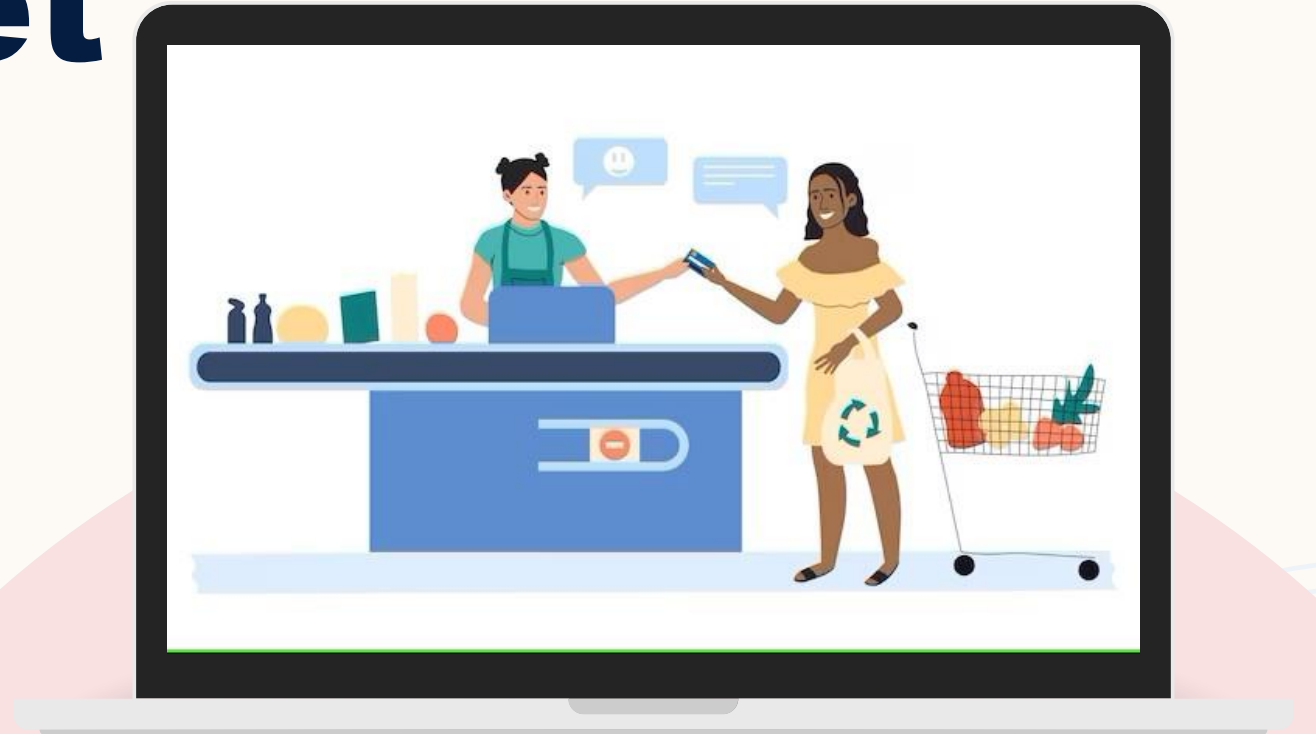




# Supermarket Sales

By:  
Haidy Fathy  
Fatma Samir  
Yassmin Mostafa



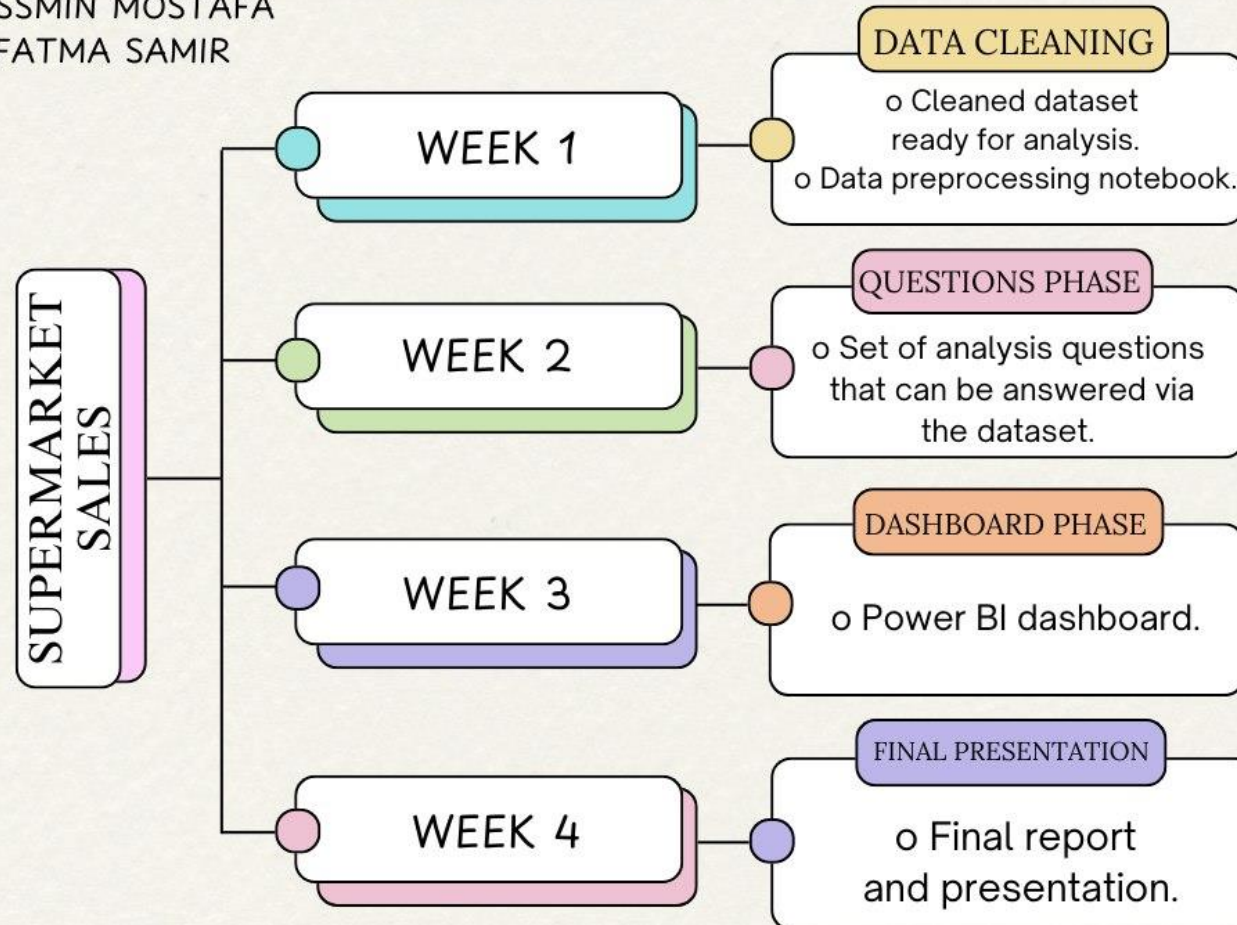
# INTRODUCTION


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



# Project Roadmap

HAIDY FATHY  
YASSMIN MOSTAFA  
FATMA SAMIR

## Microsoft Power BI



✓  supermarket\_sales - Sheet1

- ☐ Branch
- ☐ City
- ☐  $\Sigma$  COGS
- ☐ Customer type
- > ☐  Date
- ☐ Gender
- ☐  $\Sigma$  gross margin percentage
- ☐ Invoice ID
- ☐ Payment type
- ☐ Product category
- ☐  $\Sigma$  Profit
- ☐  $\Sigma$  Quantity
- ☐  $\Sigma$  Rating
- ☐  $\Sigma$  Tax 5%
- ☐ Time
- ☐  Time category
- ☐  $\Sigma$  Total paid
- ☐  $\Sigma$  Unit price

# 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

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## Sales Overview

Clear  
all  
slicers

Total Profit

15.38K

Total Sales

322.97K

COGS

