

Name : Hafsa Akhtar

Domain: Data Science/ Data Analytics

Date: 19th June 2025

Task 1 : Create a sale data analysis of any commercial store.

CityMart Superstore – Monthly Sales Analysis Report

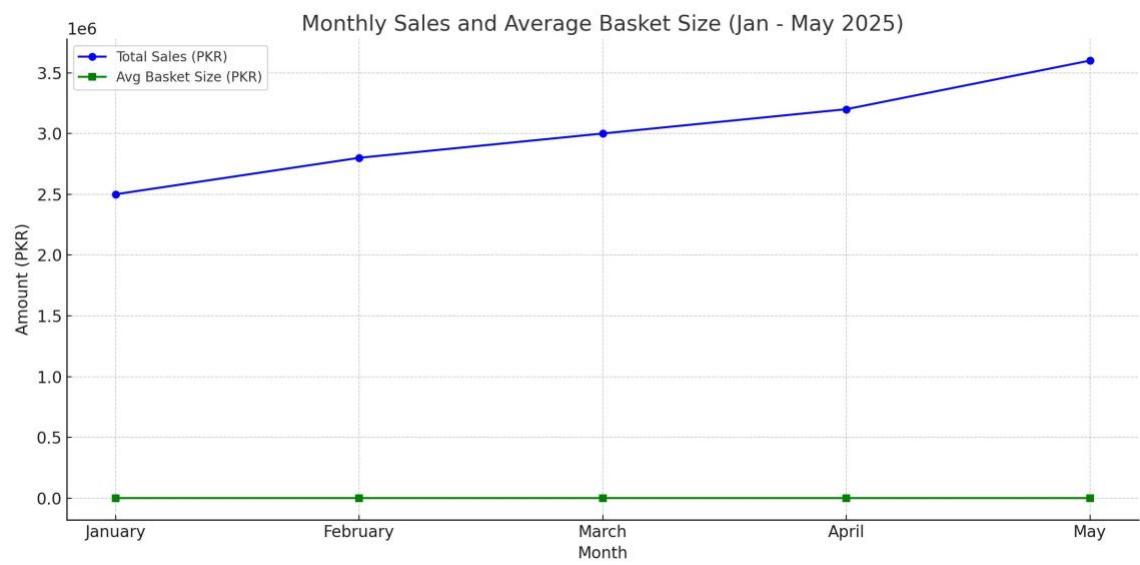
Period Analyzed: January 2025 to May 2025

Location: Karachi, Pakistan

1. Monthly Sales Data

Month	Total Sales (PKR)	Total Transactions	Average Basket Size (PKR)
January	2,500,000	5,000	500
February	2,800,000	5,200	538
March	3,000,000	5,500	545
April	3,200,000	6,000	533
May	3,600,000	6,300	571

Sales Trend Chart



2. Top-Selling Categories

Category	Total Sales (PKR)	Contribution (%)
Groceries	5,500,000	36%
Personal Cares	3,200,000	21%
Household Items	2,700,000	18%
Beverages	2,100,000	14%
Dairy Products	1,600,000	11%

3. Sales Trend (Jan–May 2025)

Sales growth increased steadily:

- Jan → PKR 2.5M

- May → PKR 3.6M

Overall growth in 5 months: +44%

4. Customer Insights

- Returning Customers: 60%
- New Customers: 40%
- Peak Hours: 5 PM – 9 PM

Preferred Payment Methods:

- Cash: 45%
- Debit/Credit Cards: 35%
- Digital Wallets (e.g., Easypaisa, JazzCash): 20%

5. Key Observations

May showed highest sales, helped by:

- Eid promotions
- Increased foot traffic
- Personal care and dairy products had the highest growth rate
- Customers prefer evening shopping hours
- Use of digital wallets increased by 8% over 5 months

6. Recommendations

- Introduce loyalty programs to retain returning customers
- Add combo deals in high-growth categories
- Increase promotions during evening hours
- Offer small discounts for digital payments to boost usage