



SIMPLE DASHBOARD REPORT IN EXCEL FOR SUPERMARKET SALES

DAHLIA DARA PUSPITA



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Data



I'm using data from kaggle you can download in here :
<https://www.kaggle.com/datasets/angpyaeap/supermarket-sales>

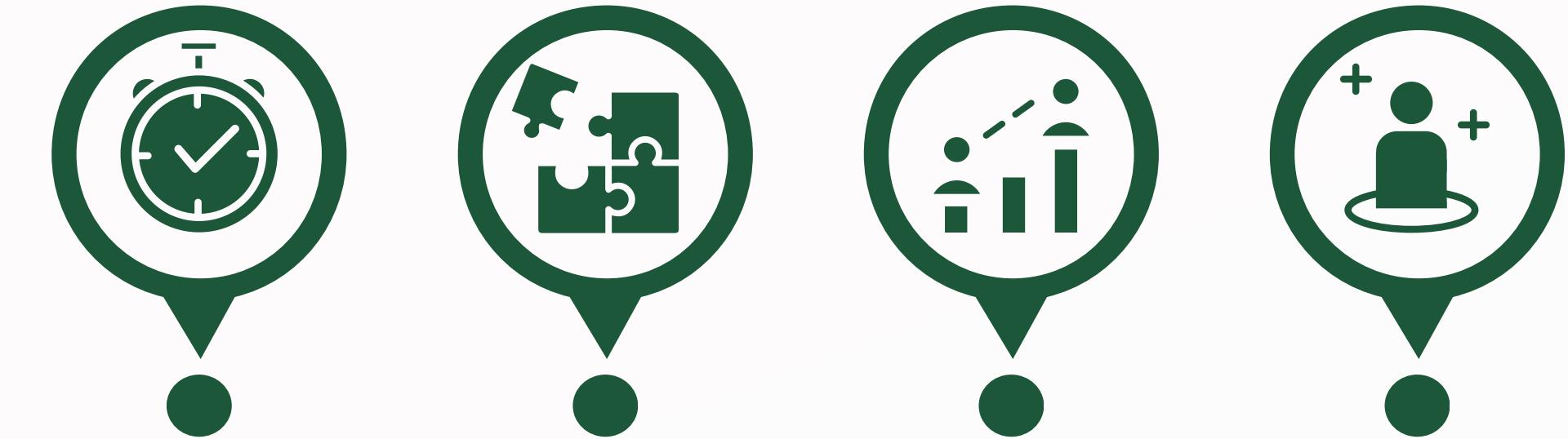
supermarket_sales - Sheet1 - Excel

Dahlia Dara Puspita

A1

	Invoice ID	Branch	City	Customer	Gender	Product line	Unit price	Quantity	Tax %	Total	Date	Time	Payment	cogs	gross margin	gross income	Rating
1	750-67-84-A	Yangon	Member	Female	Health and	74.69	7	26.1415	548.9715	1/5/2019	13:08	Ewallet	522.83	4.761905	26.1415	9.1	
2	226-31-30-C	Naypyitaw	Normal	Female	Electronic	15.28	5	3.82	80.22	3/8/2019	10:29	Cash	76.4	4.761905	3.82	9.6	
3	631-41-31-A	Yangon	Normal	Male	Home and	46.33	7	16.2155	340.5255	3/3/2019	13:23	Credit card	324.31	4.761905	16.2155	7.4	
4	123-19-11-A	Yangon	Member	Male	Health and	58.22	8	23.288	489.048	#####	20:33	Ewallet	465.76	4.761905	23.288	8.4	
5	373-73-79-A	Yangon	Normal	Male	Sports and	86.31	7	30.2085	634.3785	2/8/2019	10:37	Ewallet	604.17	4.761905	30.2085	5.3	
6	699-14-30-C	Naypyitaw	Normal	Male	Electronic	85.39	7	29.8865	627.6165	#####	18:30	Ewallet	597.73	4.761905	29.8865	4.1	
7	355-53-59-A	Yangon	Member	Female	Electronic	68.84	6	20.652	433.692	#####	14:36	Ewallet	413.04	4.761905	20.652	5.8	
8	315-22-56-C	Naypyitaw	Normal	Female	Home and	73.56	10	36.78	772.38	#####	11:38	Ewallet	735.6	4.761905	36.78	8	
9	665-32-91-A	Yangon	Member	Female	Health and	36.26	2	3.626	76.146	#####	17:15	Credit card	72.52	4.761905	3.626	7.2	
10	692-92-55-B	Mandalay	Member	Female	Food and	54.84	3	8.226	172.746	#####	13:27	Credit card	164.52	4.761905	8.226	5.9	