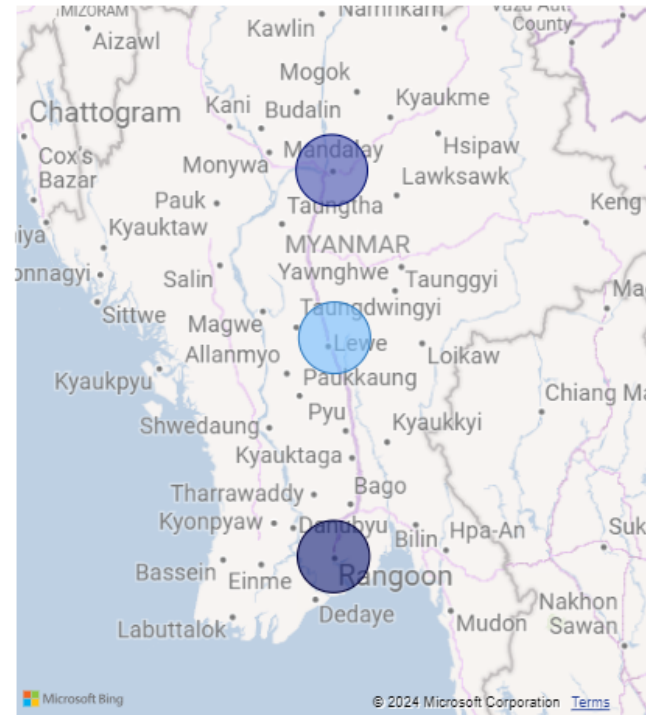
307.59K

5% Tax

15.38K

### Performance of branches by city

Branch ● A ● B ● C



### Key influencers Top segments

What influences Profit to  ?

When...

Sum of Tax 5% goes up  
11.70

Sum of Total paid goes up  
245.76

Sum of COGS goes up  
234.06

...the average of Profit  
increases by

3.9

3.9

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
<b>Total</b>	<b>322,966.75</b>	<b>55.67</b>	<b>5510</b>

### Product Category

All ▼

### Time of the day

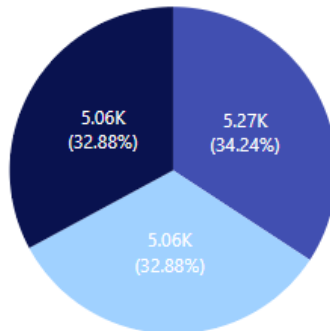
Afternoon

Morning

Evening

### Sum of Profit by Branch

Branch ● C ● A ● B



### Sum of Total paid by Gender and Product category

Female			Male		
Food and bever...	Fashion acces...	Home and lif...	Health and be...	Electronic ac...	Sports and t...
Sports and travel 28.57K			Fashion accessories 23.87K		
Electronic accessories 27.10K		Health an...	Home and lifestyle 23.83K		Food and be...

