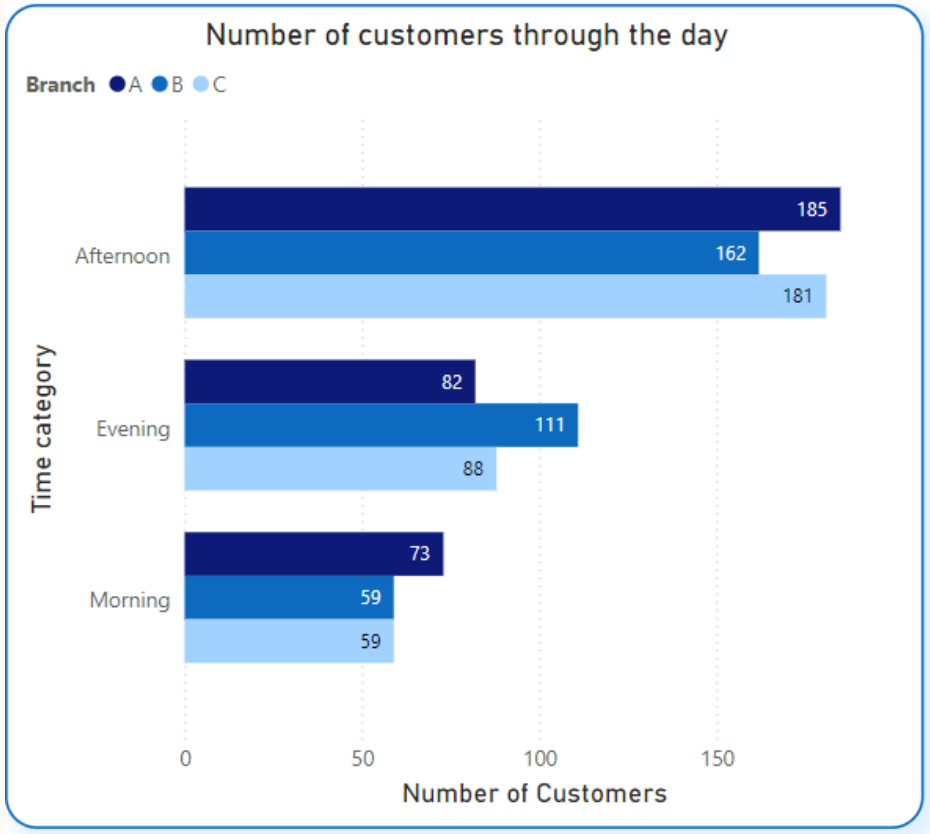


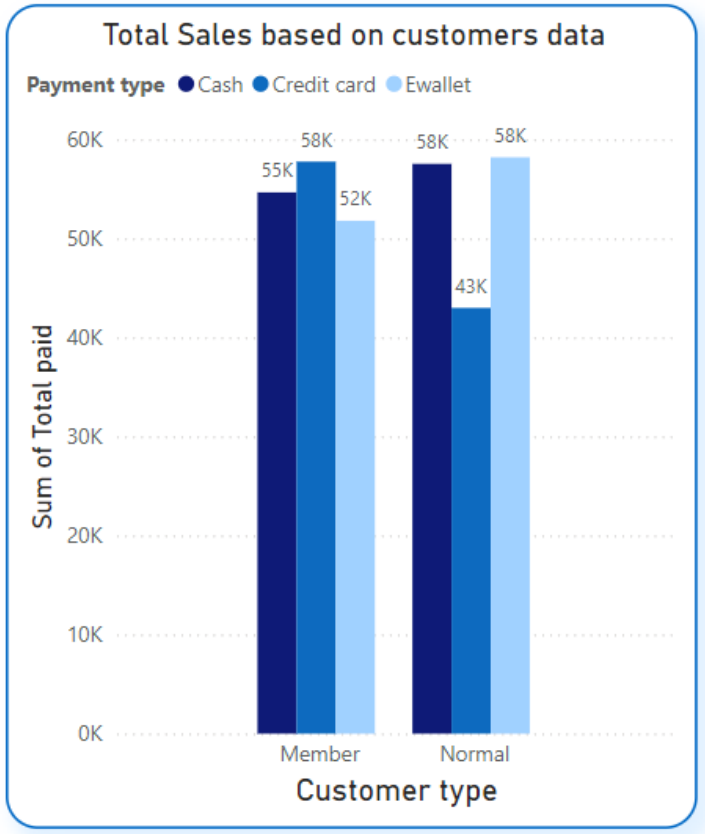


Customer Analysis

Customer Analysis