11	351-62-08-B	Mandalay	Member	Female	Fashion ac	14.48	4	2.896	60.816	2/6/2019	18:07	Ewallet	57.92	4.761905	2.896	4.5	
12	529-56-39-B	Mandalay	Member	Male	Electronic	25.51	4	5.102	107.142	3/9/2019	17:03	Cash	102.04	4.761905	5.102	6.8	
13	365-64-05-A	Yangon	Normal	Female	Electronic	46.95	5	11.7375	246.4875	#####	10:25	Ewallet	234.75	4.761905	11.7375	7.1	
14	252-56-26-A	Yangon	Normal	Male	Food and	43.19	10	21.595	453.495	2/7/2019	16:48	Ewallet	431.9	4.761905	21.595	8.2	
15	829-34-39-A	Yangon	Normal	Female	Health and	71.38	10	35.69	749.49	#####	19:21	Cash	713.8	4.761905	35.69	5.7	
16	299-46-18-B	Mandalay	Member	Female	Sports and	93.72	6	28.116	590.436	#####	16:19	Cash	562.32	4.761905	28.116	4.5	
17	656-95-93-A	Yangon	Member	Female	Health and	68.93	7	24.1255	506.6355	#####	11:03	Credit card	482.51	4.761905	24.1255	4.6	
18	765-26-69-A	Yangon	Normal	Male	Sports and	72.61	6	21.783	457.443	1/1/2019	10:39	Credit card	435.66	4.761905	21.783	6.9	
19	329-62-15-A	Yangon	Normal	Male	Food and	54.67	3	8.2005	172.2105	#####	18:00	Credit card	164.01	4.761905	8.2005	8.6	
20	319-50-33-B	Mandalay	Normal	Female	Home and	40.3	2	4.03	84.63	#####	15:30	Ewallet	80.6	4.761905	4.03	4.4	
21	300-71-46-C	Naypyitaw	Member	Male	Electronic	86.04	5	21.51	451.71	#####	11:24	Ewallet	430.2	4.761905	21.51	4.8	

The Data Analysis Process



1. Remove Duplicates

Data > Remove Duplicates > Select All Column > Klik Ok. For this data there is no duplicate values found.

supermarket_sales - Sheet1 - Excel

Dahlia Dara Puspita

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do

Get External Data New Query Recent Sources Refresh All Connections Get & Transform Data Types Sort Filter Advanced Text to Columns Flash Fill Consolidate Relationships What-If Forecast Analysis Forecast Outline

