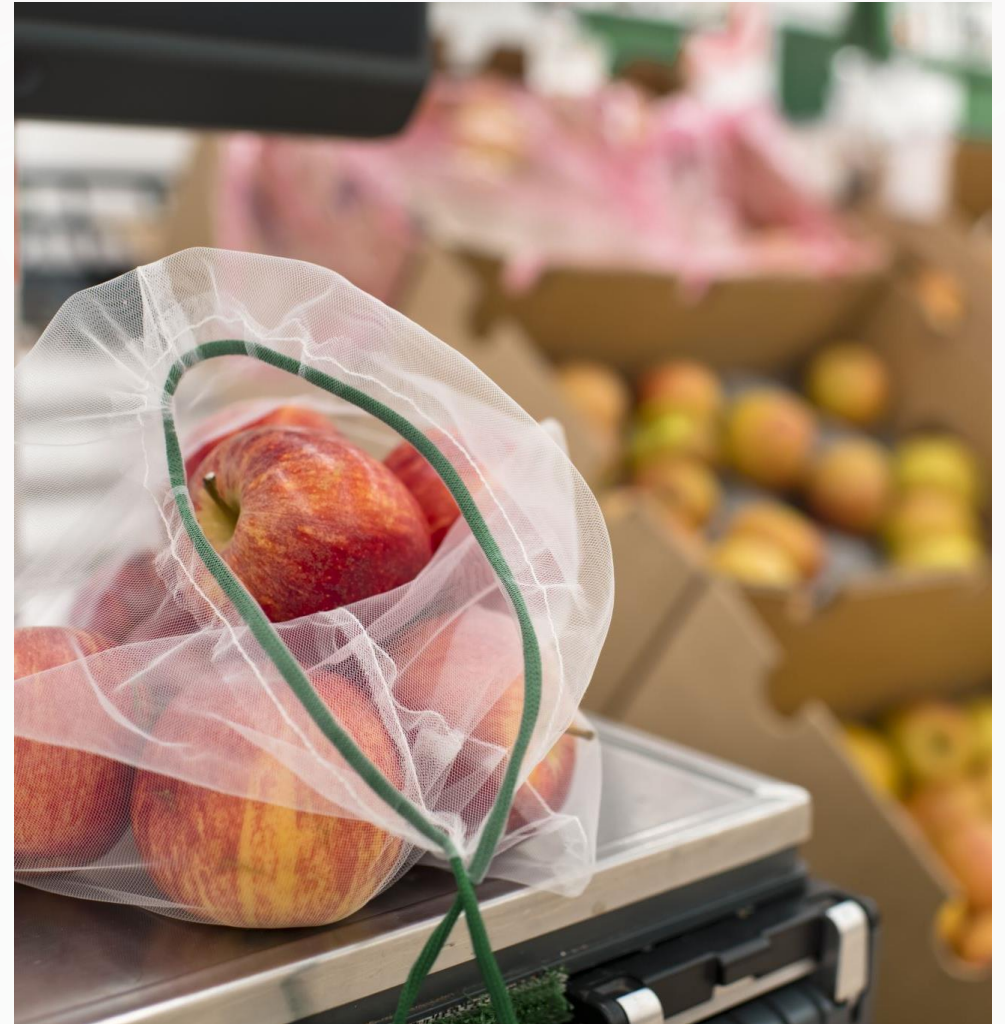


Supermarket Customer sale analysis

By Yohanna Ogando



Executive Summary

the project presents a descriptive analysis of supermarket sale data with aim of uncovering insights related to product performance, customer behaviour and purchasing trends. The analysis focus on three key areas:

1. Product sale performance.
2. Customer types and their contribution to total sales.
3. The average purchase behaviour by gender.

