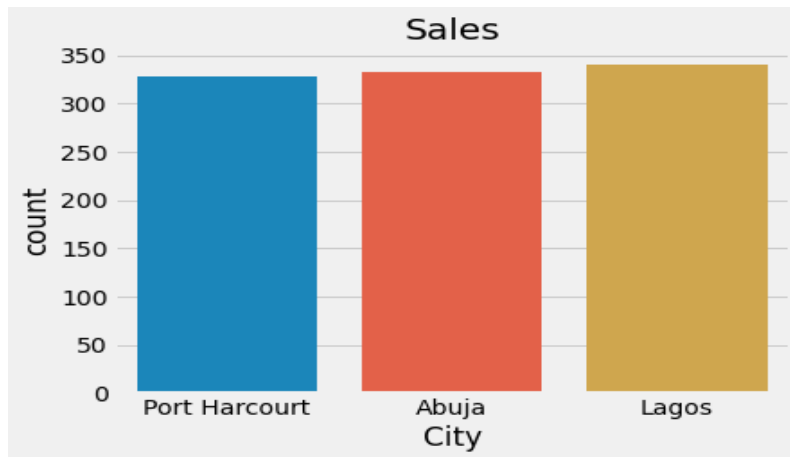# Supermarket Business Analysis

January 2019 - March 2019

Analyzed and Reported by Yusuf Atolagbe
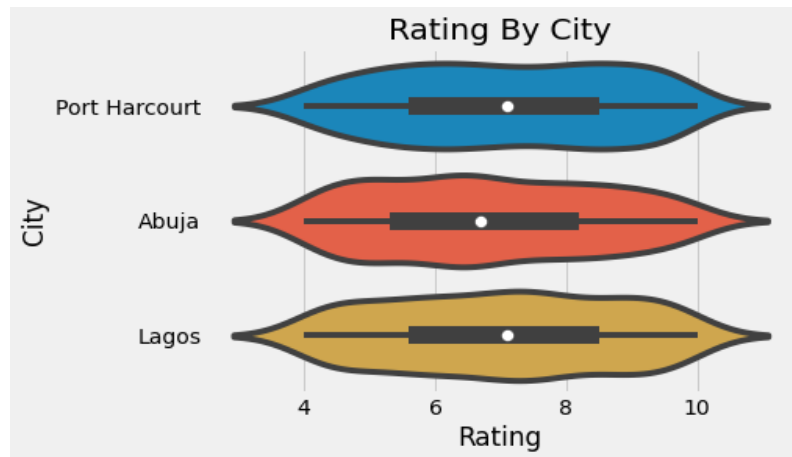
Comparing Branches

Most Profiting Branch

Although, the performances of the three branches are not significantly different, Lagos has the highest sales record.

Comparing Branches

Average Customer Rating Per Branch

Abuja Branch has the lowest average customer rating among the branches
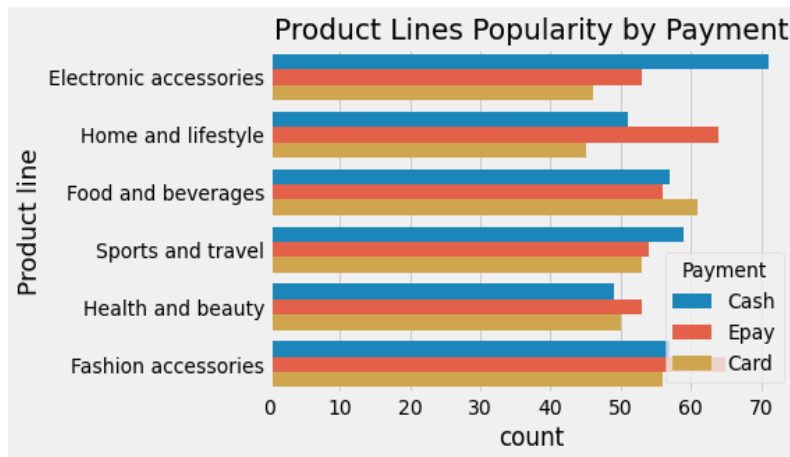
Comparing Product Lines