Remove Duplicates Data Tools

Sort & Filter Data Validation Sheet Subtotal

Group Ungroup

Outline

750-67-8428

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Invoice ID	Branch	City	Customer	Gender	Product	Unit price	Quantity	Tax %	Total	Date	Time	Payment	cogs	gross margin	net income	Rating			
2	750-67-8428	A	Yangon	Member	Female	Health and	74.69	7	26.1415	548.9715	1/5/2019	13:08	Ewallet	522.83	4.761905	26.1415	9.1			
3	226-31-3081	C	Naypyitaw	Normal	Female	Electronic	15.28	5	3.82	80.22	3/8/2019	10:29	Cash	76.4	4.761905	3.82	9.6			
4	631-41-3108	A	Yangon	Normal	Male	Home and	46.33	7	16.2155	340.5255	3/3/2019	13:23	Credit card	324.31	4.761905	16.2155	7.4			
5	123-19-1176	A	Yangon	Member	Male	Health and	58.22	8	23.288	489.048	1/27/2019	20:33	Ewallet	465.76	4.761905	23.288	8.4			
6	373-73-7910	A	Yangon	Normal	Male	Sports and	86.31	7	30.2095	634.2285	2/9/2019	10:47	Ewallet	604.17	4.761905	30.2085	5.3			
7	699-14-3026	C	Naypyitaw	Normal	Male	Electronic	85.39	7	29.05	634.2285	2/9/2019	10:47	Ewallet	597.73	4.761905	29.8865	4.1			
8	355-53-5943	A	Yangon	Member	Female	Electronic	68.84	6	2.2	413.04	4/13/2019	10:47	Ewallet	413.04	4.761905	20.652	5.8			
9	315-22-5665	C	Naypyitaw	Normal	Female	Home and	73.56	10	5.2	735.6	4/13/2019	10:47	Ewallet	735.6	4.761905	36.78	8			
10	665-32-9167	A	Yangon	Member	Female	Health and	36.26	2	1.45	72.52	4/13/2019	10:47	Credit card	72.52	4.761905	3.626	7.2			
11	692-92-5582	B	Mandalay	Member	Female	Food and	54.84	3	2.15	164.52	4/13/2019	10:47	Credit card	164.52	4.761905	8.226	5.9			
12	351-62-0822	B	Mandalay	Member	Female	Fashion ac	14.48	4	2.896	60.816	2/6/2019	18:07	Ewallet	57.92	4.761905	2.896	4.5			
13	529-56-3974	B	Mandalay	Member	Male	Electronic	25.51	4	5.102	107.142	3/9/2019	17:03	Cash	102.04	4.761905	5.102	6.8			
14	365-64-0515	A	Yangon	Normal	Female	Electronic	46.95	5	11.7375	246.4875	2/12/2019	10:25	Ewallet	234.75	4.761905	11.7375	7.1			
15	252-56-2699	A	Yangon	Normal	Male	Food and	43.19	10	21.595	453.495	2/7/2019	16:48	Ewallet	431.9	4.761905	21.595	8.2			
16	829-34-3910	A	Yangon	Normal	Female	Health and	71.38	10	35.69	749.49	3/29/2019	19:21	Cash	713.8	4.761905	35.69	5.7			
17	299-46-1805	B	Mandalay	Member	Female	Sports and	93.72	6	28.116	590.436	1/15/2019	16:19	Cash	562.32	4.761905	28.116	4.5			
18	656-95-9349	A	Yangon	Member	Female	Health and	68.93	7	24.1255	506.6355	3/11/2019	11:03	Credit card	482.51	4.761905	24.1255	4.6			
19	765-26-6951	A	Yangon	Normal	Male	Sports and	72.61	6	21.783	457.443	1/1/2019	10:39	Credit card	435.66	4.761905	21.783	6.9			
20	329-62-1586	A	Yangon	Normal	Male	Food and	54.67	3	8.2005	172.2105	1/21/2019	18:00	Credit card	164.01	4.761905	8.2005	8.6			
21	319-50-3348	B	Mandalay	Normal	Female	Home and	40.3	2	4.03	84.63	3/11/2019	15:30	Ewallet	80.6	4.761905	4.03	4.4			
22	300-71-4605	C	Naypyitaw	Member	Male	Electronic	86.04	5	21.51	451.71	2/25/2019	11:24	Ewallet	430.2	4.761905	21.51	4.8			
23	371-85-5789	B	Mandalay	Normal	Male	Health and	87.98	3	13.197	277.137	3/5/2019	10:40	Ewallet	263.94	4.761905	13.197	5.1			

supermarket_sales - Sheet1

Type here to search

Microsoft Excel

No duplicate values found.

