**Supermarket Sales and Customer Behaviour Analysis Report**

**Introduction**

This report provides a detailed analysis of sales performance and customer behaviour across three supermarket branches (A, B, and C). The purpose of this analysis is to evaluate key performance indicators (KPIs), identify sales trends, examine product and customer behaviour, and highlight areas for strategic improvement. By examining both financial performance and customer insights, this report aims to support informed decision-making, strengthen customer satisfaction, and improve overall business efficiency.

**1. Sales Performance Overview**

* **Total Revenue:** $322,967
* **Total Transactions:** 1,000
* **Average Sales per Transaction:** $322.97
* **Tax Collected:** $15,379.36
* **Best Performing Day:** Saturday
* **Peak Rush Hours:** 1:00 PM – 3:00 PM

The analysis shows that weekends, especially Saturdays, attract the highest sales, with peak activity during afternoon hours. This highlights strong weekend demand patterns.

**2. Monthly Sales Performance**

* **Highest Month:** January
* **Second Highest:** March
* **Lowest Month:** February

January achieved the highest revenue, while February recorded the lowest, suggesting possible seasonal variations. Marketing efforts in February could help boost performance during this weaker month.

**3. Sales by Branch**

* **Branch C:** Highest sales and revenue
* **Branches A and B:** Lower performance in comparison

Branch C leads in sales and customer satisfaction ratings, confirming it as the top-performing branch. Branches A and B require targeted improvements to close performance gaps.

**4. Average Sales by Day**

* **Top Days:** Saturday and Sunday
* **Low Days:** Monday and Wednesday

Weekends show peak sales activity, whereas weekdays—particularly Monday and Wednesday—record weaker performance. Promotional campaigns during low-performing days could balance weekly sales.

**5. Customer and Product Behaviour**

* **Customer Types:**
  + Members: 50.1%
  + Normal Customers: 49.9%  
    → A balanced customer base, with slightly more loyalty members.
* **Payment Modes:**
  + Cash: 34.40%
  + Credit Card: 31.10%
  + E-wallet: 34.50%  
    → Customers use a mix of payment options, with a slight preference for e-wallets and cash.

**6. Product Performance**

* **Top Product Sold (by Quantity):** Electronic Accessories (971 units)
* **Top Product by Revenue:** Food & Beverages
* **Other Strong Categories:** Sports & Travel, Fashion Accessories
* **Lowest Performing Category:** Health & Beauty

The data suggests that electronic accessories and food & beverages are the most impactful product categories, both in sales volume and revenue.

**7. Customer Ratings**

* **Best Rated Branch:** C
* **Moderately Rated:** A
* **Lowest Rated:** B

Branch C demonstrates high customer satisfaction alongside top sales performance, while Branch B requires improvements in service delivery.

**8. Key Insights**

1. Sales are concentrated on weekends and afternoons.
2. Branch C consistently outperforms others in both revenue and ratings.
3. Food & Beverages lead in revenue, while electronics lead in quantity sold.
4. Customer types are balanced, showing a healthy mix of loyalty members and casual shoppers.
5. Payment mode usage is well distributed, reflecting customer preference for flexibility.

**9. Recommendations**

1. Introduce midweek promotions (Monday/Wednesday) to drive traffic.
2. Enhance customer experience in Branch B through staff training and improved store operations.
3. Leverage high-performing categories (Food & Beverages, Electronics) with promotions and bundle offers.
4. Expand loyalty program incentives to grow membership share.
5. Align marketing campaigns with peak shopping times (weekends and 1–3 PM).
6. Launch seasonal sales campaigns in February to address weak performance.
7. Promote underperforming categories like Health & Beauty through targeted discounts and awareness campaigns.
8. Assign **more staff during peak hours** for faster service and to reduce customer waiting times.
9. Place **fast-moving items near checkout** to increase impulse purchases.
10. Use **in-store promotions and product demos** during rush hours to catch heavy foot traffic.

**Conclusion**

The supermarket generated over **$322,967 in revenue** from **1,000 transactions**, with strong weekend and afternoon performance. Branch C emerged as the clear leader in sales and customer satisfaction, while Branch B underperformed. Product analysis revealed that food & beverages and electronics drive the bulk of sales. Implementing the recommended strategies will help balance performance across branches, increase weekday sales, and optimize product and customer engagement for sustainable growth.