Number of Customers	Average Rating	Sum of Profit
1000	6.97	15.38K





Gender

- ☐ Female
- ☐ Male

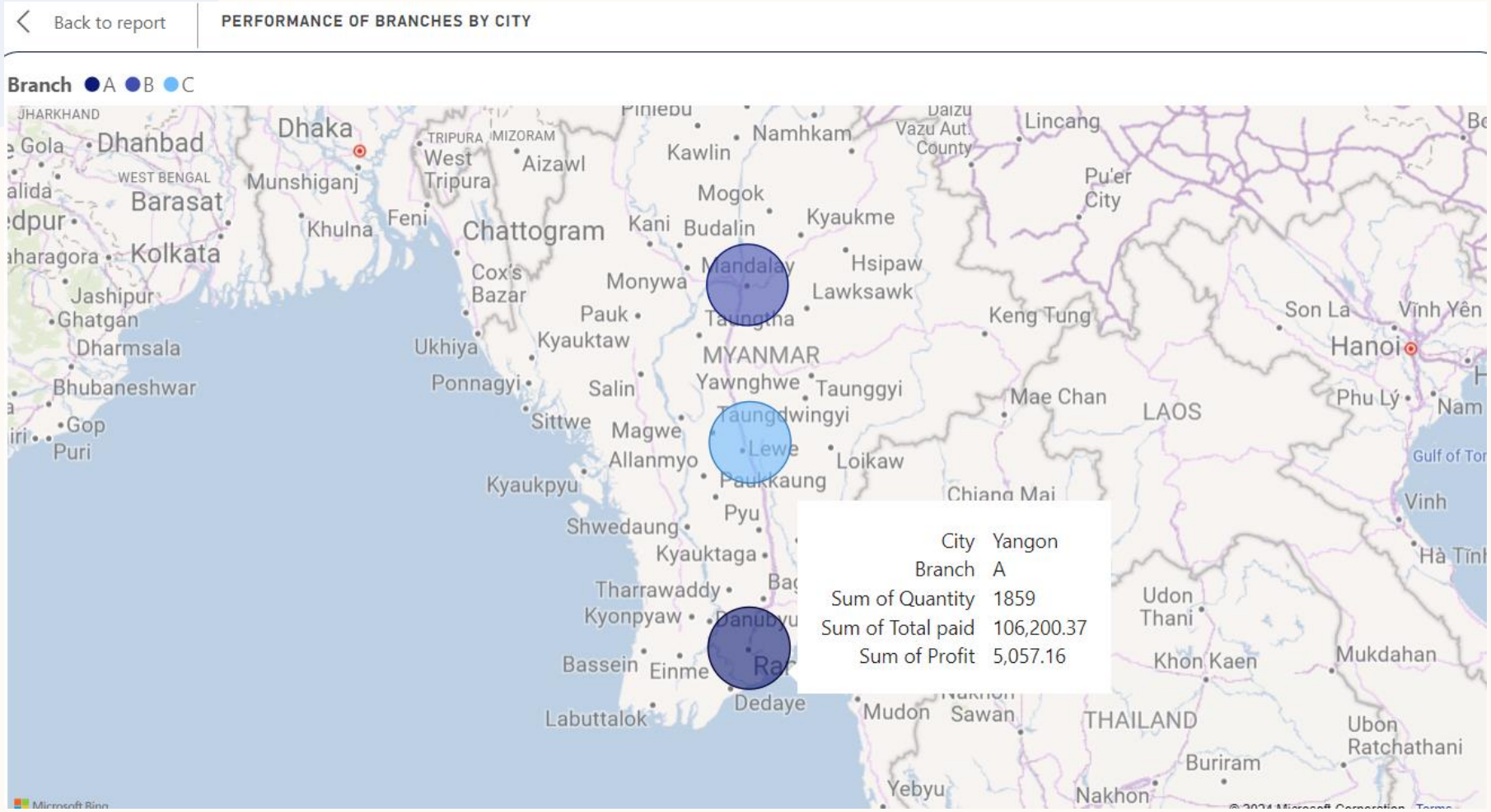
City

- ☐ Mandalay
- ☐ Naypyitaw
- ☐ Yangon

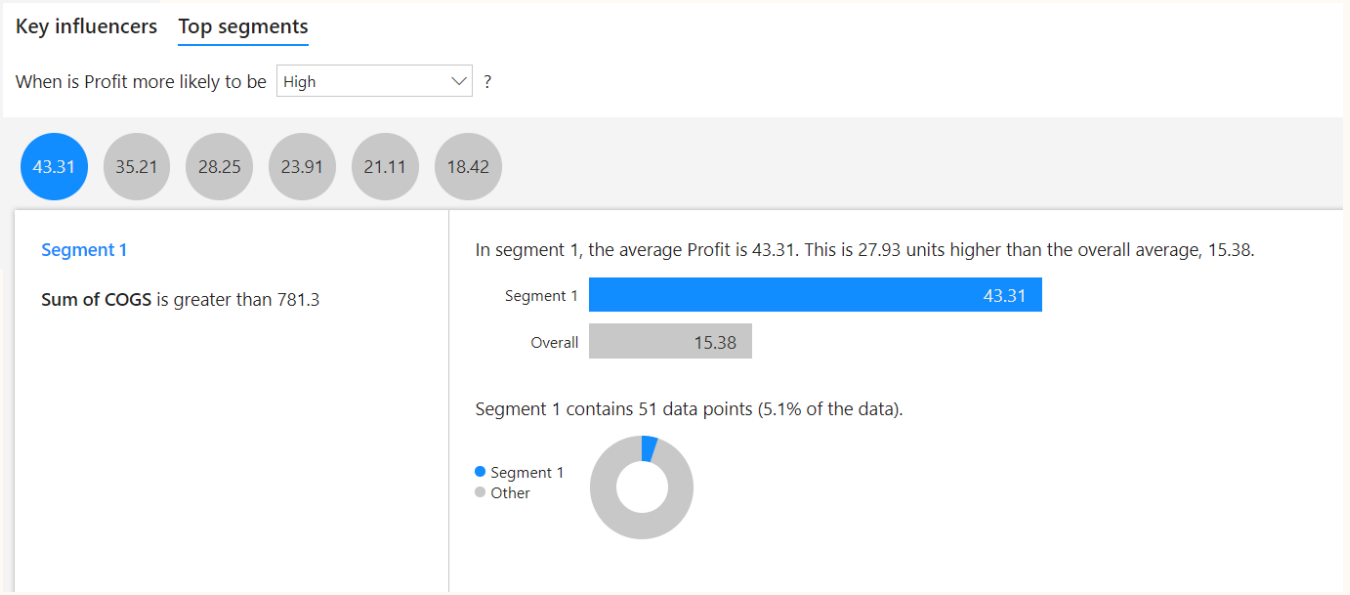
Customer Type