OK

Ready

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Group Ungroup

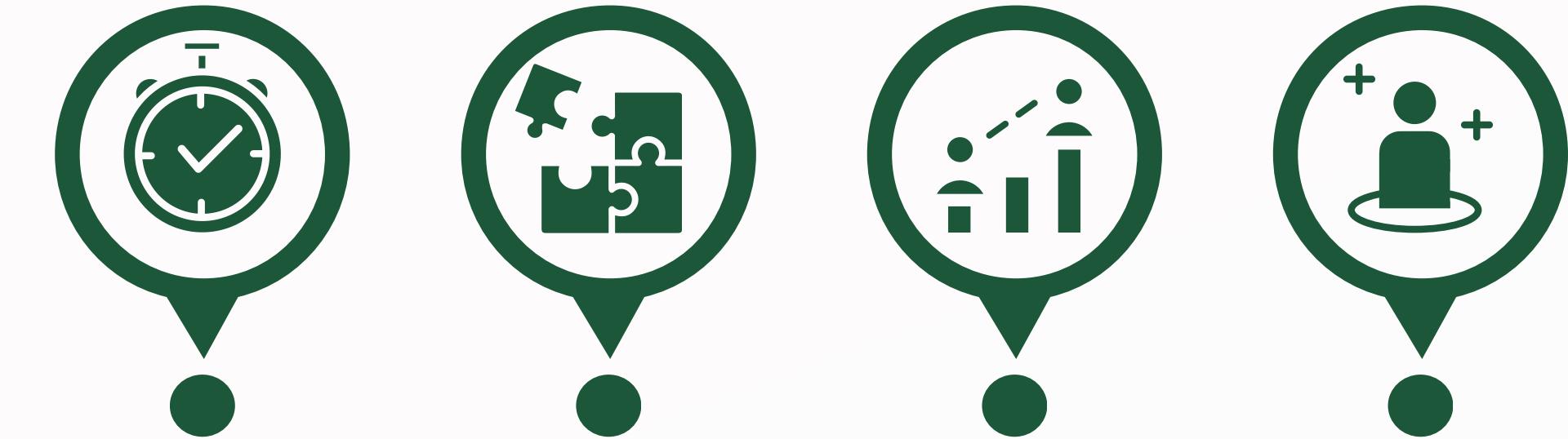
Outline

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Get External Data New Query Recent Sources Refresh All Connections Get & Transform Data Types Sort Filter Advanced Text to Columns Flash Fill Consolidate Relationships What-If Forecast Analysis Forecast Outline

Remove Duplicates Data Tools</

The Data Analysis Process



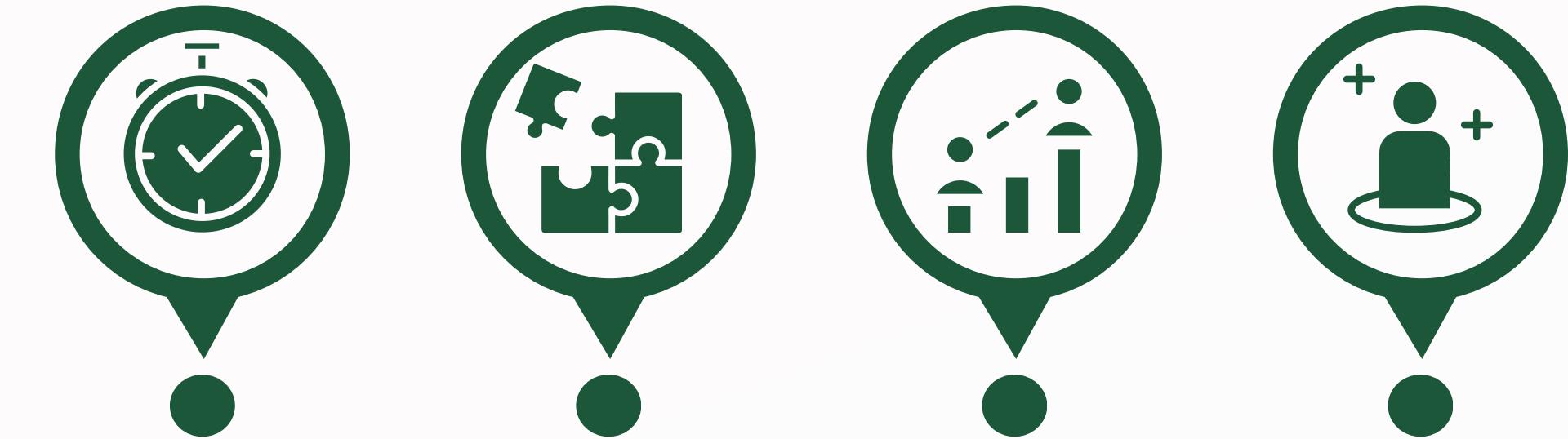
2. Changed format date and split the date

Changed date to DD/MM/YYYY. And that make a new column and give the title Day, Month and Year. You can split with this formula :

