

# SUPERMARKET SALES PERFORMANCE DASHBOARD



HOME



SALES  
OVERVIEW



SALES  
TRENDS



PRODUCT  
ANALYSIS



CUSTOMER  
INSIGHTS



PAYMENT  
INSIGHTS



OPERATIO

This interactive Power BI Dashboard presents key insights into sales, product performance, customer behavior, operational metrics, and sales trends. Navigate through different pages for detail analytics.



# Sales Overview

Branch

All

Gender

All

Product Line

All

Total Sales

\$322.97K

Gross Income

\$15.38K

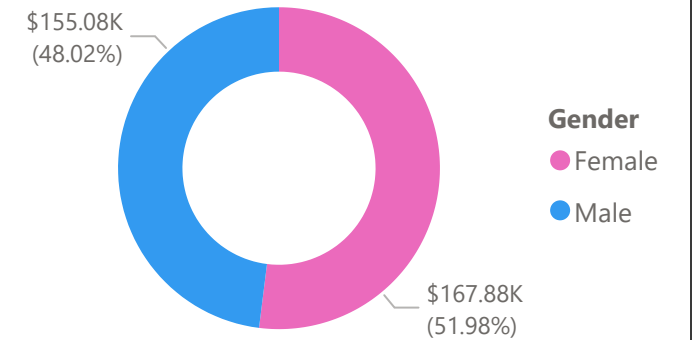
Profit

307.59K

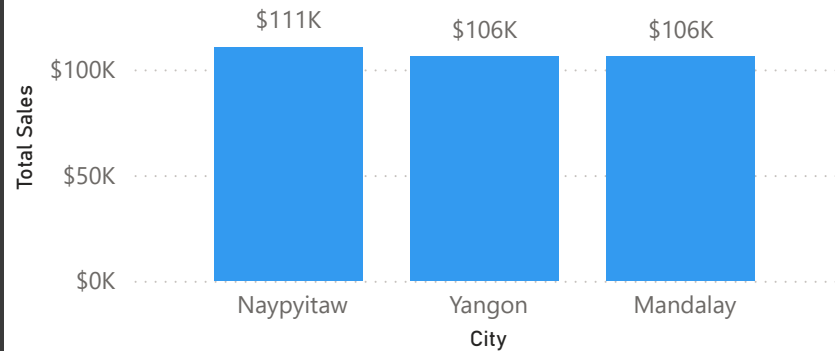
Margin %

4.76%

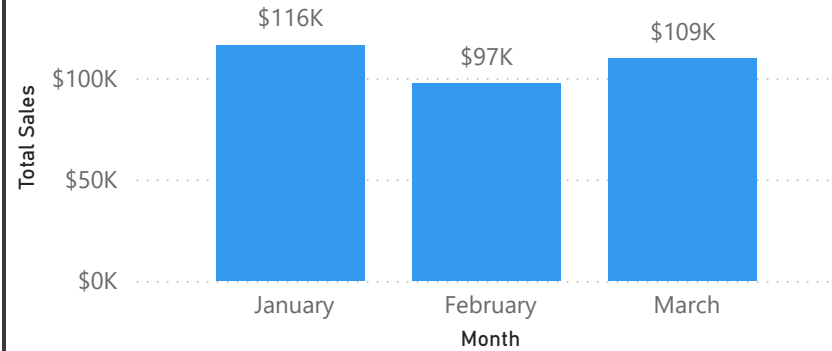
Gender Breakdown by Sales



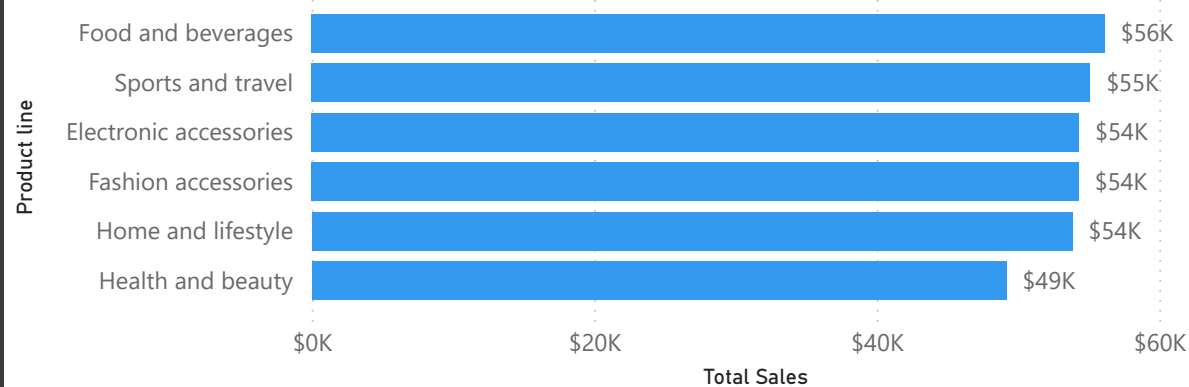
Total Sales by City



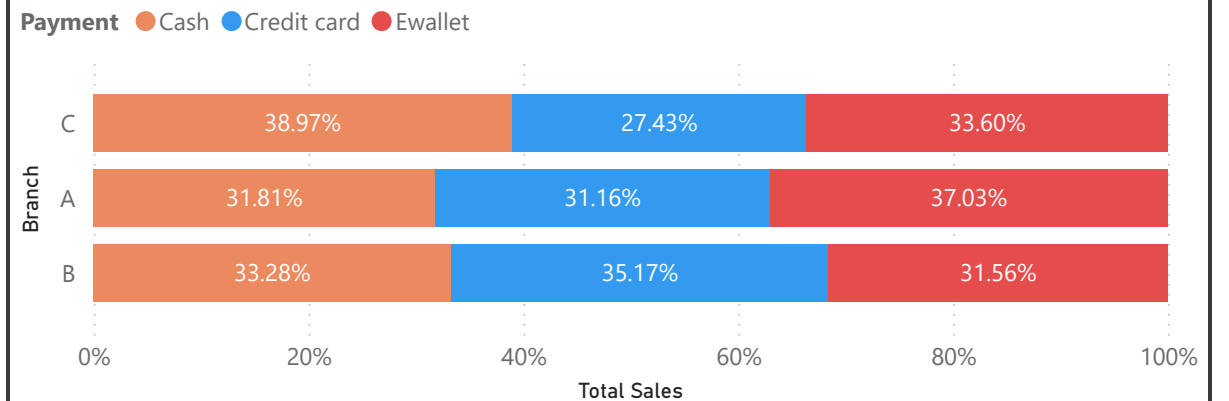
Total Sales by Month



Top Product Lines



Payment Methods





# Sales Trends & Peak Times

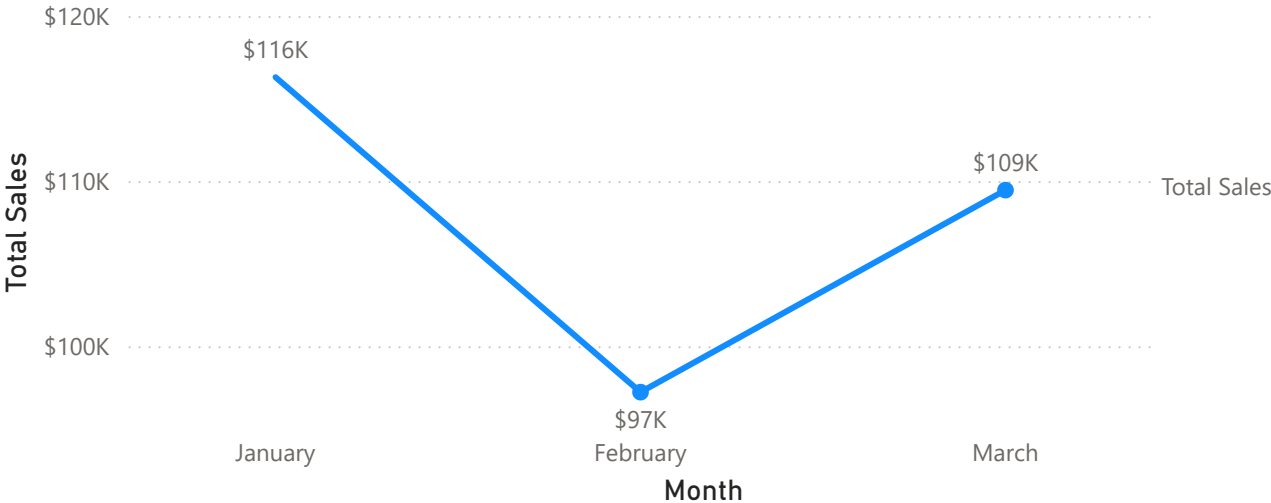
## Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

