Market Price Comparison Report – Key Findings (Summary)

1. Data Overview

The dataset compares product prices between **Supermarket A** and **Supermarket B** across multiple categories such as *basic_food, meat_poultry_fish, snacks*, and others. It includes individual prices, price differences, and percentage differences for each item.

2. Price Discrepancy Insights

- **Supermarket A** generally has higher prices across several categories, particularly in premium product lines.

- **Top 10 Products with Highest Price Differences** are mainly concentrated in core staples like lentils and rice, with gaps up to **₺60+**.

- Despite some expensive items, a subset of products showed **nearly identical pricing**— ideal for value-seeking customers.

3. Category-Level Observations

- **Average Price Comparison** revealed that **Supermarket A** tends to be more expensive in categories like meat_poultry_fish and dairy_eggs.

- However, **Supermarket B** prices are occasionally higher for niche or imported products.

-

4. Deep-Dive Analysis

- The **top 10 most expensive** products for each retailer include premium meat, dairy, and specialty food items.

- The **cheapest 10 products** are mostly staples and snack items.

- **Summary statistics** by category indicate high standard deviations in snacks and meat_poultry_fish, implying inconsistent or volatile pricing.

5. Key Visual Insights

- **Lollipop charts** highlighted expensive products with minimal price differences— potential "smart buys."

- **Interactive bubble and line plots** visually exposed where price competition is strongest and weakest.

- **Sunburst chart** pinpointed specific product-category nodes responsible for the highest discrepancies.

-

Conclusion & Strategic Insight

The analysis suggests that price-sensitive customers may benefit by selectively shopping at **Supermarket B**, particularly for high-discrepancy items. However, **Supermarket A** still offers competitive pricing in select categories. Retailers can use this data to re-evaluate their pricing strategies and focus promotions on competitive or high-margin product categories.