1. Day.
 $=DAY(K2)$
2. Month.
 $=Month(K2)$
3. Year.
 $=Year(K2)$

J	K	L	M	N	O	P	Q	R	S	T
Total	Date	Time	Payment	cogs	gross margin percentage	gross income	Rating	Day	Month	Year
548.9715	05/01/2019	13:08	Ewallet	522.83	4.761904762	26.1415	9.1	5	Jan	2019
80.22	08/03/2019	10:29	Cash	76.4	4.761904762	3.82	9.6	8	Mar	2019
340.5255	03/03/2019	13:23	Credit card	324.31	4.761904762	16.2155	7.4	3	Mar	2019
489.048	27/01/2019	20:33	Ewallet	465.76	4.761904762	23.288	8.4	27	Jan	2019
634.3785	08/02/2019	10:37	Ewallet	604.17	4.761904762	30.2085	5.3	8	Feb	2019
627.6165	25/03/2019	18:30	Ewallet	597.73	4.761904762	29.8865	4.1	25	Mar	2019
433.692	25/02/2019	14:36	Ewallet	413.04	4.761904762	20.652	5.8	25	Feb	2019
772.38	24/02/2019	11:38	Ewallet	735.6	4.761904762	36.78	8	24	Feb	2019
76.146	10/01/2019	17:15	Credit card	72.52	4.761904762	3.626	7.2	10	Jan	2019
172.746	20/02/2019	13:27	Credit card	164.52	4.761904762	8.226	5.9	20	Feb	2019
60.816	06/02/2019	18:07	Ewallet	57.92	4.761904762	2.896	4.5	6	Feb	2019
107.142	09/03/2019	17:03	Cash	102.04	4.761904762	5.102	6.8	9	Mar	2019
246.4875	12/02/2019	10:25	Ewallet	234.75	4.761904762	11.7375	7.1	12	Feb	2019
453.495	07/02/2019	16:48	Ewallet	431.9	4.761904762	21.595	8.2	7	Feb	2019
749.49	29/03/2019	19:21	Cash	713.8	4.761904762	35.69	5.7	29	Mar	2019
590.436	15/01/2019	16:19	Cash	562.32	4.761904762	28.116	4.5	15	Jan	2019
506.6355	11/03/2019	11:03	Credit card	482.51	4.761904762	24.1255	4.6	11	Mar	2019
457.443	01/01/2019	10:39	Credit card	435.66	4.761904762	21.783	6.9	1	Jan	2019
172.2105	21/01/2019	18:00	Credit card	164.01	4.761904762	8.2005	8.6	21	Jan	2019
84.63	11/03/2019	15:30	Ewallet	80.6	4.761904762	4.03	4.4	11	Mar	2019
451.71	25/02/2019	11:24	Ewallet	430.2	4.761904762	21.51	4.8	25	Feb	2019
277.137	05/03/2019	10:40	Ewallet	263.94	4.761904762	13.197	5.1	5	Mar	2019

The Data Analysis Process

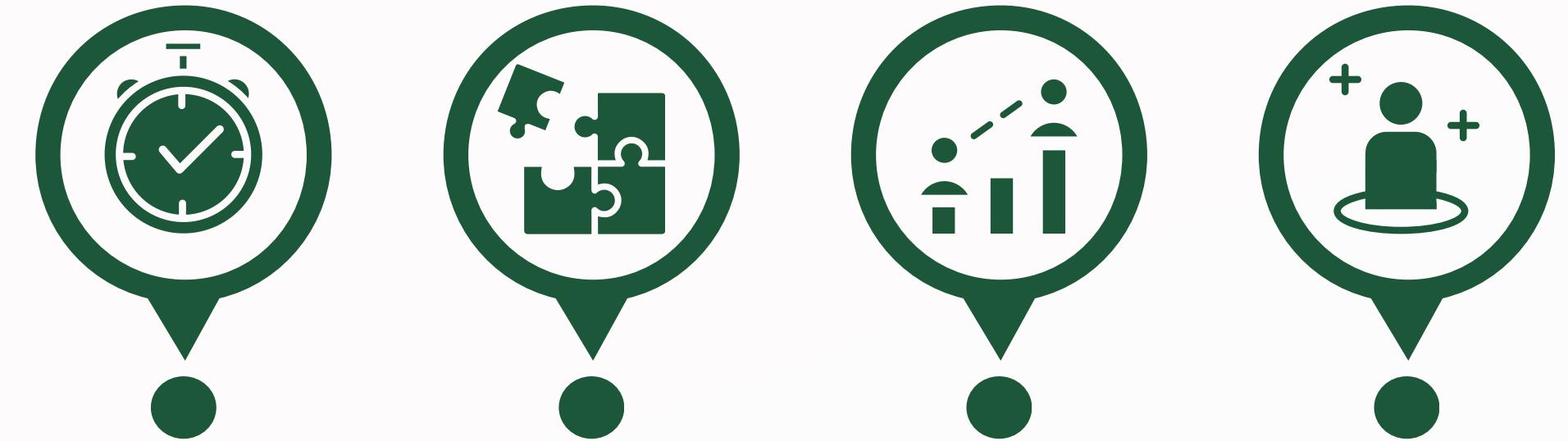


3. Pivot

- Daily Sales
- Monthly Sales
- Total Sales Per Product
- Total Customer by Customer Type
- Total Customer by Gender
- Total Customer by Payment Method
- Total Sales
- Profit
- Profit %
- Average Rating

