

# SUPERMARKET SALES ANALYSIS

\$322.92K

Total Sales

5510

NO of Orders

\$15.35K

Total Gross Income

\$292.21K

Total Profit

90

Total Profit...

Payment

All

Product line

All

Customer type

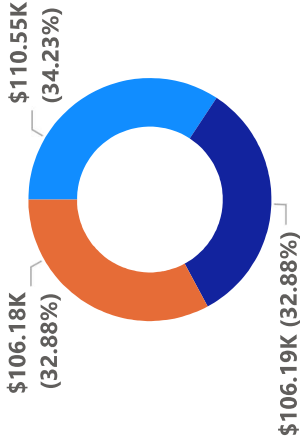
Member

Normal

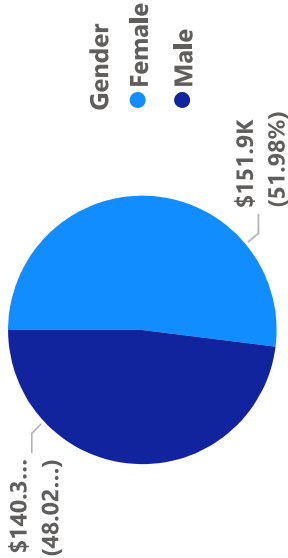
Month

All

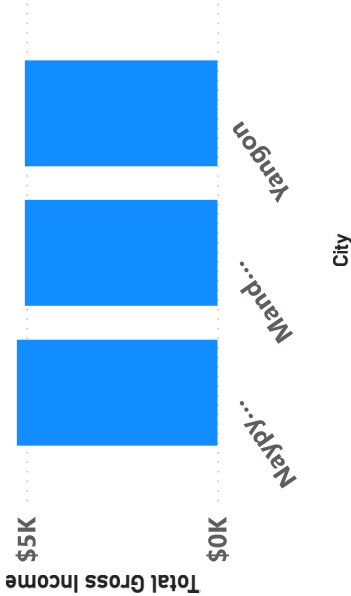
Total Sales by Branch



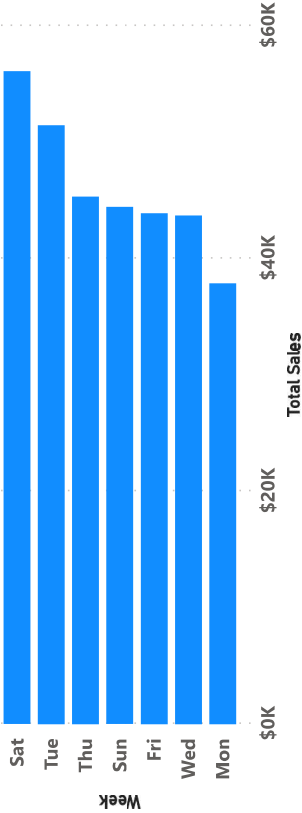
Total Profit by Gender



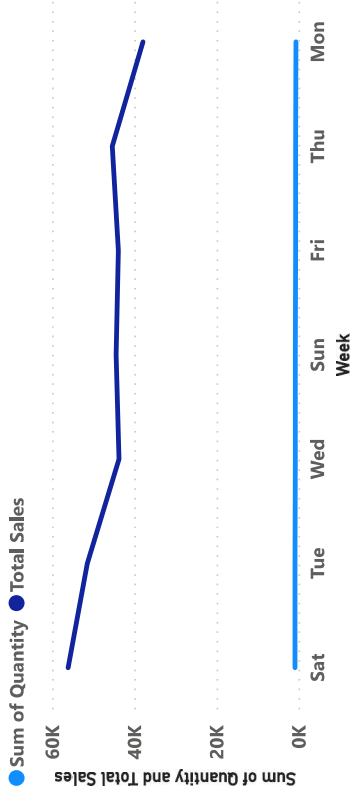
Total Gross Income by City



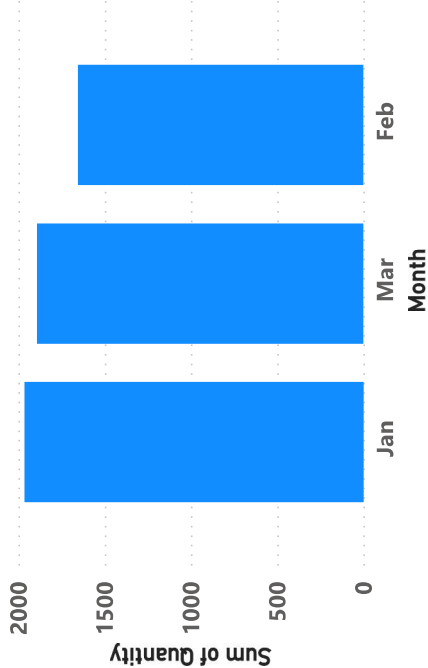
Total Sales by Week



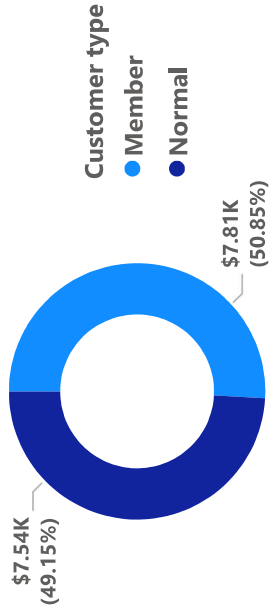
Sum of Quantity and Total Sales by Week



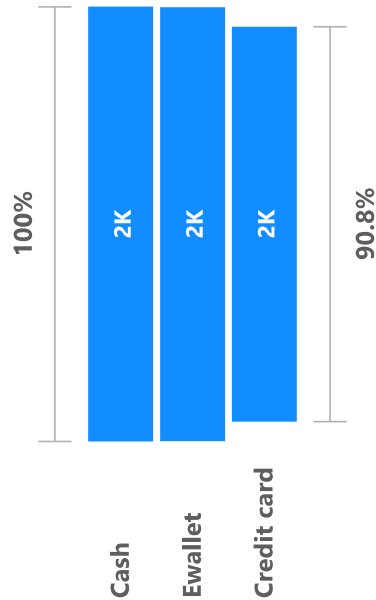
Sum of Quantity by Month



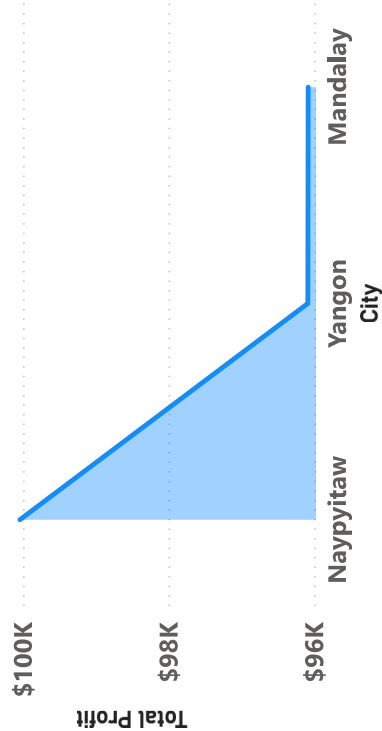
Total Gross Income by Customer type



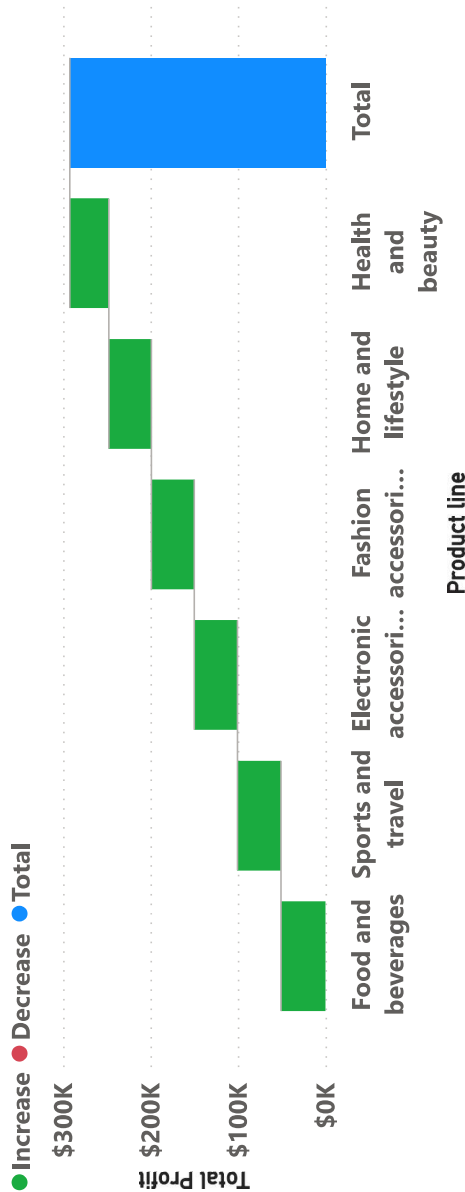
NO of Orders by Payment Method



Total Profit by City



Total Profit by Product line



## **INSIGHTS FROM THE ANALYSIS**

- ✓ From my Analysis, the total income made was \$323,000, with a gross income of \$15,000
- ✓ The total number of orders recorded was 1,000 from the customers using their InvoiceID, and a total of 5,510 items amongst the six products were purchased, with Food and Beverages having the highest sales
- ✓ The number of orders gotten each day varies, averagely 14.85, and the highest order we had was 164.
- ✓ Most orders were placed in January, compare the rest of the months
- ✓ Saturday appears to have the highest total sales within the weeks
- ✓ Female gender generates the highest total profit to supermarket compare to male gender

## **CONCLUSION**

The peak hour is in the Evening, around 7PM, this shows that most of the customers prefer to shop in the Evening (probably because they are coming from work). If we want to generate more sales in the Morning and Afternoon(an equivalent sales amongst the timeframe), my suggestion would be for us to have an online store, where customers can shop as long as they want, at the comfort of their homes and "places of work" to drive more sales, which makes it a "win win" solution for both parties. This is with relationship to Saturday orders and Sales demonstrating the preference of market order by customers is during the weekend.

In the analysis gotten, it is evident that Naypyitaw, Branch C had the highest sales amongst the three location. I would suggest that we should get in touch with the Manager of the branch to understand what they are doing differently and incorporate those things in the other two branches (Yangon and Mandalay). Another recommendation I would give is, the supermarket should make use of their Social Media Platforms to advertise their goods to drive more sales.