

# Supermarket Sales Performance Report

Client-Focused Data Visualization Insights

## Executive Summary

Is report ka maqsad supermarket ke sales data ko visualize karke **clear, actionable business insights** provide karna hai. R software ka use karke sales trends, product performance, city-wise differences aur customer behaviour analyze kiya gaya. Is report ke end par practical recommendations di gayi hain jo **sales aur overall business growth** ko support karti hain.

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## Business Context

Supermarket multiple cities aur product categories mein operate karta hai aur dono **Member** aur **Normal** customers ko serve karta hai. Management ko yeh samajhna zaroori hai ke:

- Sales kis direction mein ja rahi hain
  - Kaun se products aur cities zyada perform kar rahe hain
  - Customer behaviour profit ko kaise affect karta hai
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## Sales Trend Over Time

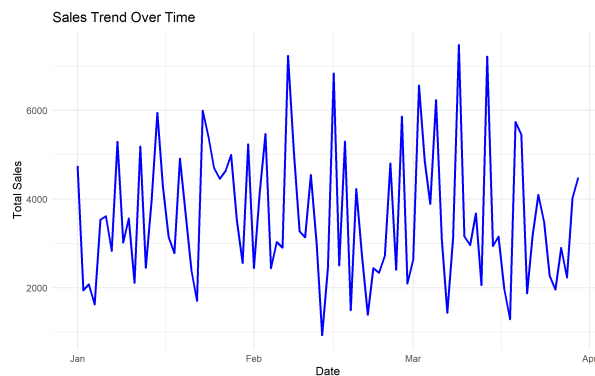


Figure 1: Enter Caption

Figure 2: Sales Trend Over Time

Sales trend dikhata hai ke daily sales mein kaafi fluctuation hai. Kuch din bohat strong sales hoti hain jab ke kuch din relatively weak rehte hain. Overall demand stable hai lekin consistency ka issue hai.

**Business Insight:** Sales short-term factors jaise promotions, weekends aur footfall se strongly affect hoti hain.

## Sales by Product Line

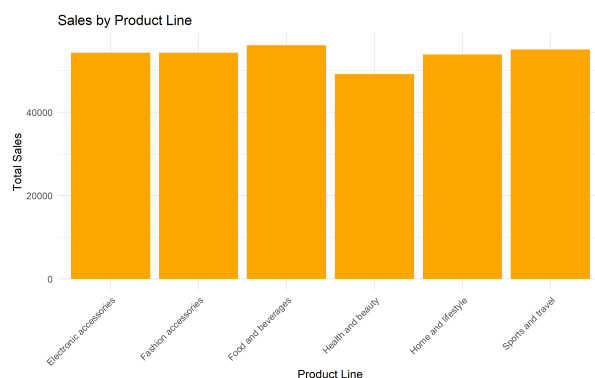


Figure 3: Enter Caption

Figure 4: Sales by Product Line

Product-level analysis se pata chalta hai ke **Food and Beverages** aur **Sports and Travel** sab se zyada revenue generate kar rahe hain, jab ke **Health and Beauty** relatively low performance dikha rahi hai.

**Business Insight:** Revenue kuch key product lines par concentrate hai.

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## City-wise Sales Distribution

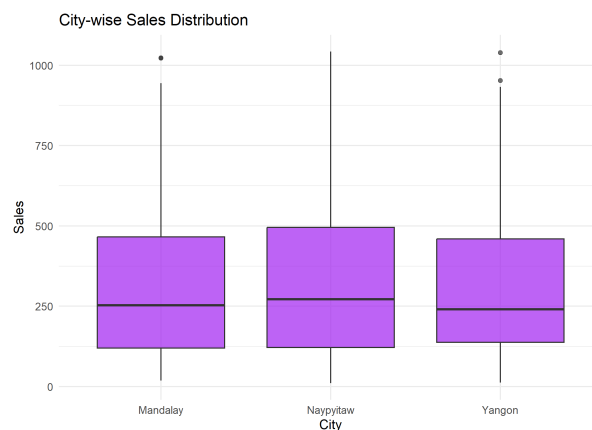


Figure 5: Enter Caption

Figure 6: City-wise Sales Distribution

Teeno cities mein average sales similar hain, lekin kuch cities mein high-value transactions zyada hain, jo strong local demand ko indicate karta hai.