### Total Quantity

5510

### Total Paid

322.97K

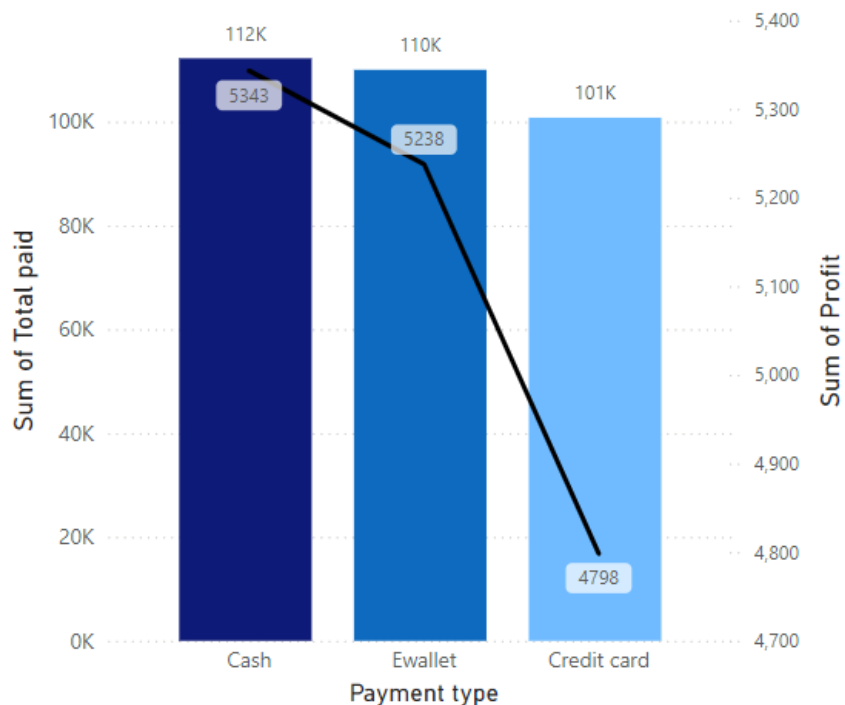
# Payment Type

7



## Payment Type Overview

Performance based on payment type



1/1/2019

3/30/2019

### Payment Type

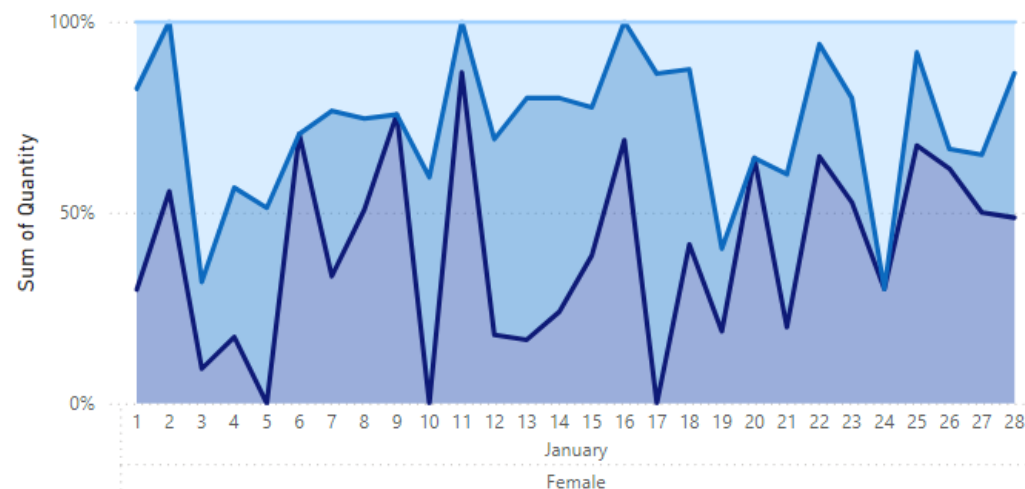
- ☐ Cash
- ☐ Credit card
- ☐ Ewallet

### Time Category

- ☐ Afternoon
- ☐ Evening
- ☐ Morning