- ☐ Member
- ☐ Normal

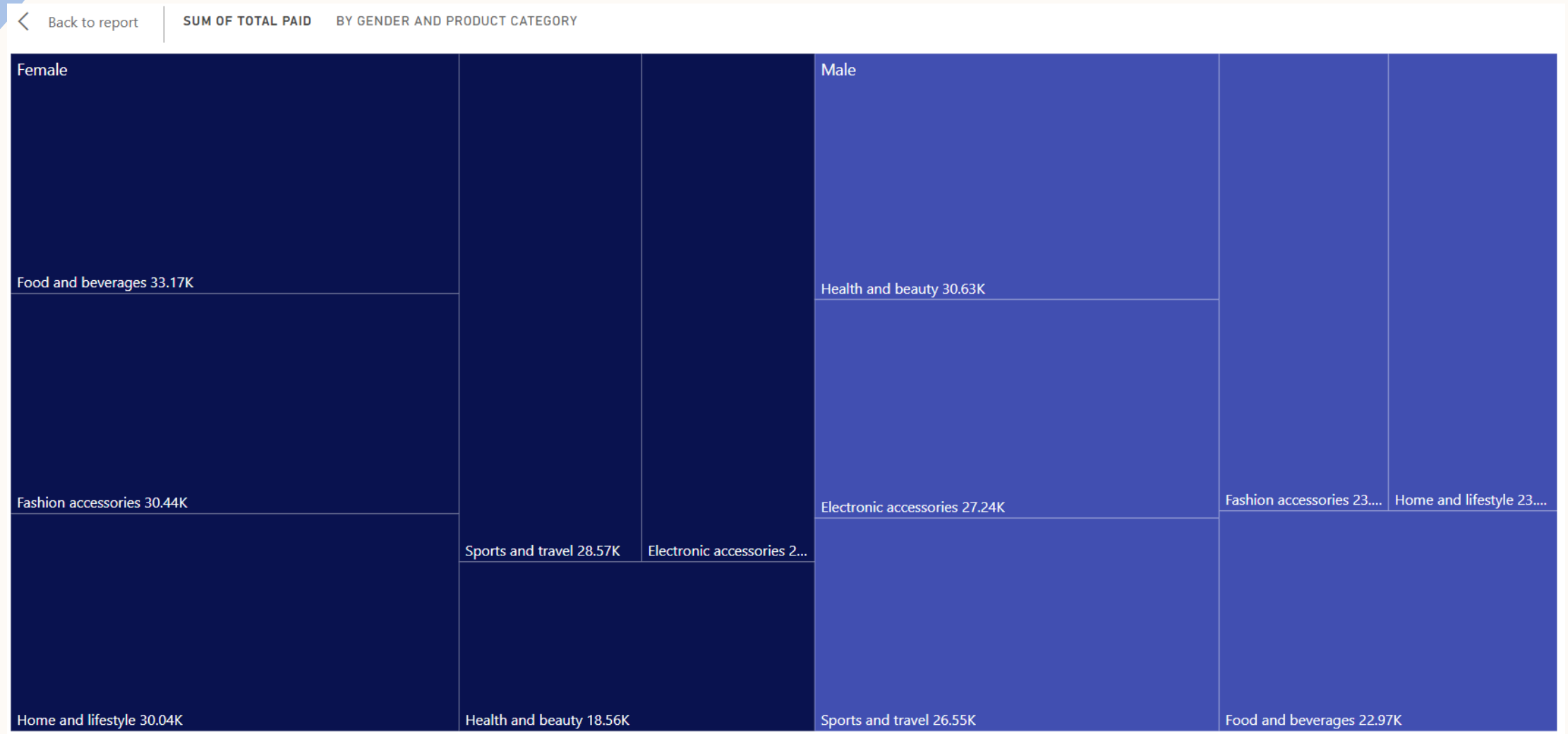
What is the general performance of each branch?