Day	Sum of Total	Month	Sum of Total	Payment	Count of Invoice ID
1	\$9,824	Jan	\$116,292	Cash	344
2	\$12,647	Feb	\$97,219	Credit card	311
3	\$12,399	Mar	\$109,456	Ewallet	345
4	\$7,958	Grand Total	\$322,967	Grand Total	1000
5	\$12,799				
6	\$9,612	City	Sum of Total		
7	\$11,501	Mandalay	\$106,198	Sum of Total	
8	\$13,504	Naypyitaw	\$110,569	\$322,967	
9	\$13,767	Yangon	\$106,200		
10	\$9,865	Grand Total	\$322,967	Sum of cogs	
11	\$9,618			\$307,587	
12	\$11,861	Product	Sum of Quantity		
13	\$5,449	Electronic acc	971	Profit	
14	\$13,635	Fashion acc	902	\$ 15,379	
15	\$15,717	Food and bev	952		
16	\$9,947	Health and be	854	Profit(%)	
17	\$10,419	Home and life	911	5%	
18	\$5,569	Sports and tr	920		
19	\$14,883	Grand Total	5510	Average of Rating	
20	\$11,820			7	
21	\$5,663	Customer	Count of Invoice ID		
22	\$7,326	Member	501		
23	\$12,429	Normal	499		
24	\$11,602	Grand Total	1000		
25	\$11,781				
26	\$8,828	Gender	Count of Invoice ID		
27	\$13,398	Female	501		
28	\$9,326	Male	499		
29	\$7,540	Grand Total	1000		
30	\$7,045				

The Data Analysis Process



4. Visualization

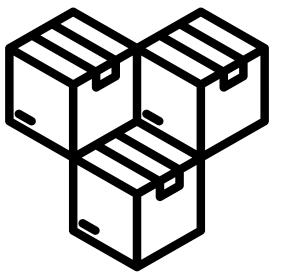




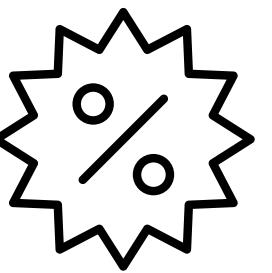
Conclusion

1. Supermarket made 322k dollars sales and 15k dollars profit in last 3 months.
2. The highest sales were in January with \$ 116k and the lowest in February \$ 97k.
3. The highest product sales in the last 3 months were Electronic and the lowest were Health and beauty.
4. The highest sales in customer type is having a member.
5. Ewallet the most common payment ways.
6. Naypyitaw is the city that had the highest sales in the last 3 months in January. The most product sales in Food and beverages and the lowest in Home and lifestyle.
7. Yangon is the city that had the lowest sales in the last 3 months in February. The most product sales in Home and lifestyle and the lowest in Health and beauty.

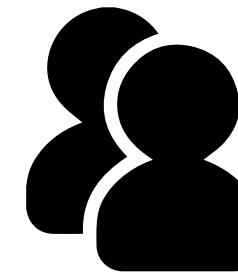
INSIGHT



Pay more attention and should improve for Home and lifestyle, Health and beauty and Fashion accessories.



Electronic accessories is the highest selling product, so we need a marketing strategy like giving special discounts to members and non-members, promoting well and adding several types of Electronic accessories products.



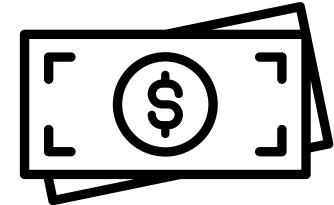
Prepare and focus on a membership marketing strategy so you can stay connected with old members and also reach new members



INSIGHT



Create important educational content about health and beauty so that female customers are more concerned about health and beauty products.



Provide discounts to customers who make payments using the Ewallet method.

THANK YOU

DAHLIA DARA PUSPITA

 +6281286483992

 dahlia.darp@gmail.com

 <https://www.linkedin.com/in/dahliadarapuspita/>

 Jakarta