Quantity sold per day based on gender

Payment type ● Cash ● Credit card ● Ewallet



# Customer Analysis

8



## Customer Analysis

Number of  
Customers

1000

Average  
Rating

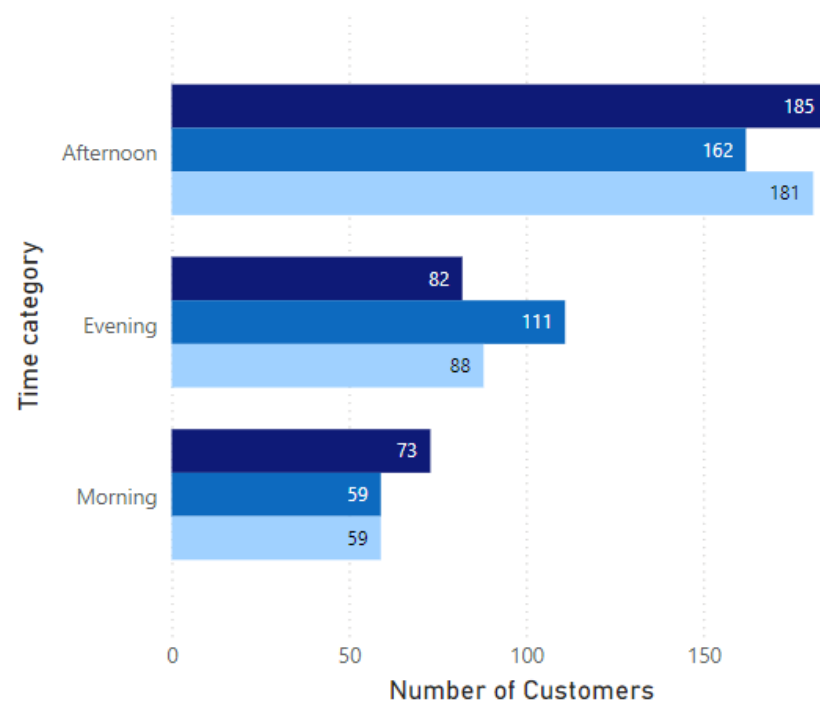
6.97

Sum of Profit

15.38K

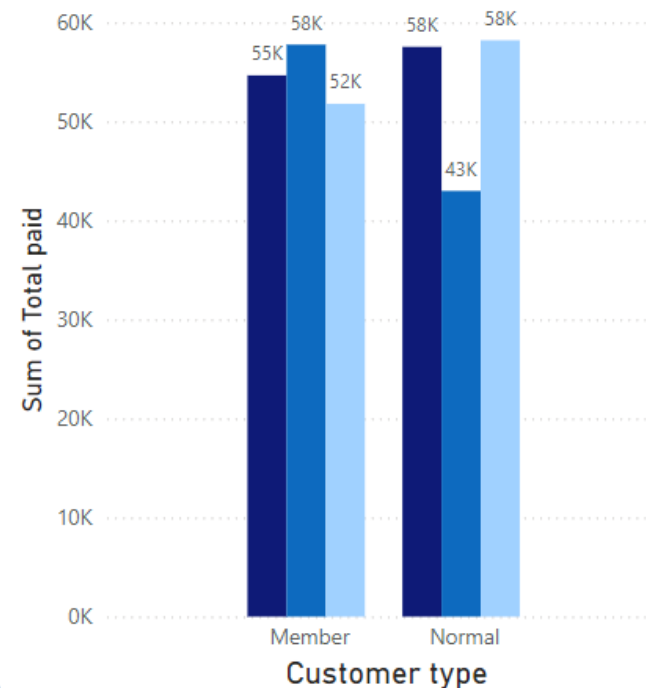
Number of customers through the day

Branch ● A ● B ● C



Total Sales based on customers data

