DA Assignment - 1

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

Dataset: Link

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in $

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available –

Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

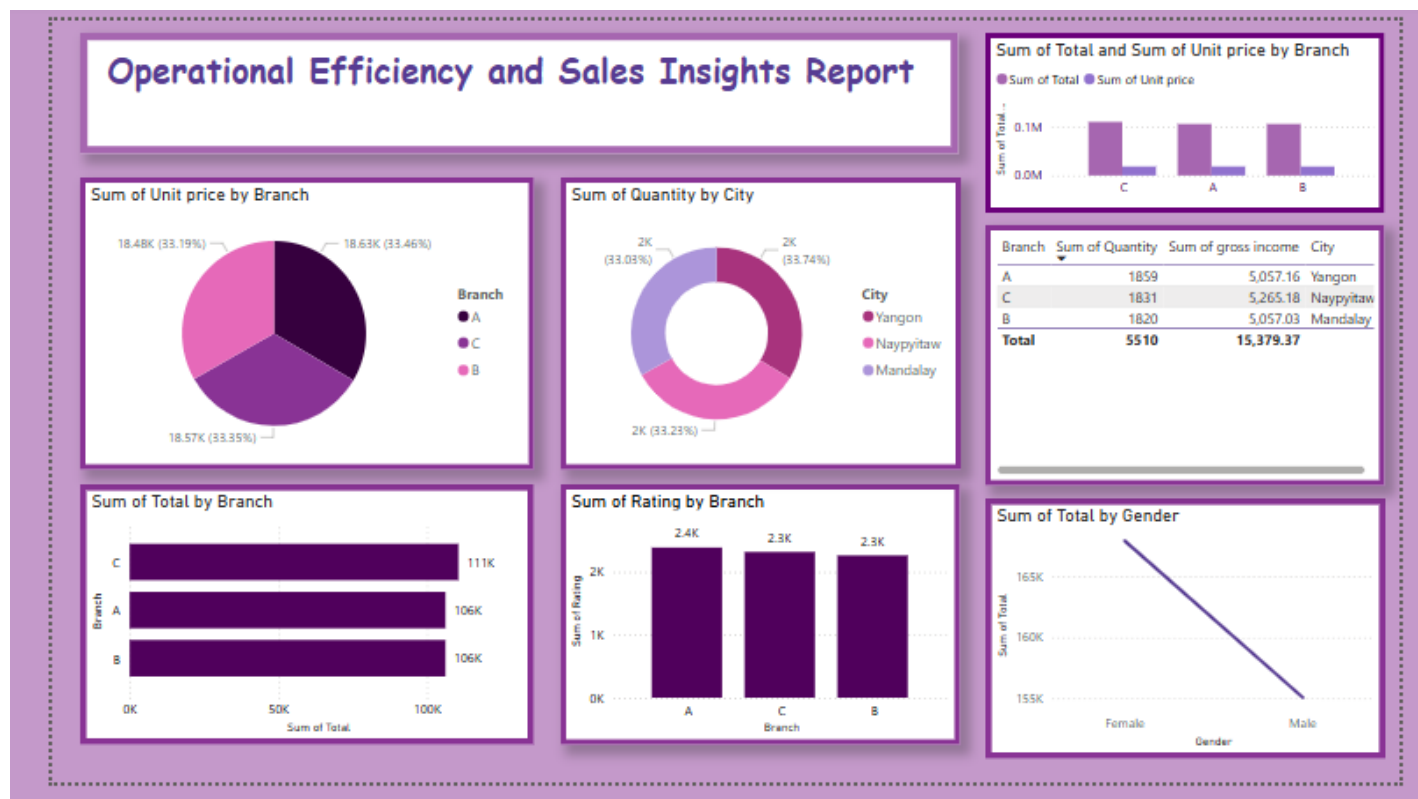Rating: Customer stratification rating on their experience (scale of 1 to 10)

Task:

Upload the dataset , delete the unnecessary columns if required

Create below Visualisation:

● Pie Chart

● Stacked Bar Chart

● Line Chart

● Simple Table Chart

Screenshot of Dashboard :

Key findings and insights:

1. Branch Performance**:**

   o The sum of the unit price is fairly distributed among the branches A, B, and C, with each contributing roughly one-third of the total.

- Branch A has the highest total sales, followed closely by Branch C and Branch B.

2. City-Wise Sales Distribution:

    - Sales quantity is almost evenly split among the three cities: Yangon, Naypyitaw, and Mandalay.
    - Mandalay has a slightly higher proportion of total sales.

3. Total and Unit Price Analysis:
    - The sum of total and unit price for each branch indicates consistent pricing across branches.
    - Branch A has a slightly higher contribution to the total sum.

4. Branch Ratings:
    - All three branches (A, B, and C) have nearly similar customer ratings, hovering around 2.3K to 2.4K.
    - No significant deviation in customer satisfaction among the branches.

5. Sales by Gender:
    - There is a sharp disparity between male and female sales, with males contributing significantly more to the total sales.
    - The sales contribution by females is considerably lower.