Product Line Quantity Per Purchase

The highest sold product line is the Fashion accessories and the lowest is Beauty and Health
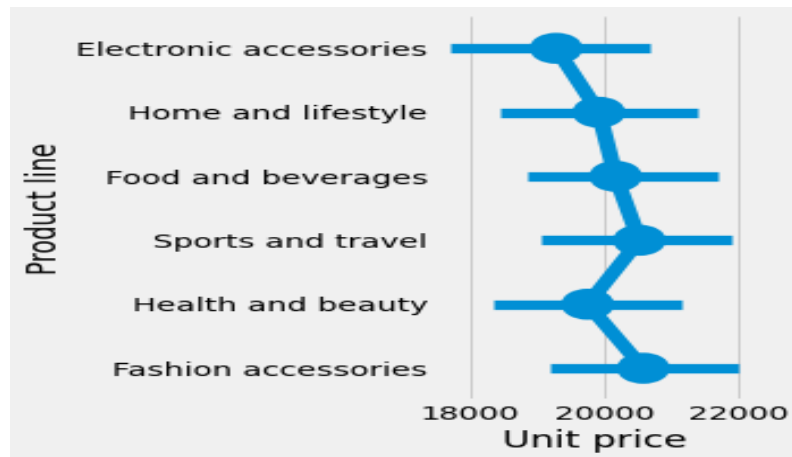
Comparing Product Lines

Electronic Customers Come With Cash

Customers buying electronic accessories are most likely to pay with cash

Comparing Product Lines

The Magic Price Range Per Product Line

Most Sports and Travel items bought range between 19000-22000, Health and Beauty 18000-21000, etc. Hence, the business would be adviced to keep most of their stock within the respective ranges

Comparing Product Lines

The Company's Favorites

Customers are willing to pay more for Fashion accesssories but are more likely to buy fewer items. However, customers are willing to pay more for Sports and Travel and still buy the same quantity as other categories. Hence, they are our favorite customers.

Comparing Product Lines
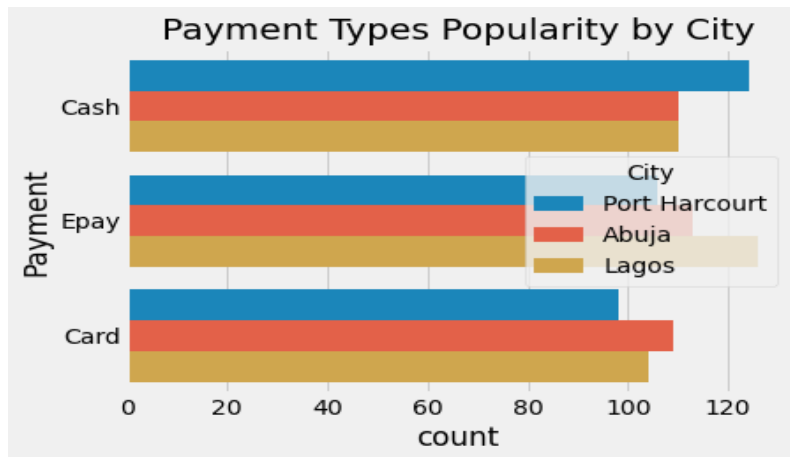
Fashion Buyers Still Rule By The Number
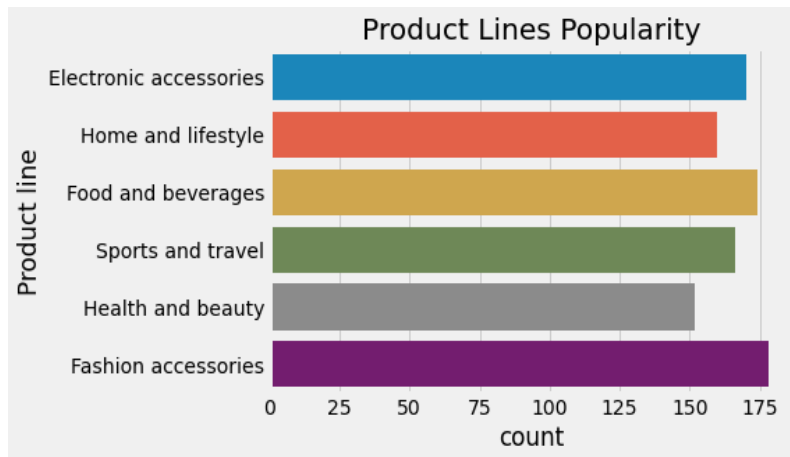
Even though customers buy a lower quantity in Fashion accesssories, they still have the most total sales. This means Fashion items have the most customers.
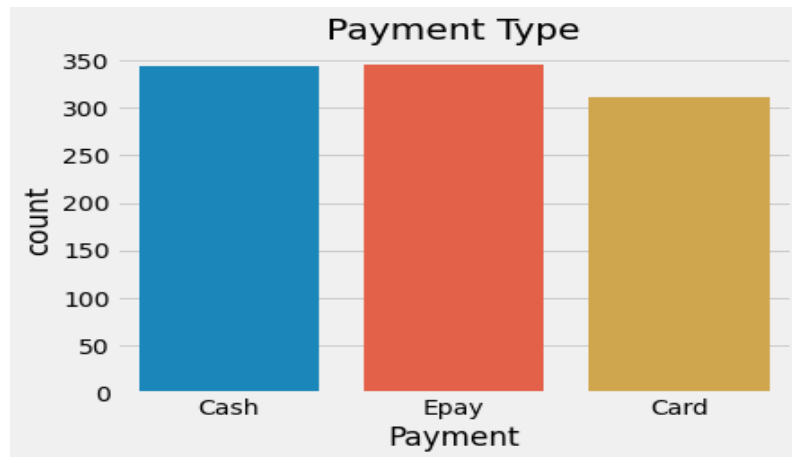
Comparing Payment Types