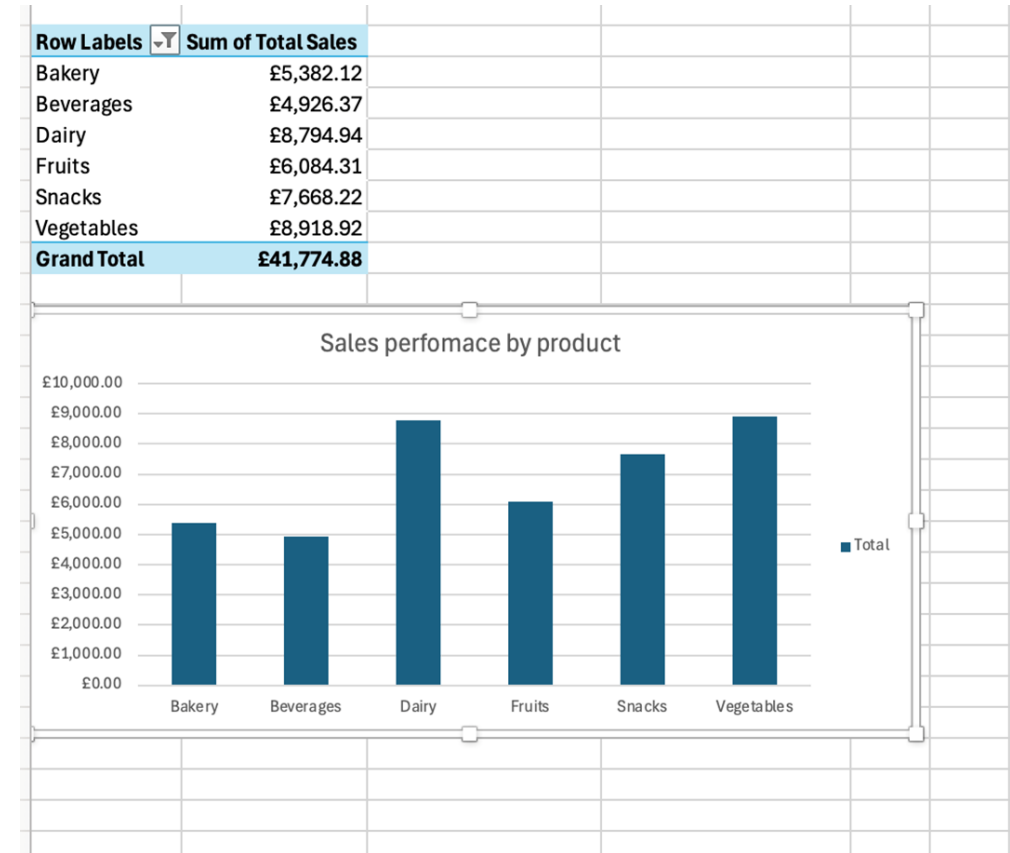
Product sales performance

Insights:

- The data the highest revenue came from vegetables' Products.
- The top 3 Products type are :
 1. Vegetables,
 2. Dairy
 3. Snacks.
- The lowest revenue came from Beverage's products.

Recommendations:

- **Focus on Expansion:** Since vegetables are driving the highest revenue, consider expanding the variety or offering more organic or niche products
- **Cross-Promotions:** Leverage your highest-revenue categories (vegetables, dairy, snacks) to create promotions for beverages. For instance, pairing beverages with snack combos or vegetable-based smoothies could appeal to consumers.
- **Reevaluate Product Offerings:** Identify specific beverages that are underperforming. Consider rebranding, reformulating, or introducing limited-edition flavours to reignite interest.