Payment type ● Cash ● Credit card ● Ewallet



Gender

- ☐ Female  
☐ Male

City

- ☐ Mandalay  
☐ Naypyitaw  
☐ Yangon

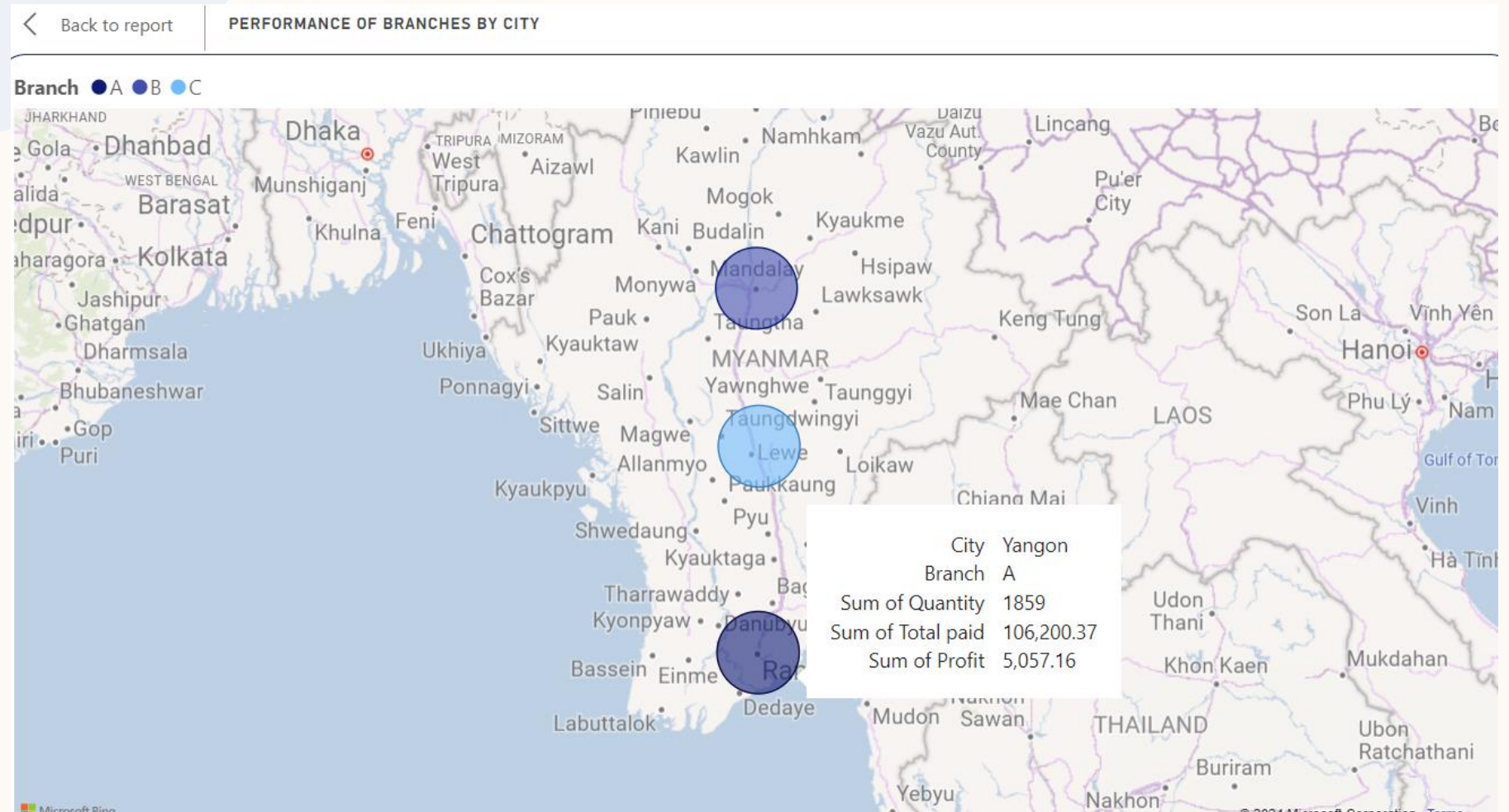
Customer Type

- ☐ Member  
☐ Normal

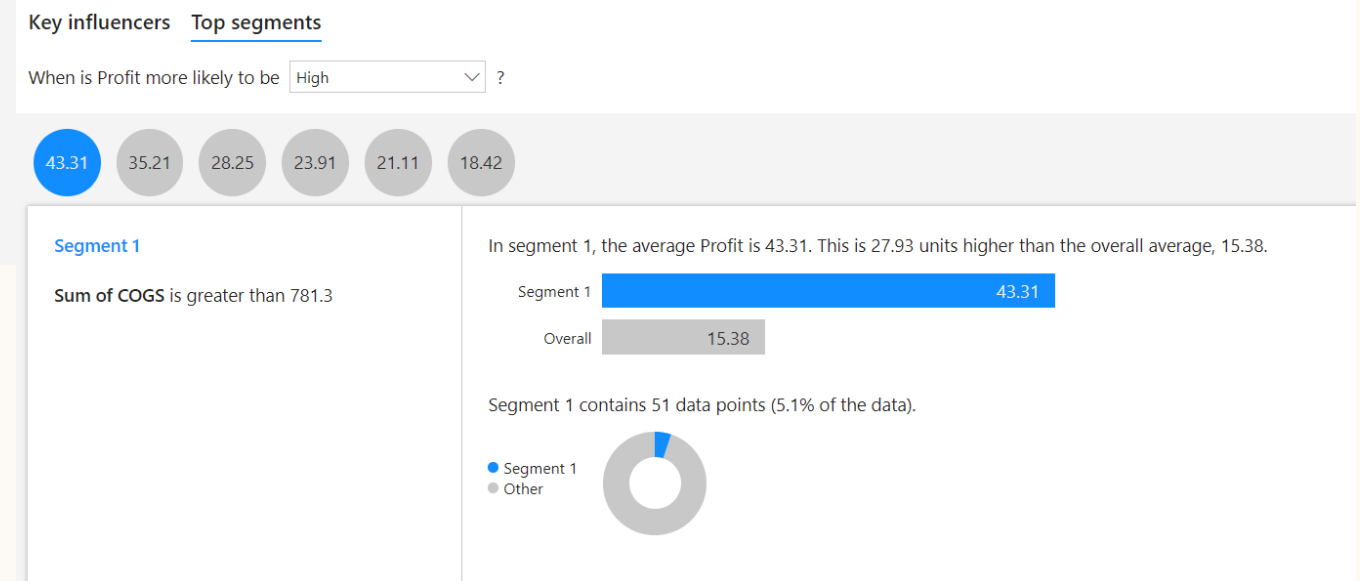


# What is the general performance of each branch?

9