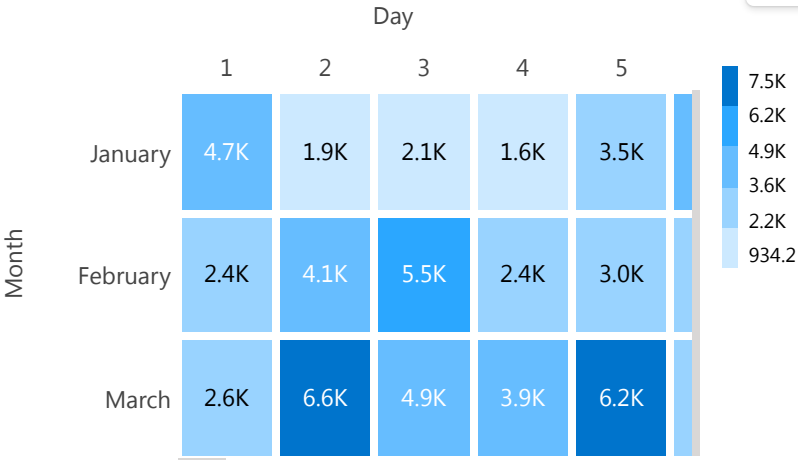
## Quarter

- ☐ Qtr 1
- ☐ Qtr 2
- ☐ Qtr 3
- ☐ Qtr 4

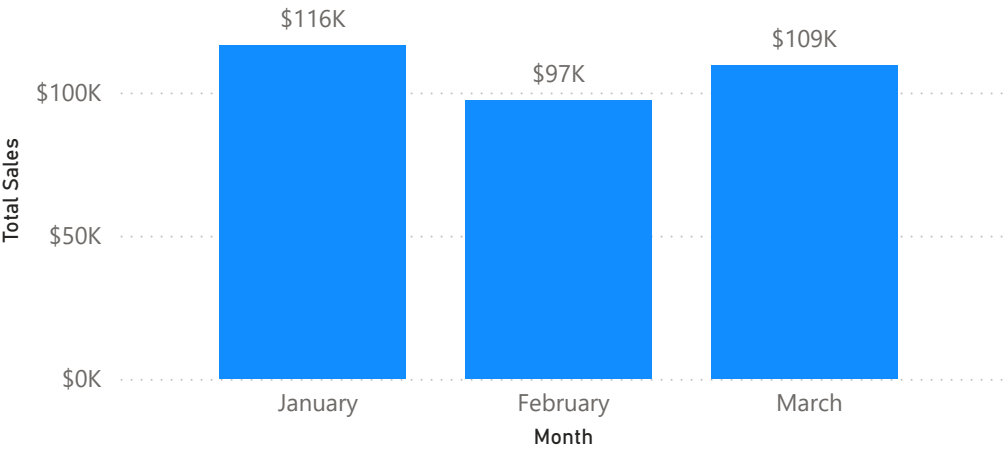
## Sales Over Time



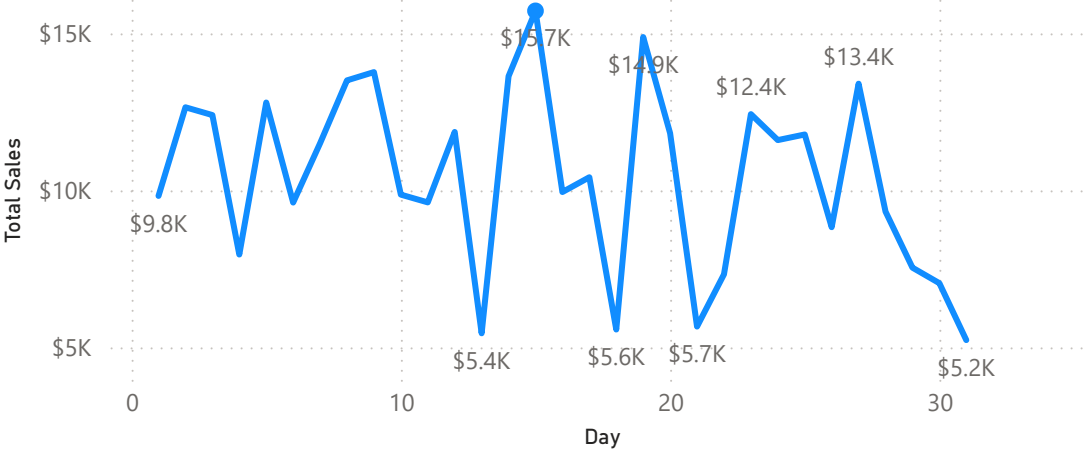
## Sales Heatmap



## Monthly Sales Trend



## Daily Sales





# Product Line Analysis

Customer Type

All

Branch

All

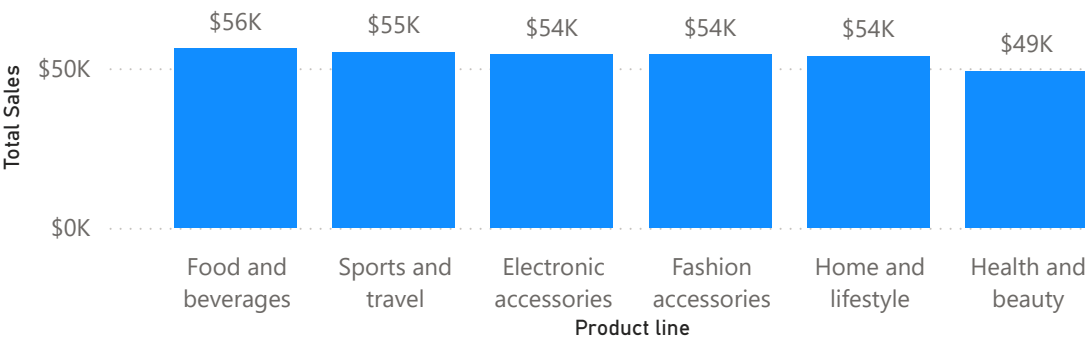
Month

All

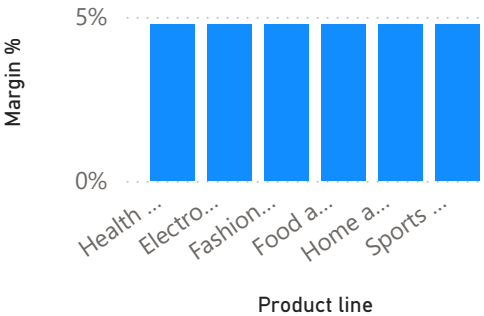
Product Line

All

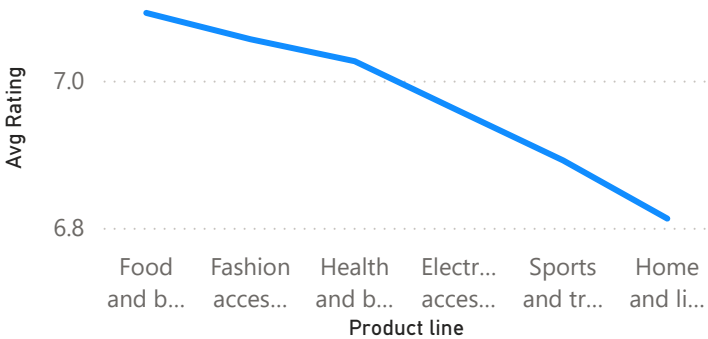