**Business Insight:** City-level customer spending behaviour different hai.

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## Distribution of Sales

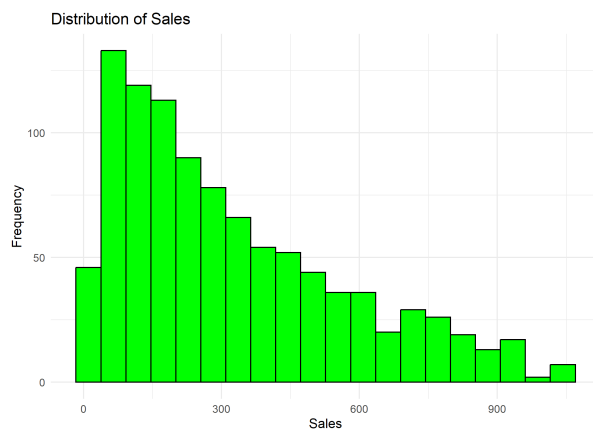


Figure 7: Enter Caption

Figure 8: Distribution of Sales

Zyada tar sales low to medium range mein hoti hain, jab ke high-value purchases kam frequency se hoti hain.

**Business Insight:** Average basket size improve karne ki strong opportunity maujood hai.

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## Sales vs Gross Income

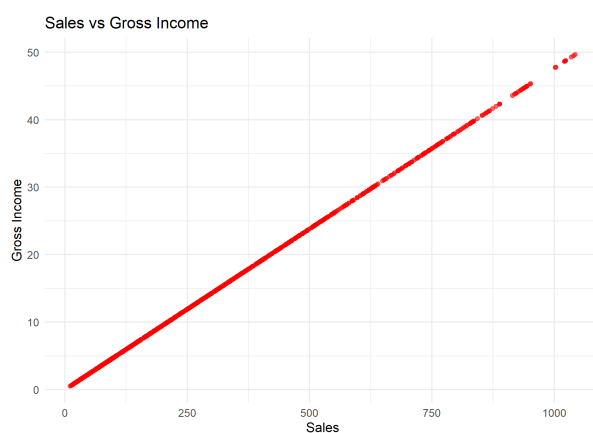


Figure 9: Enter Caption

Figure 10: Sales vs Gross Income

Sales aur gross income ke darmiyan strong positive relationship hai, jo yeh confirm karta hai ke sales growth directly profitability ko increase karti hai.

**Business Insight:** Revenue-driven strategies profit growth ke liye effective hain.

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## Customer Type vs Sales



Figure 11: Enter Caption

Figure 12: Customer Type vs Sales

Member customers ka average aur median sales normal customers se zyada hai, aur members high-value purchases zyada karte hain.

**Business Insight:** Customer loyalty directly sales value ko increase karti hai.

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## Key Recommendations for Business Growth

Based on the analysis, following actions recommend ki jati hain:

- Peak sales days par targeted promotions aur staffing optimize ki jaye
- High-performing product lines ke liye inventory aur visibility increase ki jaye
- Low-performing categories ke liye discounts aur bundling strategies introduce ki jaye
- City-wise customized marketing campaigns launch ki jayein

- Loyalty program ko strengthen karke member base expand kiya jaye
- Upselling aur combo offers ke zariye average bill value increase ki jaye

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**Final Client Statement:**

*“Is project ke insights ko implement karke supermarket apni sales consistency, customer value aur overall business growth ko significantly improve kar sakta hai.”*