# How to increase the profit from the customers?



# Does a specific gender have specific preferences in products?

11

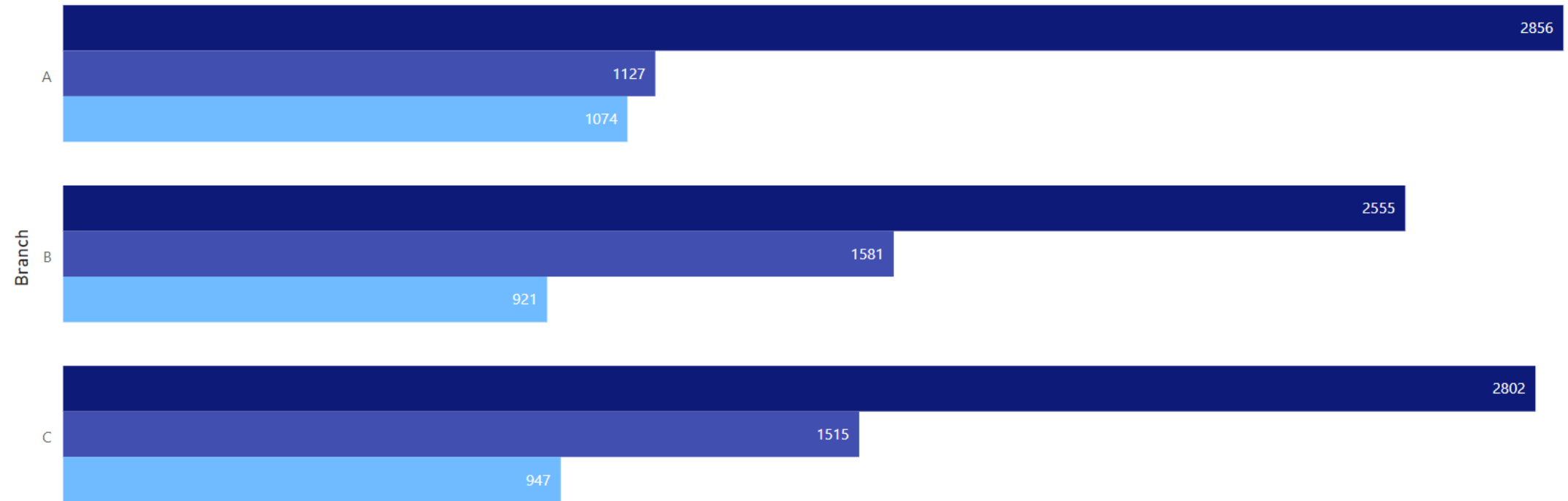
< Back to report

SUM OF TOTAL PAID BY GENDER AND PRODUCT CATEGORY



# What time of the day has the highest performance?

Time category ● Afternoon ● Evening ● Morning

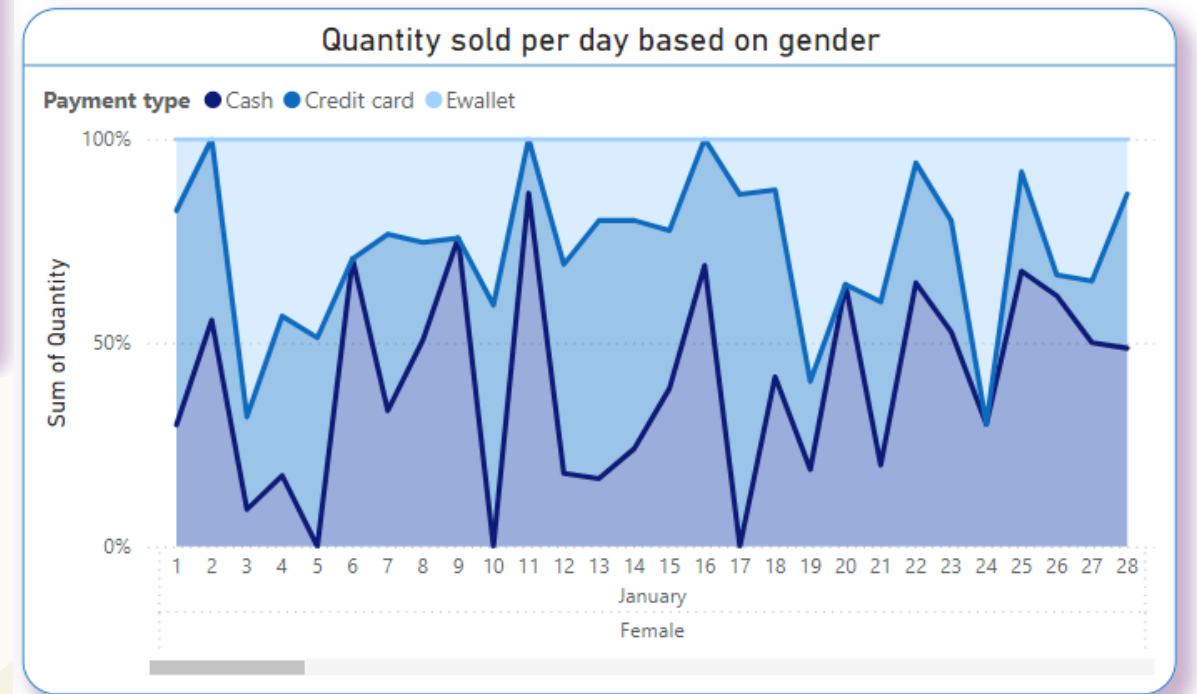
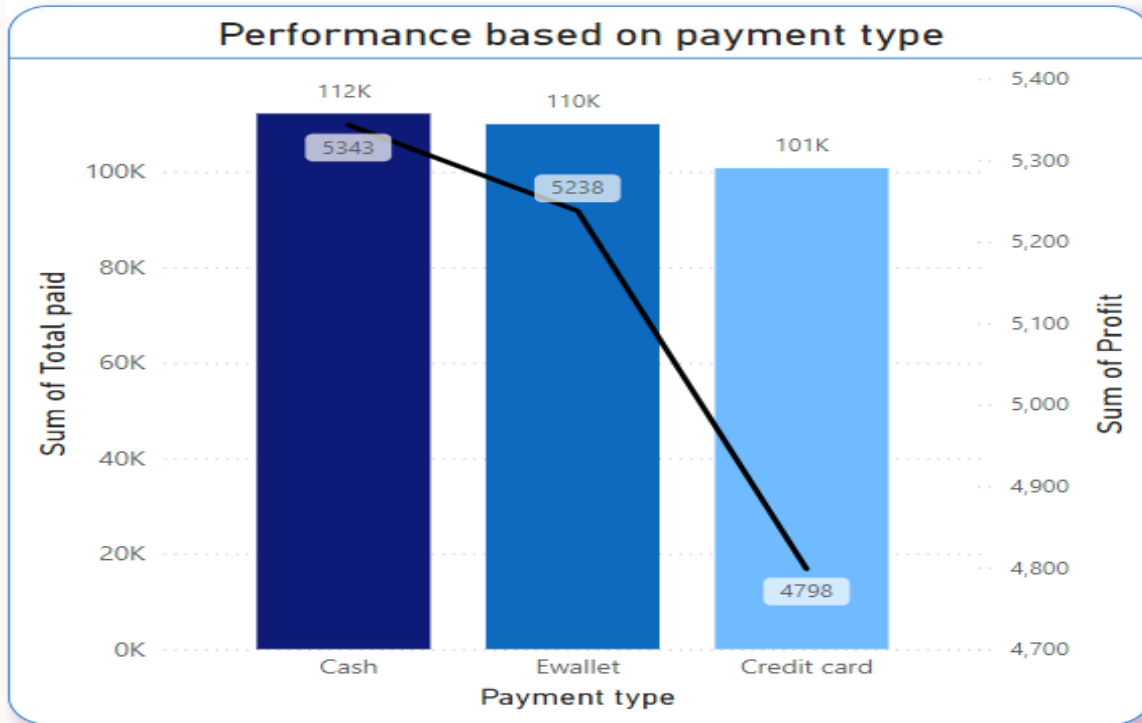