### Sales by Product Line



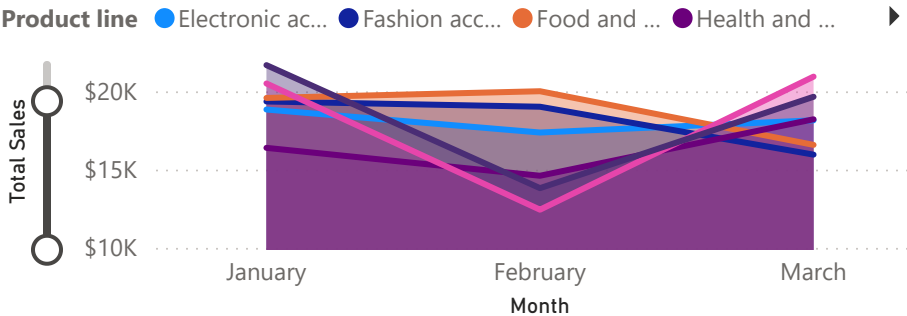
### Margins of Product line



### Average Rating by Products



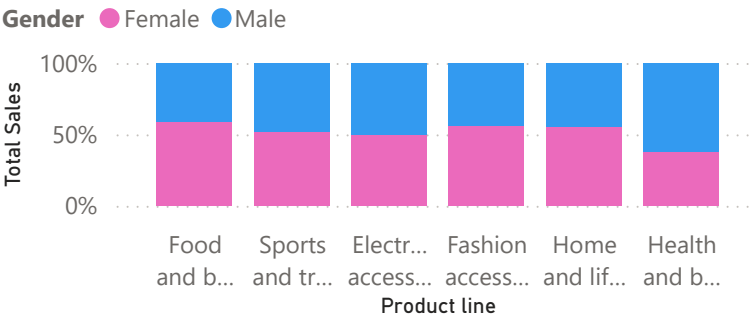
### Sales by Product Line Over Time



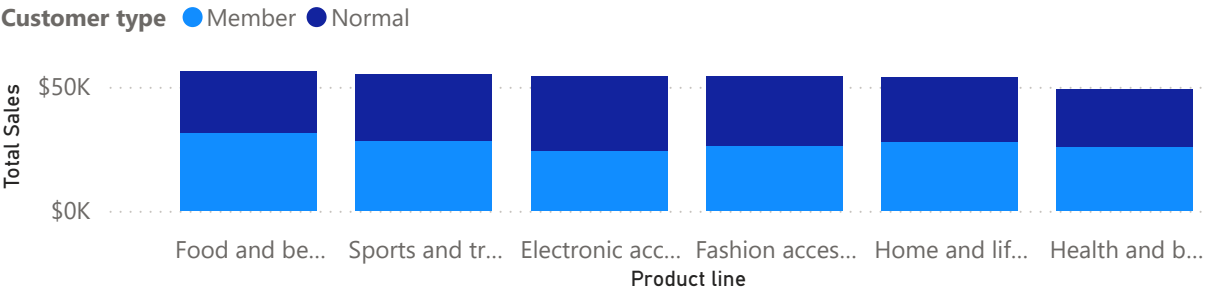
### Top Product Line by Branch

Product line	Total Sales	Branch
Electronic accessories	\$18,317.1135	A
Electronic accessories	\$17,051.4435	B
Electronic accessories	\$18,968.9745	C
Fashion accessories	\$16,332.5085	A
Fashion accessories	\$16,413.3165	B
Total	\$322,966.7490000001	