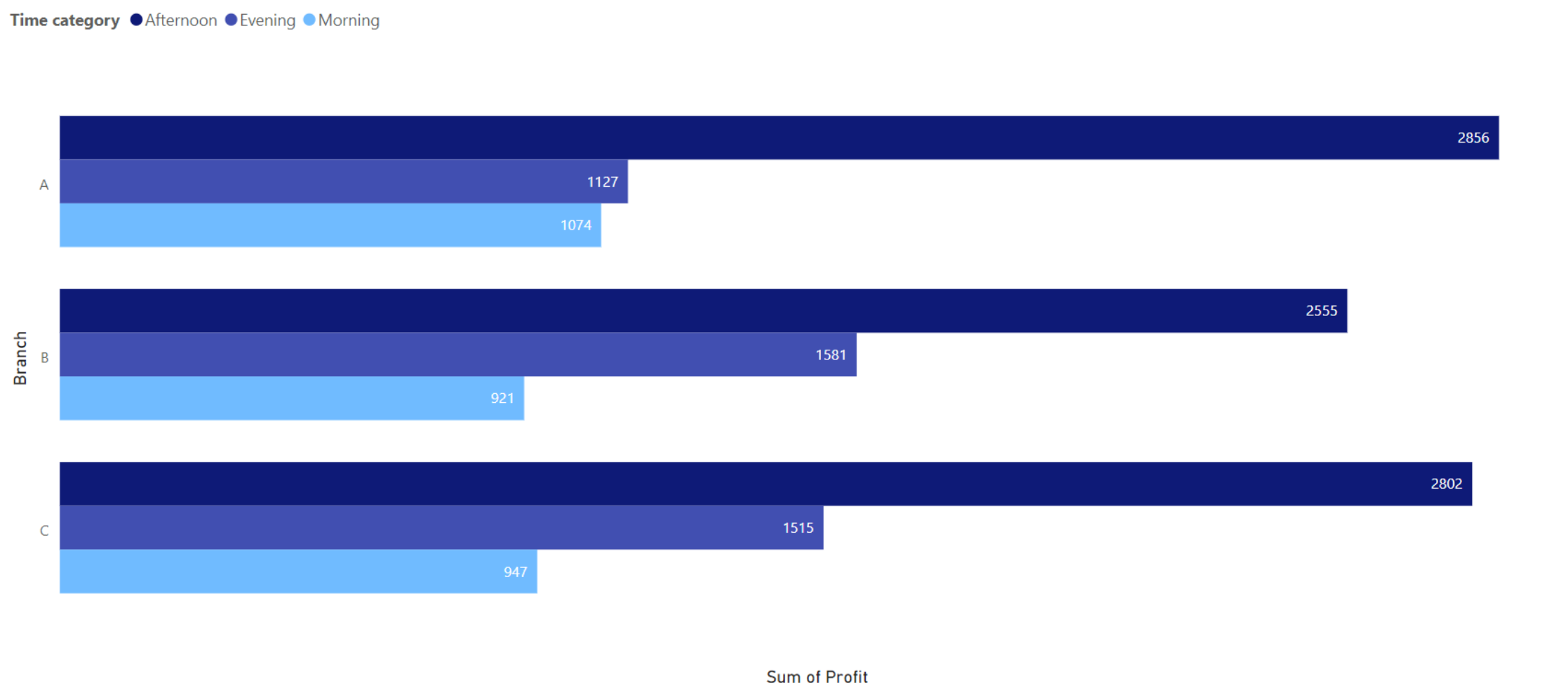
How to increase the profit from the customers?



Does a specific gender have specific preferences in products?



What time of the day has the highest performance?



What products have the most popularity?

