**COMPANY XYZ**

**EXECUTIVE SUMMARY**

**PURPOSE:**

To help the company XYZ understand sales trends and determine its growth across the three main branches in Nigeria, as the rise of supermarkets competition is seen to increase.

**ANALYSIS:**

After using a reliable analytic library in python which is known as pandas, and seaborn which is a visualization tool that enables us to understand patterns in data faster, to analyze company XYZ data across the three main branches in Nigeria, I was able to discover that:

* Amongst the three main branches, the branch in Port Harcourt generates the most revenue for Electronic accessories, Fashion accessories, Food and beverages, while the branch in Abuja generates the most revenue for Health and beauty, Sports and travel, and the branch in Lagos generates the most revenue for Home and lifestyle products.
* Port Harcourt also has the highest Gross income, while Abuja has the lowest leaving Lagos In between.
* Port Harcourt generated the highest overall revenue out of the three cities.
* Most Customers buying Food and beverages prefer to use their cards as a means of payment, while most customers buying Fashion accessories, Home and lifestyle, Health and beauty products prefer to pay for the products electronically, most customers buying Electronic accessories, Sports and travel products come to the supermarket with their money.
* Out of the three main branches, branch B which is located in Abuja received the lowest rating from customers.
* Branch B experienced a decrease in sales in the first fifteen days of January and throughout February but there was a slight increase in sales in March.
* In branch B, they sell more in the morning and afternoon compared to the night.
* Branch A had the highest revenue only in the first fifteen days of January.
* In branch A, they sell the most in the afternoon, more in the morning and they sell the least at night
* Branch C only experienced a decrease in sales in the first fifteen days of January and February.
* In branch C, they sell the most at night and they sell the least in the morning

**RECOMMENDATIONS:**

* Build an extra branch in Port Harcourt, as the customers in Port Harcourt tend to love the company’s products.
* Improve the customer’s service in Branch B as they received the lowest rating from customers.
* Make sure products that generates revenue the most in each of the branches are always available to customers.
* The means of payment that is most preferred by customers for each product line should always be available.
* Find out why branch A had only very high sales in the first fifteen days of January.