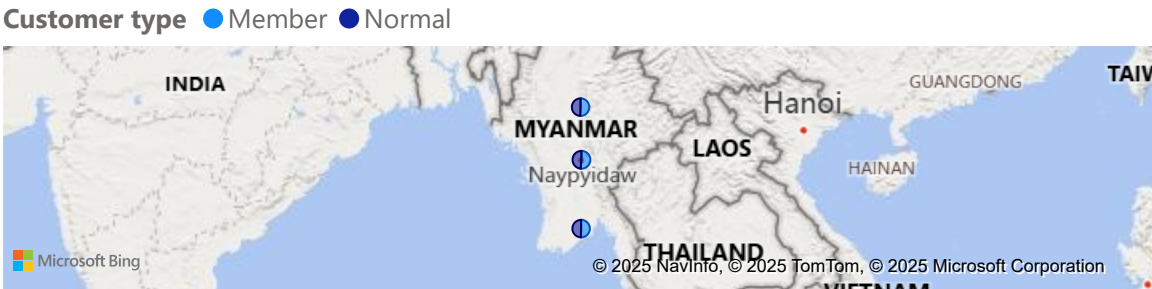
### Product Line Breakdown by Gender



### Total Sales by Product line and Customer type



### Total Sales by City and Customer type





# Customer Demographics

Customer Type

All

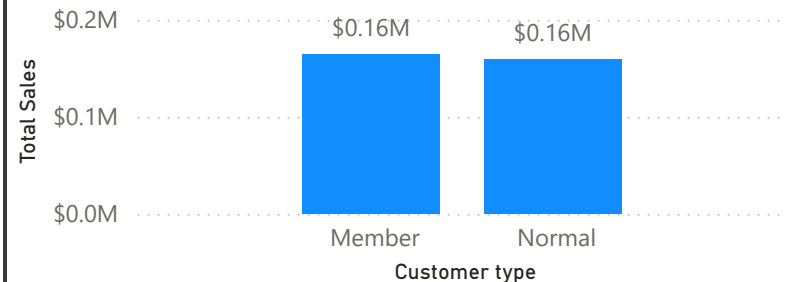
Gender

All

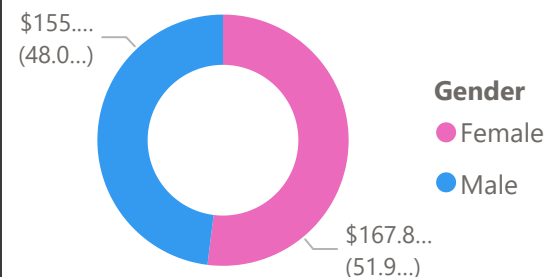
Product Line

All

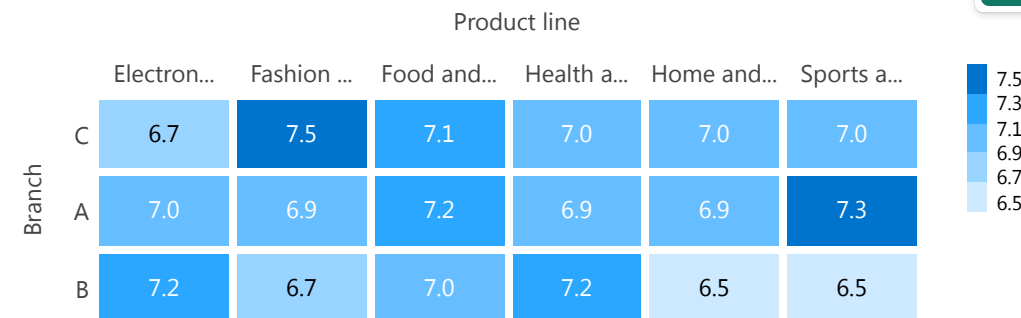
## Sales by Customer type



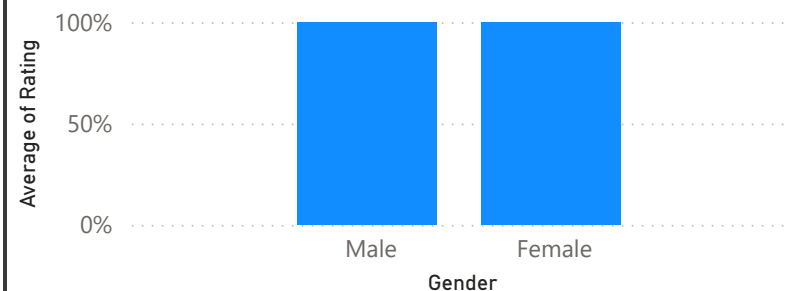
## Gender Breakdown by Sales



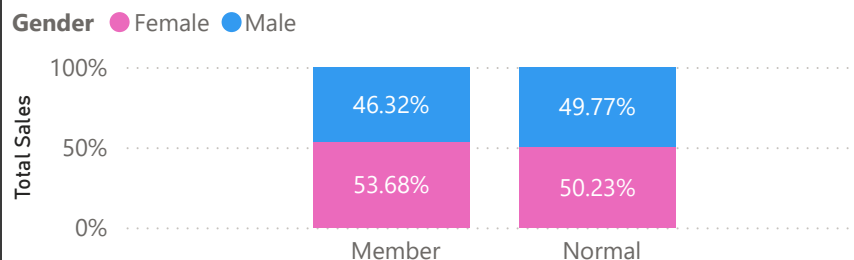
## Customer Ratings by Branch and Product Line