Product category	Sum of Total paid	Average of Unit price	Sum of Quantity
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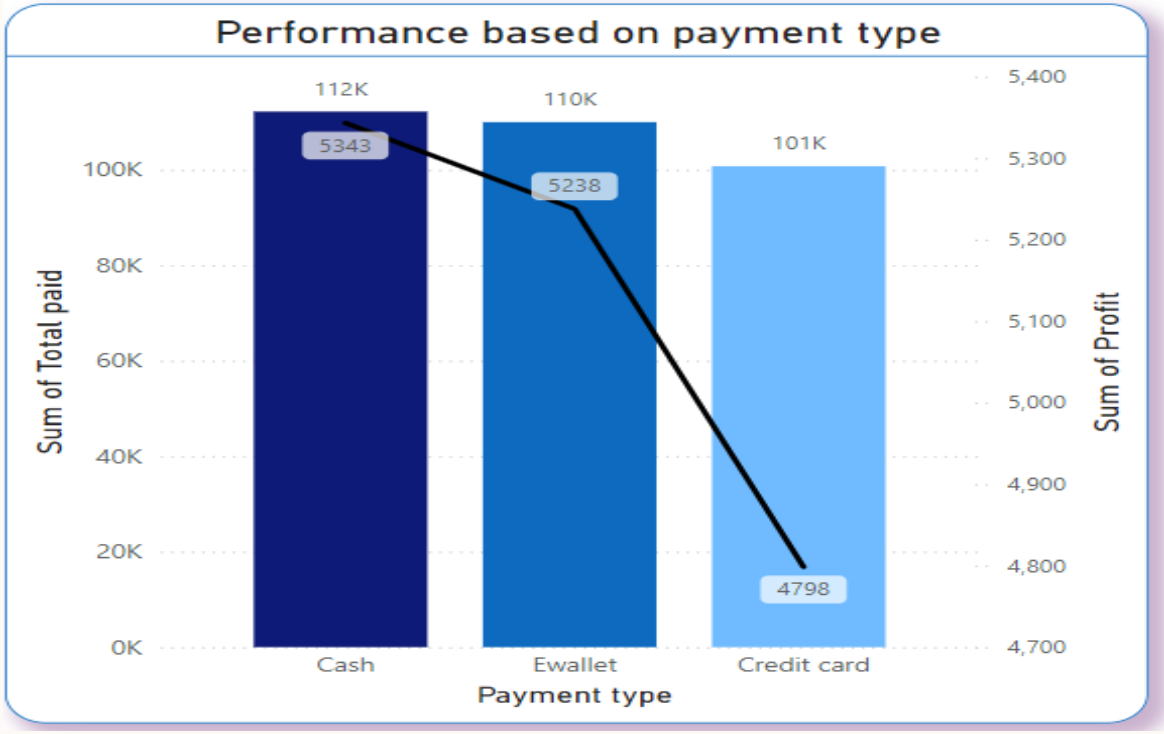