Popular Payment Types Per City

Payment Types Popularity by City

Port Harcourt Branch generates most cash, Abuja Branch gets more payment by card than any other branch while Lagos Branch gets more payment by Epay than any other branch
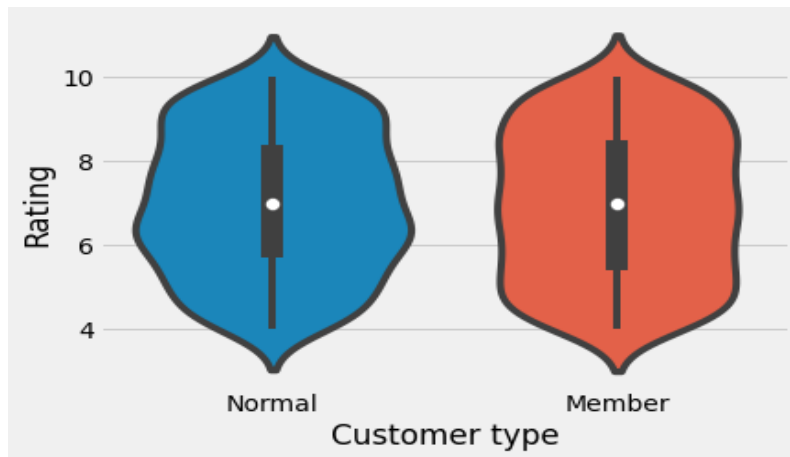
Comparing Payment Types

Card Payment Lags Behind

Card payment is the least used. It could be due to networking failures or customer preferrence. No certain conclusion can be made from the given data

Analyzing Customer Ratings

Members And Regular Customers Feel The Same

The rating distributions for members and normal customers are the same which may not be a good sign for the business as we want members to rate higher than regular customers.
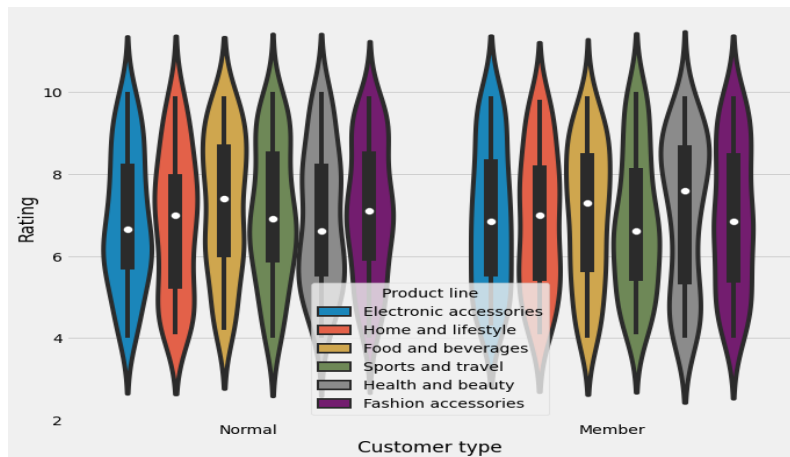
Analyzing Customer Ratings

The Chosen Ones Are Unpleased

The members give the lowest ratings and the highest ratings as well, the potential net increase in members could be zero as our current customers might leave. A gift card or a kind of promo could help
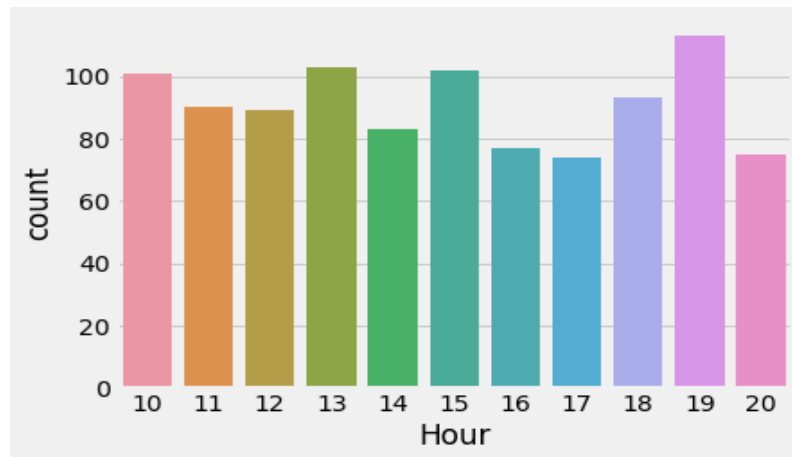
Analyzing Customer Ratings

Our Favorites Are Not Happy Either

The MEMBER customers buying Sports and Travel items have the lowest ratings.