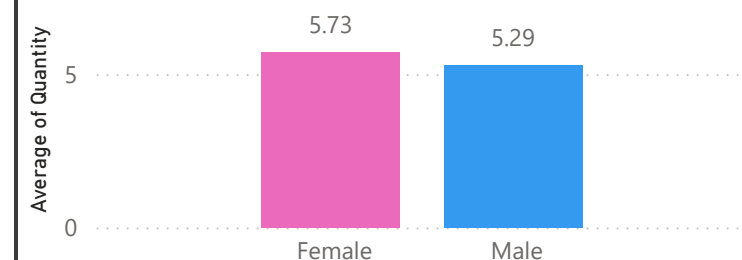
## Average Rating by Gender



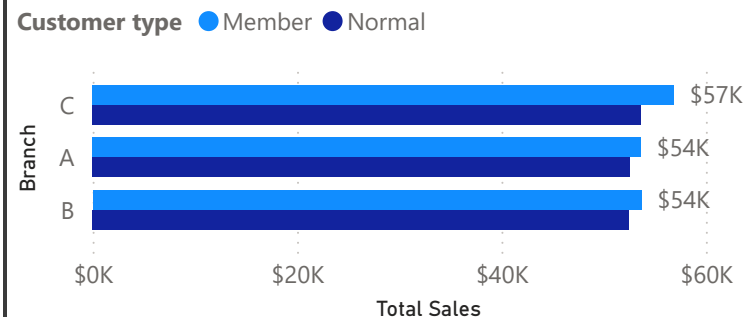
## Sales by Gender and Customer Type



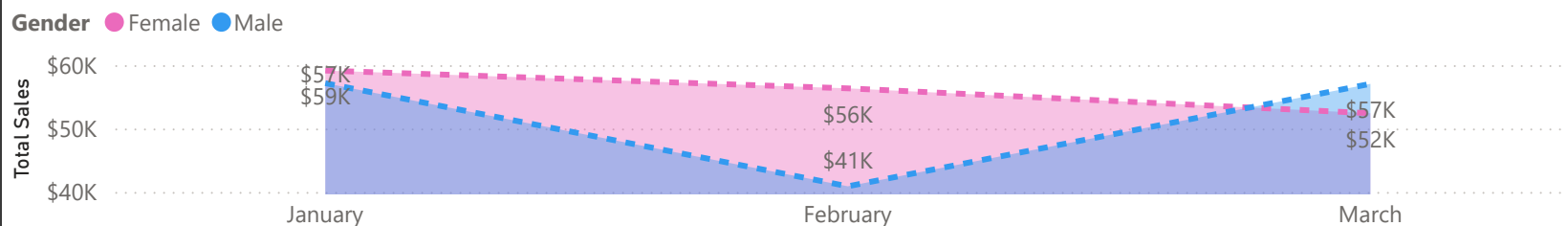
## Average Quantity Purchased per Gender



