

Supermarket Sales Dashboard – Overview

This **Sales Dashboard** provides a comprehensive view of supermarket performance across branches, product lines, and time periods. It offers insights through a variety of visualizations that highlight key sales and customer behavior trends.

☐ **Bar Chart – Sales by Product Line**

The bar chart shows the **total revenue generated by each product line**. It helps quickly identify top-performing categories such as **Food and Beverages** or **Health and Beauty**, and compare them against others like **Sports and Travel**. This chart supports inventory and marketing decisions.

☐ **Pie Chart – Sales Distribution by Payment Method**

The pie chart breaks down **sales volume by payment type** (e.g., Ewallet, Credit Card, Cash), offering insight into customer payment preferences. This helps understand transactional behavior and may influence decisions like promoting specific payment incentives.

☐ **Stacked Bar Chart – Gender-Based Sales by Branch**

The stacked bar chart compares **total sales across each branch**, further broken down by **customer gender**. This visualization reveals patterns like whether one gender dominates purchases at certain locations, aiding in demographic targeting and branch-level marketing.

☐ **Line Chart – Daily Sales Trend**

This line chart displays **total daily sales over time**, helping identify sales trends, seasonality, and anomalies. Peaks may correspond with weekends or promotions, while dips could signal operational issues or low-traffic days.

☐ **Bubble Chart – Sales vs Quantity by Product Line**

The bubble chart illustrates the relationship between **quantity sold and total sales** per product line. The size of each bubble reflects the **gross income** earned. It highlights product categories

that are **high volume but low margin**, or **low volume but high value**, providing insight into profitability and sales strategy.

Summary Insight:

This dashboard allows managers and analysts to:

- Spot **best-selling product lines**
- Understand **customer payment behavior**
- Track **sales performance by branch and gender**
- Monitor **daily revenue trends**
- Evaluate **profitability vs volume trade-offs**

Together, these visualizations empower data-driven decisions to improve sales strategy, staffing, inventory management, and marketing efforts.

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