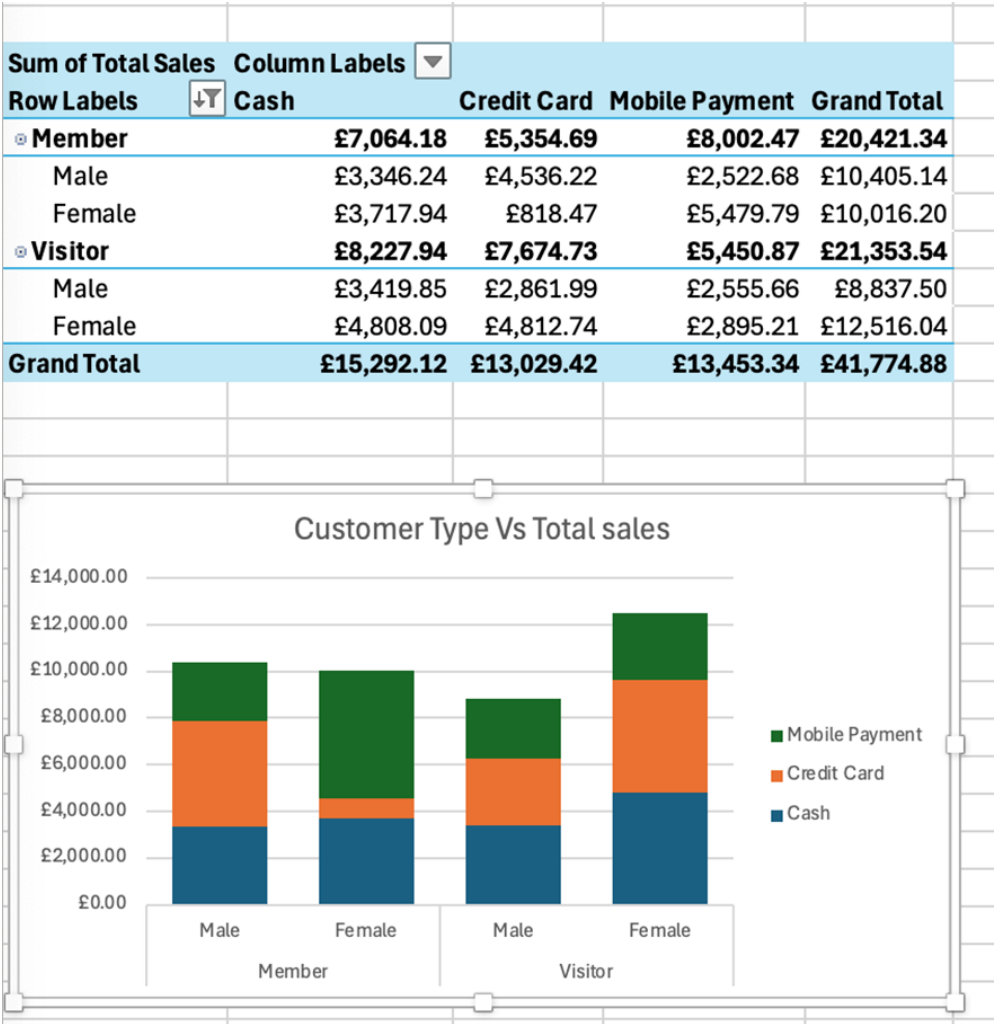
Customer types and their contribution to total sales.

insights:

- Visitor contribute more to sales than members(visitor female contributes more than man, within the member category, Males contributes to sales than females.
- Mobile payment is the most popular payment method overall, is particularly high in female customers.

Recommendation:

- Promote Mobile payment to members . Since mobile payments are the most popular .
- Increase member engagement; since visitor contribute more sales than members.



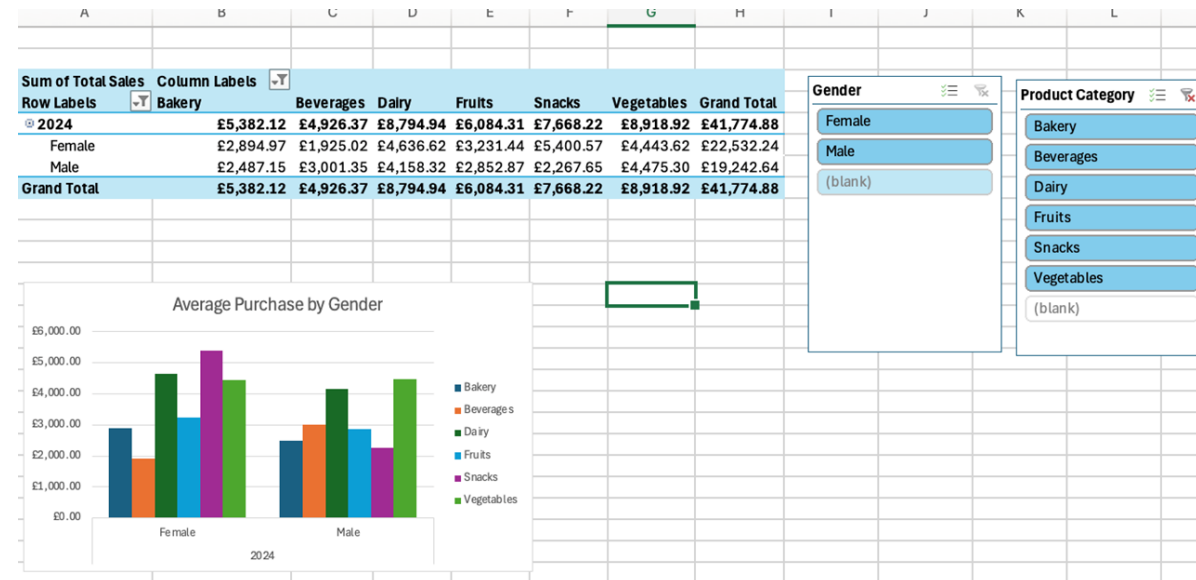
The average purchase behaviour by gender.