This is bad as they are our favorite customers since they pay more and buy more.

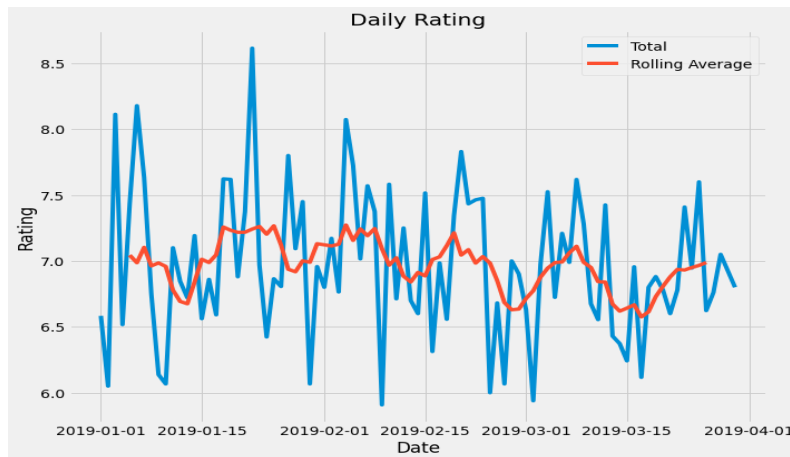# Analyzing Working Hours

Sell Time To Employees

4pm-5pm has the lowest sales and the number of workers at that hour can be reduced by 10% reducing the total working hours if the workers are paid by the hour
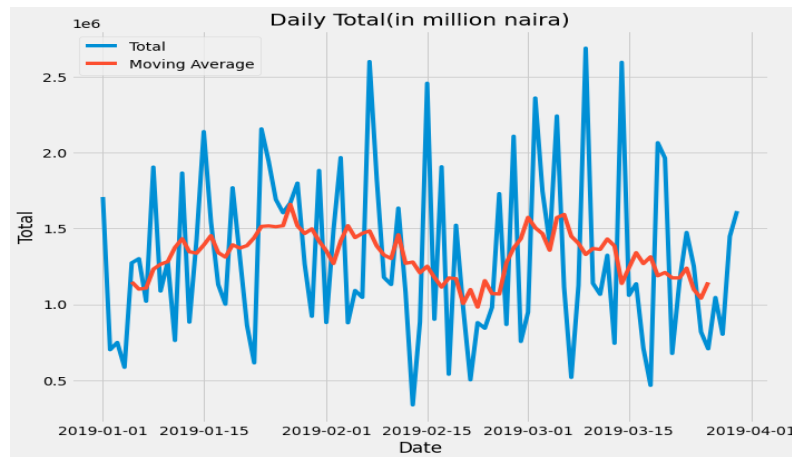
Business Timeline

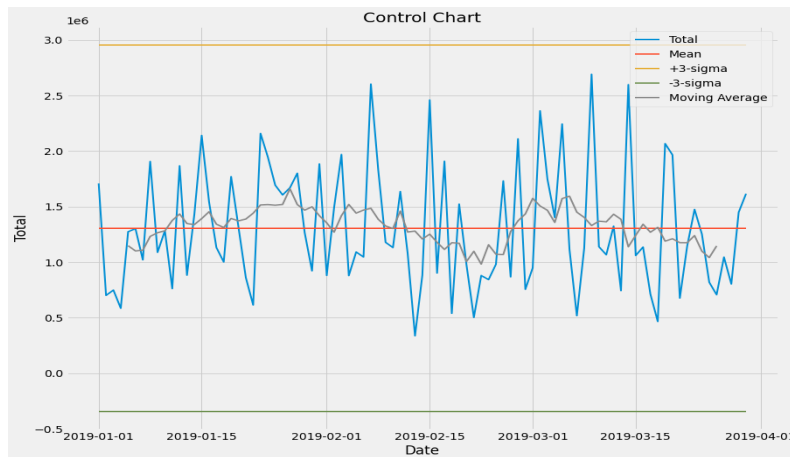## Daily Rating

Business Timeline

Daily Total

Business Timeline

Conclusion

The daily total averages 1.3million Naira with a standard deviation of 550 thousand Naira. Statistically, the business is stable.