Sum of Profit

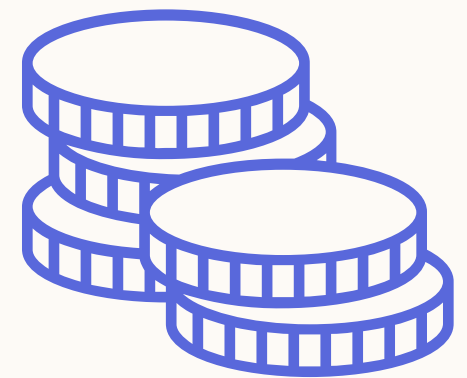
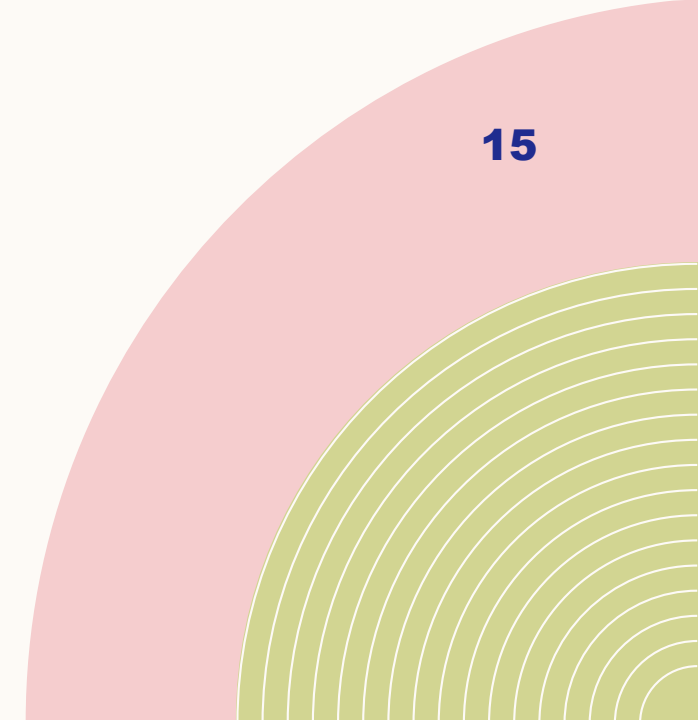
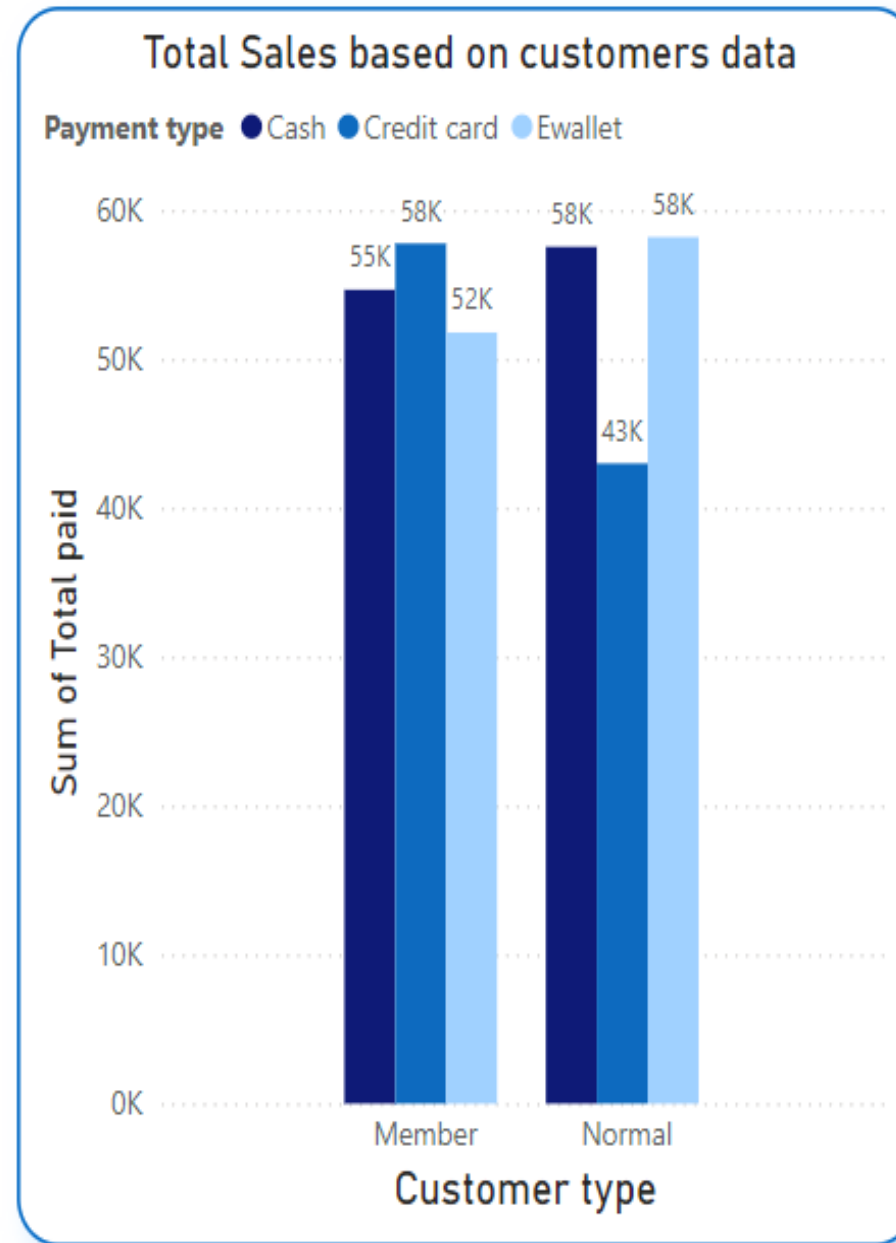
## What products have the most popularity?