Insights:

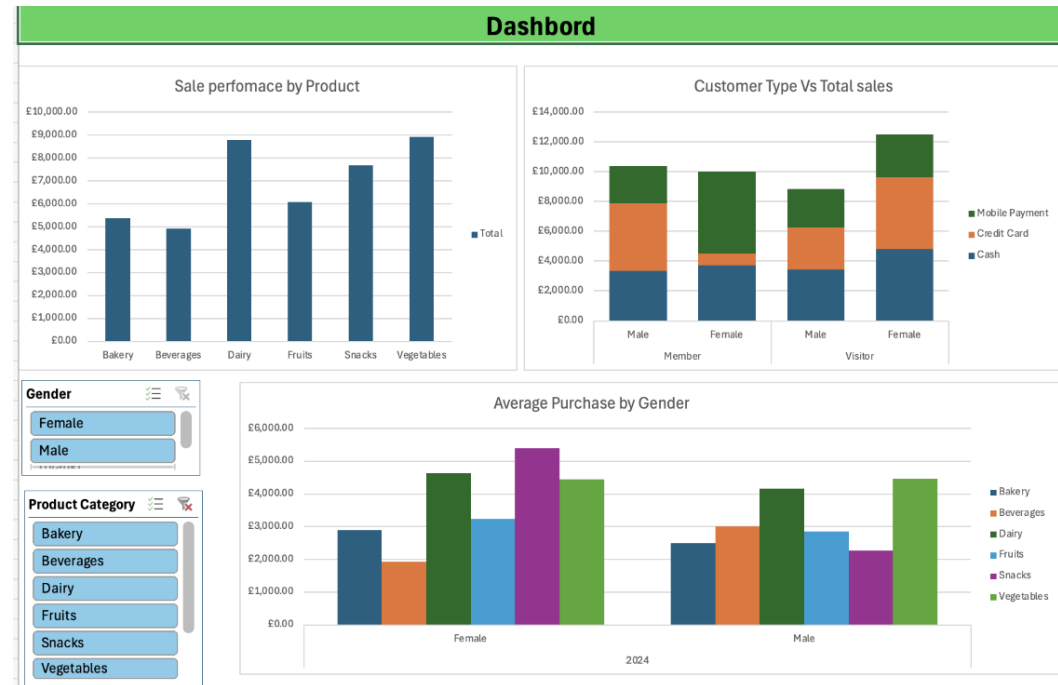
- For female, the largest categories in terms of sales are Dairy, Bakery and Snacks.
- For male , Beverages and Vegetables categories.

Recommendations:

- Promote dairy, bakery and snacks : since female have a strong preferences in this categories, offering targeted promotions or special discounts on these products could increase sale.
- Target consumers with beverage promotions.
- Pair fruits and vegetables using crossing- selling approach to encourage higher sales.



Dashboard



Conclusion and recommendation

The data reveals valuable insights into the sales trends across various product categories and customer demographics. by following the recommendation, you can better align your product offering with customer preferences, ultimately increasing overall sales, customer engagement, and loyalty across different demographics group.