



Supermart Sales Dashboard

Jazz Data Hackathon

Presented by:

TEAM - THE BRBIES
BEENA AHMED
BEENISH AHMED
RAINE RAMCHAND



Business Problem

How Discounts Affect Profits in Supermarket sales

The primary objective of this analysis is to understand the impact of discount strategies on the profitability of supermarket sales across US states, focusing on profits. This involves exploring how different types of discounts influence profit margins and overall profitability across different product categories and customer segments, while also considering regional variations in consumer behavior and market dynamics.

Insights

1. Heat Map Analysis: The heat map provides an overview of profit ratios in different states. Hovering over a state reveals the profit ratio for that state, and selecting indicates whether it's profitable or not under discount and no-discount scenarios.
2. City-Level Analysis: Clicking on a state (e.g., Indiana) reveals city-level data. For example, you found that in Indiana, there are two cities profitable without discounts and one city with neither profit nor loss but no discounts.
3. Subcategory and Category Sales Analysis: selecting a city in Indiana (indianapolis) changes the graph of sales per category and subcategory, showing which subcategories (e.g., appliances) and categories (e.g., office supplies) had the most sales. This information is reflected in the profit analysis on discounts vs. no discounts graph, indicating that there is a profit without discounts.
4. Filtering Options: You can filter the data by state-wise discount and profitability status across states, with respect to the region. This allows for a more detailed analysis based on different criteria.

Recommended Solution:

Our analysis indicates that supermarkets without discounts are generating significant profits, while those offering discounts are experiencing considerable losses. This suggests that the products being sold are in high demand and do not require discount offers to boost sales. Office supplies, furniture, and technology are particularly popular.

Therefore, we recommend supermarkets to reduce the discounts offered to increase profits.