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Description automatically generated with medium confidenceFirst week team project (Ninjas)  
Report title: Supermarket sales dataset**

The dataset that we chose is one of the historical sales of a supermarket company which has been recorded in 3 different branches for three months. It consists of 17 columns and 1000 rows. This dataset is recorded by Aung Pyae.

The dataset has several information about the supermarket, such as: Invoice ID, the supermarket branches, cities that the branches are located in, Customer type either Members of the supermarket or normal customers, Gender of the customer , Product line available at the store ,Unit price of each product, Quantity of products, Total sales , Date of purchase ,Time of purchase ,Payment type (Cash , Credit card , Ewallet) ,cogs - cost of goods sold, gross ,margin ,percentage gross income ,and Rating of the store.

**The Dataset link**: [Supermarket sales | Kaggle](https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales)

From creating the dashboard, we have noticed the following issues:

There is a difference in the quantities purchased of certain product lines from others. As we have discovered that there is a rapid drop in the health and beauty, fashion accessories, home and lifestyle products lines have the least quantities purchased compared with the other products lines in the supermarket.

   There is a slight difference between the count of genders by customer type (Member and Normal). Female customers are fewer than male when it comes to membership especially in branch B. In addition to that, about 50 percent of total customers do not have membership.

 There is a discrepancy in the ratings of all cities by the product lines, when we drill down, we can find the total number ratings of 10 and 9 is low among all product lines in all cities.

 Finally, we have noticed that customers usually favor paying by either cash or Ewallet and not so much by credit card.

The **action plans** that we have came up with are as follows:

* Increase marketing campaigns focus on health and beauty, fashion accessories, home and lifestyle products lines and rebranding if applicable.
* Offering many incentives or points for the customers that have the supermarket membership along with raising awareness of its benefits.
* Always have enough change for customers that like to pay in cash.
* Ensure there is a fast and available internet connection at all times is provided to process Ewallet purchases faster.

Inconclusion, it is important to have detailed dashboards as a retail business like supermarket. This practice is going to facilitate staying in control and being one step ahead. Other essential benefits are having better customer understanding and managing warehouses and goods inventory. As businesses use dashboards, new information and insights will appear as they explore in an iterative way.