EveryHome Supermarket Sales Analysis

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Problem Summary

- Understaffed or overwhelmed staff across 3 branches; could it be the reason for customers complain about wait times?
- Membership loyalty program audit
- Marketing spend efficiency review
- Why the low customer satisfaction experience

Objective of the Analysis

- To analyze the dataset of the organization using KPIs.
- To design an interactive dashboard that gives insights and answer some burning questions.
- Prepare presentation slides that captures all the activities, insights and explanation.
- Give recommendation based on findings.

Dataset Overview

- 1 dataset used

- Main columns used includes: invoice ID, City, Customer Type, Gender, Payment, Product Line, Quantity, Total, COGS, Time, Day, Month, Rating

- Data transformation was carried out in splitting date column into 3 columns of Day, Month and Year. Creating Day column in text format.

Key Metrics (KPIs)

- Total transaction = 21,000
- Sum of Total amount paid by customer = 666,783,065.3
- Sum of Quantity Purchased = 115541

Rush Hour Vs Foot traffic across branches

Row Labels	Count of Invoice ID
9	50
10	61
11	48
12	50
13	60
14	49
15	51
16	51
17	45
18	45
19	53
20	63
Grand Total	626
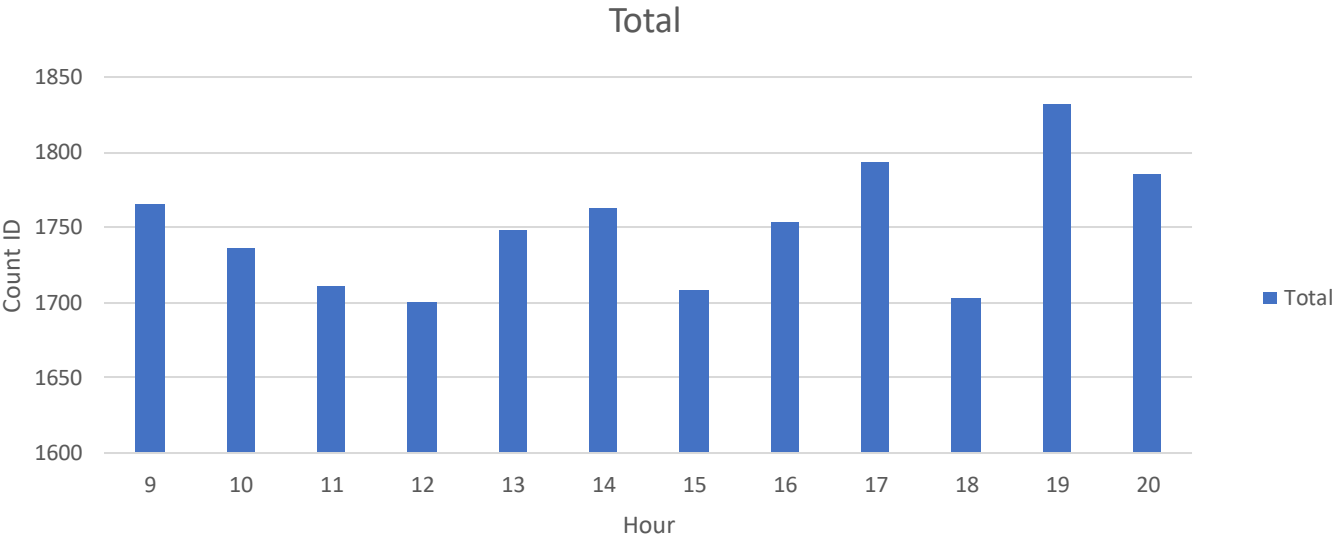
Total

City

- Austin
- Chicago
- New York
- (blank)

Date.1

1
2
3
4
5
6
7
8

Member Vs Normal

Row Labels	Column Labels						Total Count of Invoice ID	Total Sum of Total
	Count of Invoice ID			Sum of Total				
	A	B	C	A	B	C		
Member	3454	3527	3629	107586074.8	112009662.5	115692196.9	10610	335287934
Normal	3488	3432	3470	111840651.8	107653638.2	112000841.2	10390	331495131
Grand Total	6942	6959	7099	219426726.6	219663300.7	227693038.1	21000	666783065

Branch A : New York		
Member : Averagge spend per customer = 107586075/3454		
	31148.3	
Normal : Avg. spend per customer = 111840652/3488		
	32064.4	
Branch B : Austin		
Member : Avg. spend = 112009662/3527		
	31757.8	
Normal : Avg. spend = 107653638/3432		
	31367.6	
Branch C : Chicago		
Member : Avg. spend = 115692197/3629		
	31879.9	
Normal : Avg. spend = 112000841/3470		
	32276.9	

Ads for Electronics, Health & Beauty

Ratings Vs Sum of Total spent

Row Labels	Sum of Total	Count of Invoice ID
4-6	213427333	6761
6-8	225837641.1	7146
8-10	227518091.2	7093
Grand Total	666783065.3	21000

Summary of Findings

- Members(Customer Type) have more foot traffic and total amount spent at Austin and Chicago branch but reverse is the case at New York branch.
- Austin and New York branch usually have their peak rush hour at 17hrs while Chicago is at 20hrs.
- Average Amount spent per customer in New York and Chicago is higher for Normal (Customer type). Only at Austin is average spending per customer higher for Members.
- More Male purchased Electronics accessories at Chicago and New York while Health & Beauty products were evenly bought from male and female
- Higher satisfaction rate for customers that paid highest amount.
- Low ratings appear most on Saturdays followed by Thursdays
- The value of Ads budget not available so as to determine ROAS or ROI

Recommendations

- Member loyalty program for New York and Chicago branch should be scrapped. The package can be enhanced for Austin branch and observed for another year.

- Marketing team should discontinue with the digital ads for Electronics, Health & Beauty products.

- Customers should not only be encouraged to rate, but also, to give feedback on their shopping experience so as to easily notice cause of dissatisfaction.

- Periodic trainings for staff on best customer relationship practices.

- Modern sales software (CRM etc.) should be used to run operations in those three branches.

Conclusion

- With this dashboard, we now understand where the supermarket needs to enhance its operation.

- Thank You