**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.