

SUPERMARKET XYZ DATA ANALYSIS

Project Statement

Company XYZ owns a supermarket chain across the country. Each major branch located in 3 cities across the country recorded sales information for 3 months. Help the company understand sales trends and determine its growth, as the rise of supermarkets competition is seen.

Analysis

The major supermarket branches of company XYZ are located in Lagos, Port Harcourt, and Abuja. From the information recorded, there are 1000 unique customers across all the branches and the Lagos branch recorded the highest number of customers.

The maximum total sale obtained by all 3 branches is 375354 Naira while the maximum number of products purchased is 10.

Unsurprisingly, it was discovered that the supermarkets' most frequent types of customers are the members (i.e. Returning customers with membership cards).

The most used payment method by customers is Epay Payment and it is used the most in Lagos to buy Fashion accessories.

It was discovered that female customers are more and they pick the most interest in Fashion accessories. Aside from Fashion accessories, a lot of customers across all

3 super markets also love purchasing Food and beverages and Electronic Accessories, while Sports and travel, Home and Lifestyle, and Health and beauty products are the least demanded.

Also, according to customer rating, Lagos and Port Harcourt are doing pretty well but Abuja has the lowest ratings.

The company may:

1. Put out more adverts and campaigns targeting men.
2. Put out adverts and campaigns targeting the right audience to promote the product lines that are not really in demand like Health and Beauty.
3. Abuja branch may adopt better customer service and run promos to get better customer reviews.
4. Give membership discounts to encourage more customers to become members.