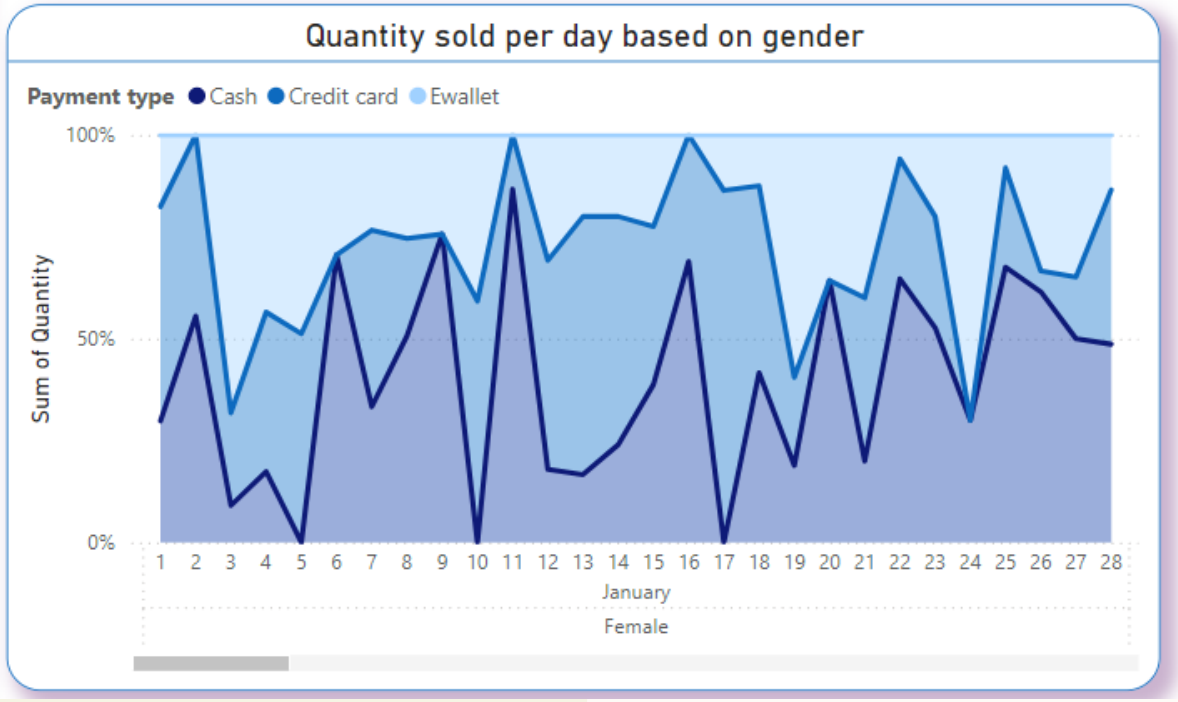
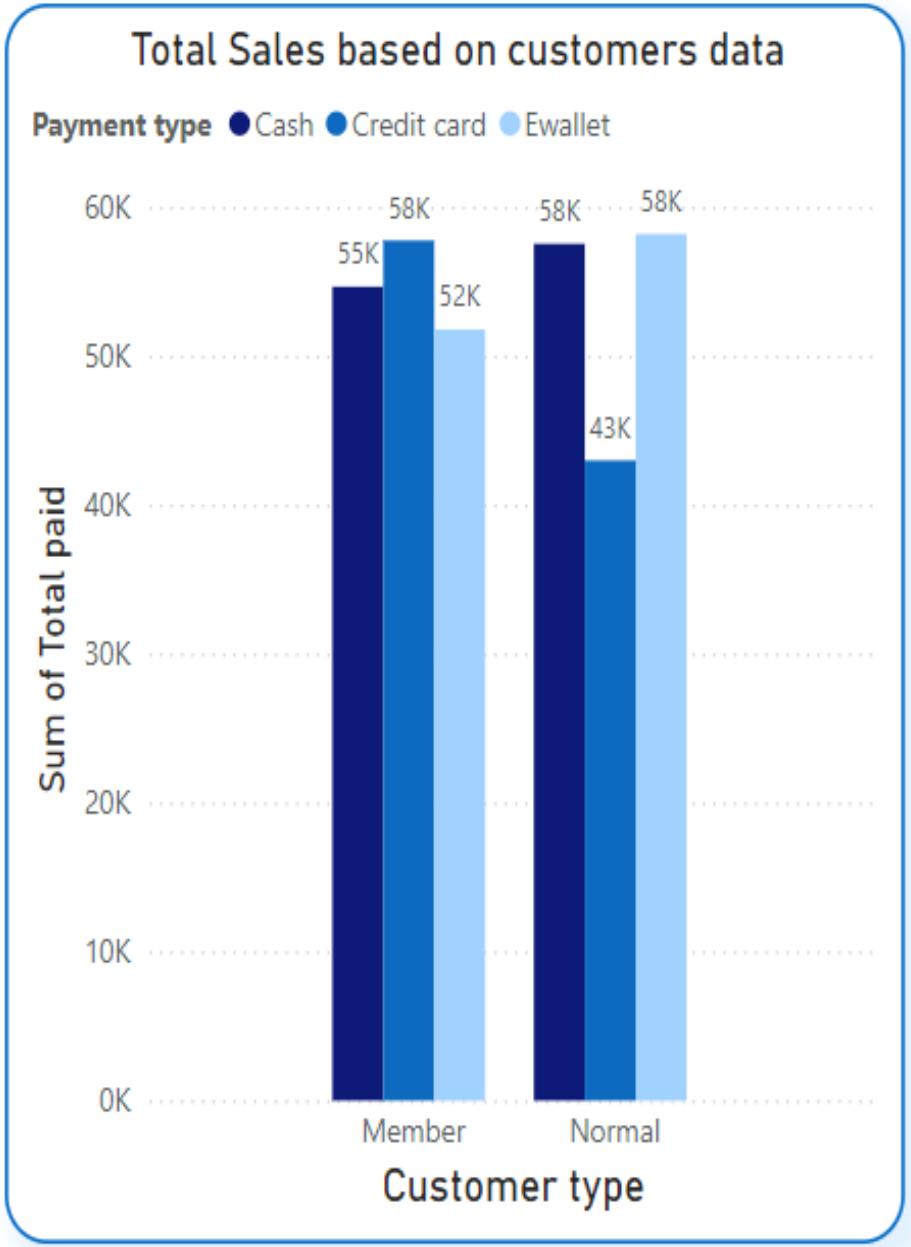
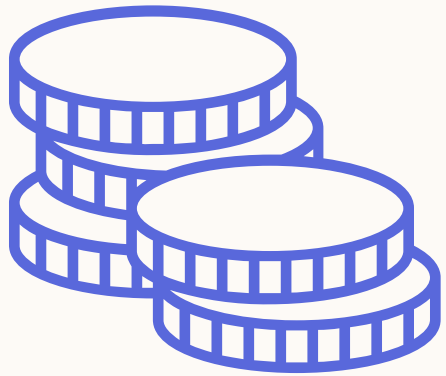
How does payment type affect sales?