## Customer Type by Branch



## Sales by Customer Type Over Time





# Payment Insights

Customer Type

All

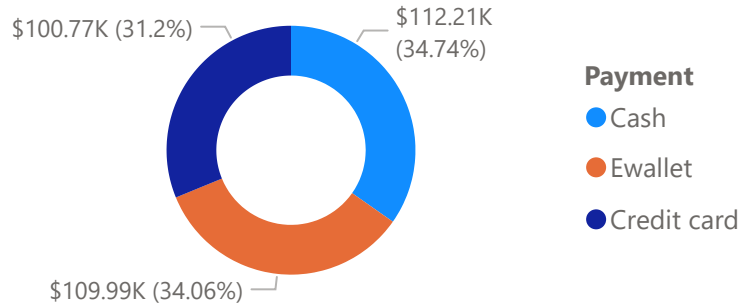
Payment Type

All

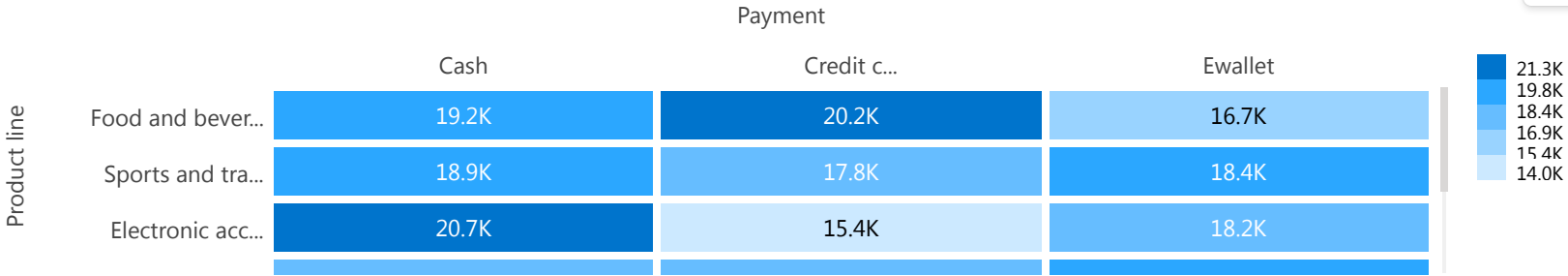
Product Line

All

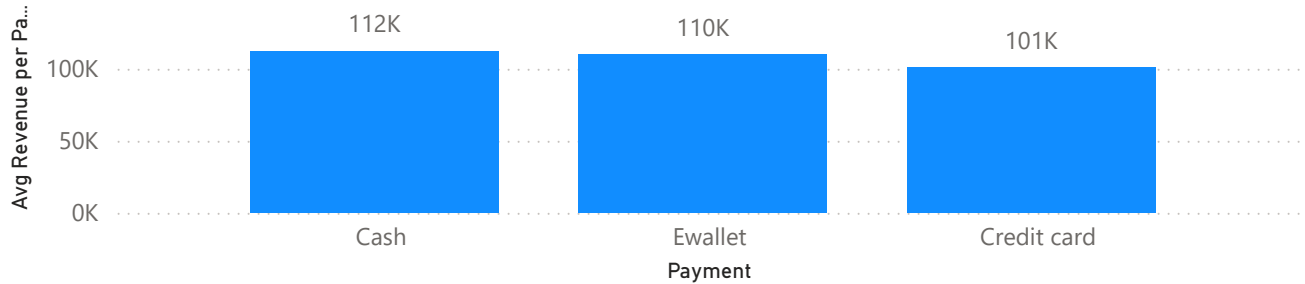
## Most Popular Payment Method



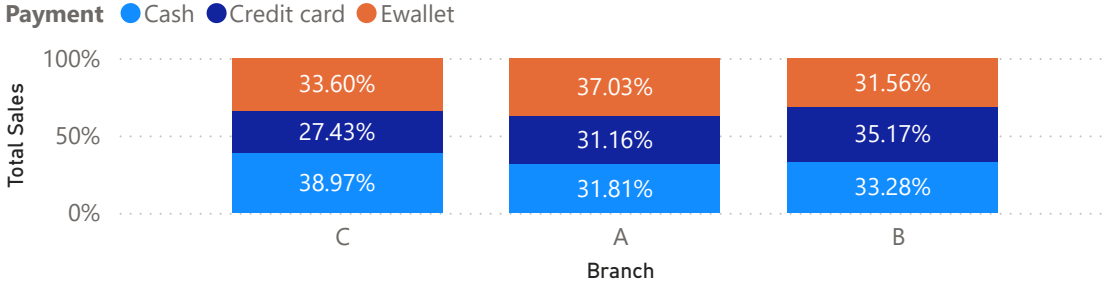
## Product Line vs Payment



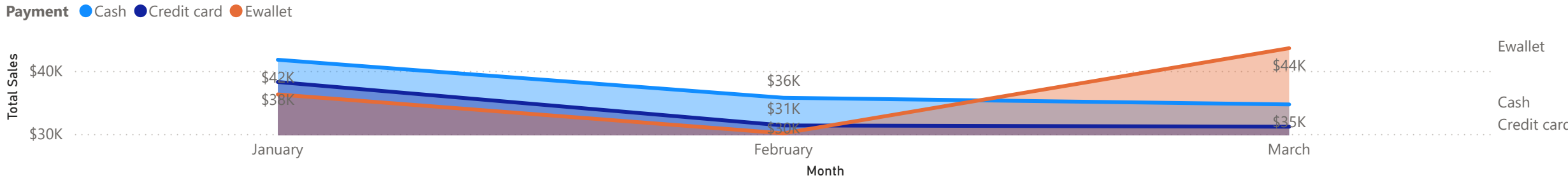
## Avg Revenue per Method



## Payment Usage by Branch



## Monthly Payment Trend





# Operational Insights

Customer Type

All

Branch

All

Gender

All

Product Line

All

Avg Transaction Total

\$322.97

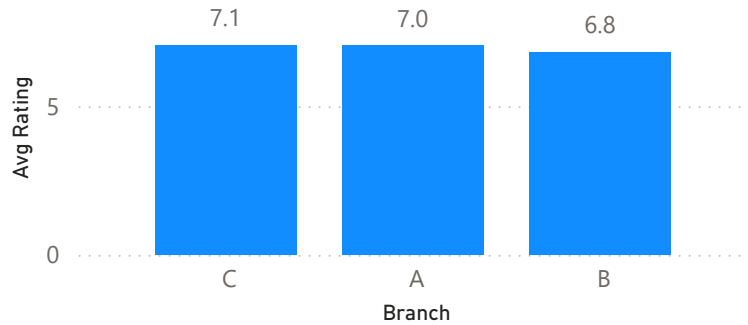
Avg Transaction Quantity

5.51