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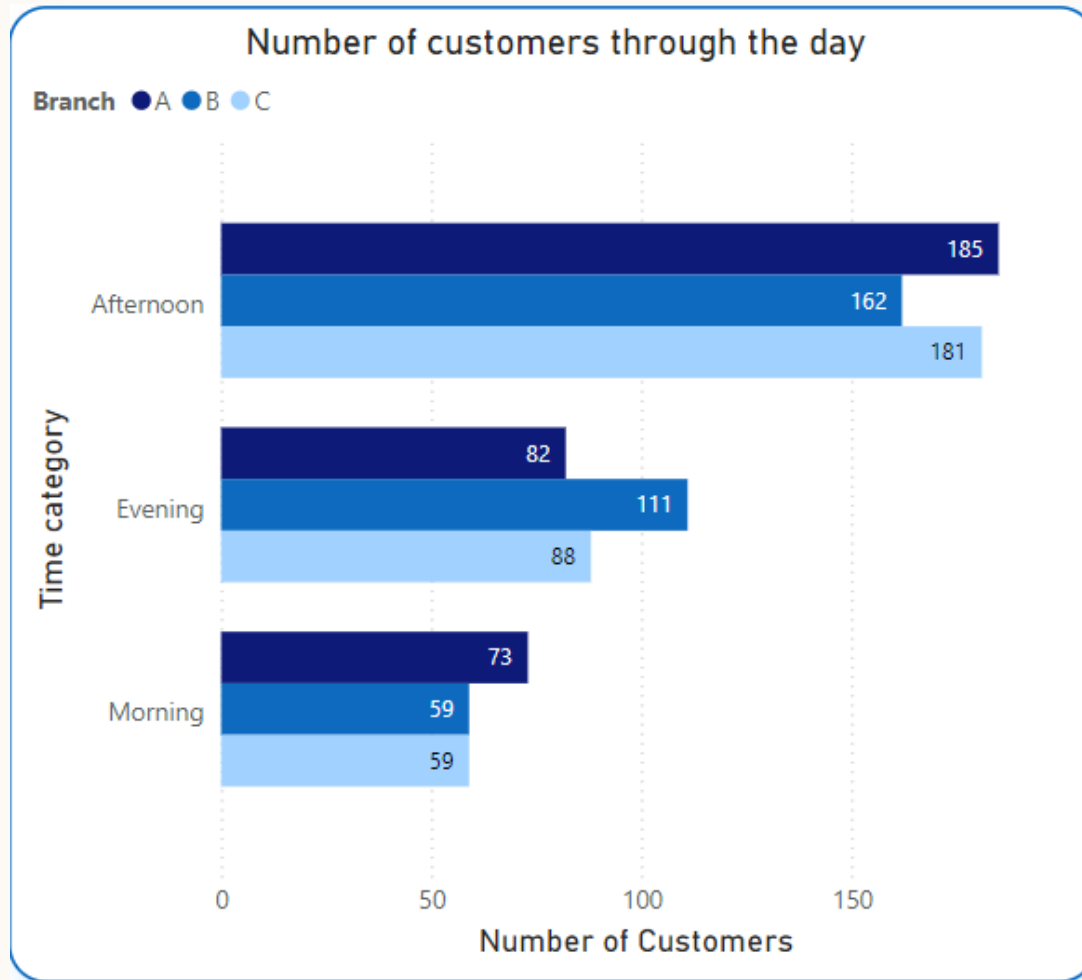
# How does payment type affect sales?



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**