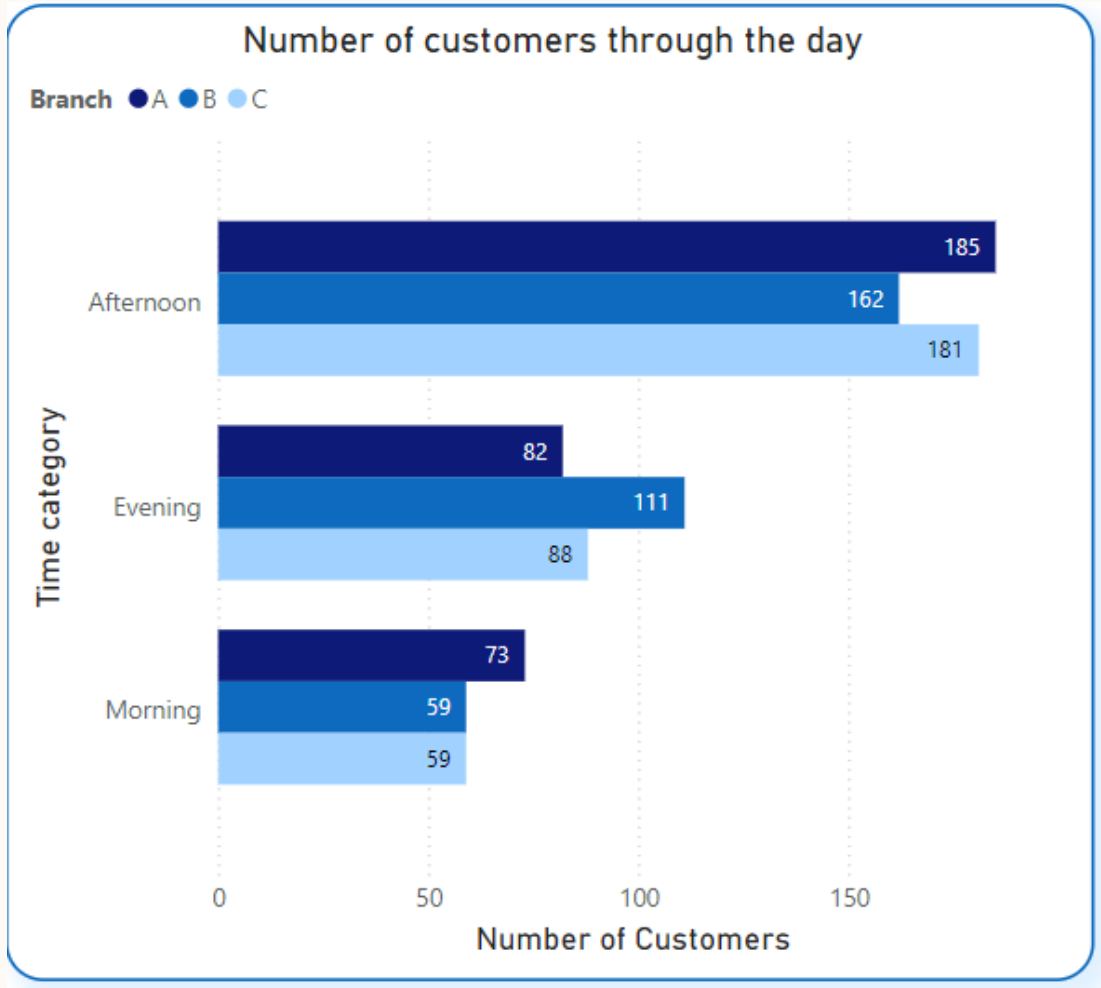


Which payment type preferred by customers?





What specific times of the day have more congestion and how does it affect the sales?



Number of Customers
1000

Average Rating
6.97

Sum of Profit
15.38K

THANK YOU