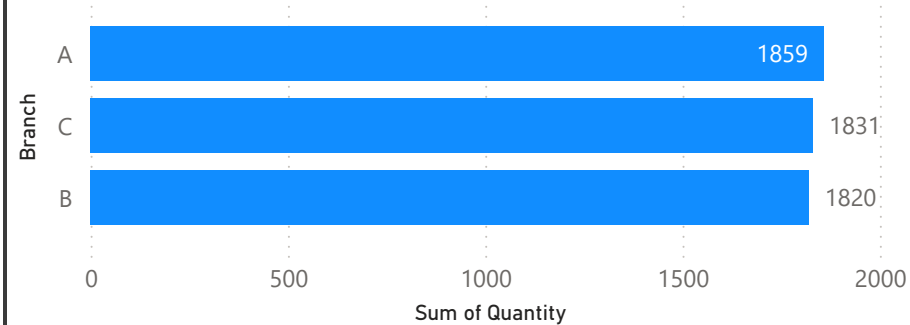
Avg Gross Income

\$15.38

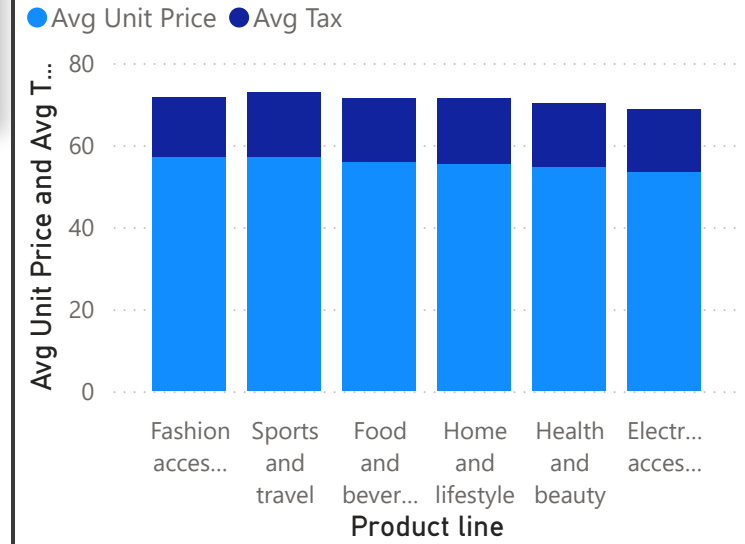
Avg Rating by Branch



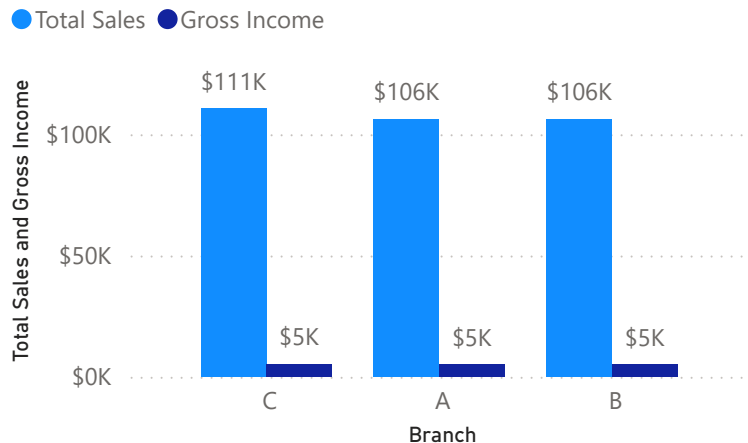
Quantity Sold by Branch



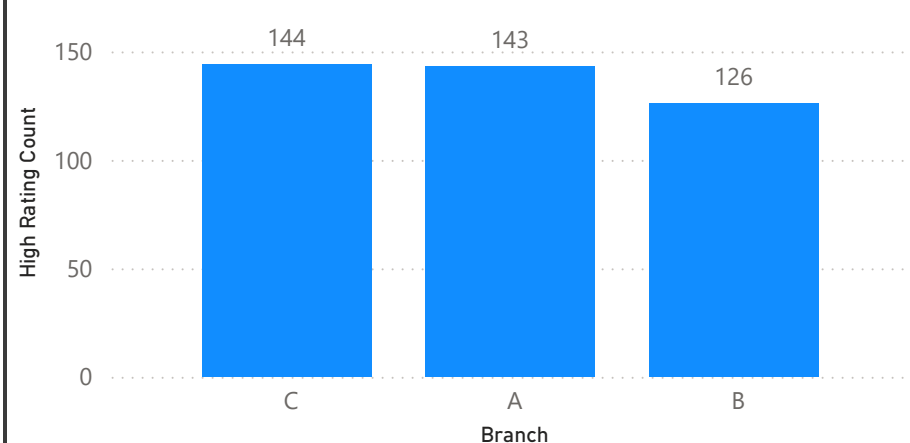
Tax vs Unit Price



Sales vs Gross Income by Branch



High-Rating Branch Frequency



Tax vs Total by Product Line

Product line	Total Sales	Sum of Tax 5%	Prof
Electronic accessories	\$54,337.5315	2,587.50	5
Fashion accessories	\$54,305.895	2,586.00	5
Food and beverages	\$56,144.844	2,673.56	5
Health and beauty	\$49,193.739	2,342.56	4
Home and lifestyle	\$53,861.913	2,564.85	5
Sports and travel	\$55,122.8265	2,624.90	5
Total	\$322,966.749	15,379.37	307