## Power bi everyday supermart analysis

# Business requirement:

Chart’s requirements

1. total sales by fat content:donut chart
2. Total sales by item type:bar chart
3. Fat content by outlet for total sales:stacked column chart
4. Total sales by outlet establishment:line chart
5. Sales by outlet size:pie chart
6. Sales by outlet location:funnel map
7. **All metrics by outlet type:matrix card**

# Everyday Sales Analysis conclusions

## Overall Sales Performance

The overall sales volume reached approximately **$1 million** from **7,060 items**, with an average sale value of **$141** and a robust customer satisfaction score of **3.96**. This reflects strong operational efficiency and a healthy engagement with customers.

## Fat Content Contributions

Low Fat and Regular fat content products contribute almost equally to sales (about **49%** and **50%**), showing that customers value both healthier and classic product options, and both segments are crucial for ongoing inventory planning.

## Key Item Categories

The leading item categories in terms of performance are **Fruits and Vegetables, Snack Foods, and Household products**, establishing them as the central drivers of business revenue and ideal targets for promotional strategies.

## Customer Satisfaction Insights

Customer satisfaction ratings are highest for **Meat, Canned, Household, Baked Goods, Health, Dairy, and Frozen Foods** (close to 4 out of 5), indicating high perceived quality in these categories and suggesting these items effectively meet customer needs.

## Outlet Performance

Outlets classified as **Tier 2 and Medium size** consistently generate the largest proportions of revenue, highlighting these segments as the most productive targets for future business expansion and investment.

## Sales Trends by Outlet Establishment Year

Yearly sales by outlet establishment remain steady at approximately **$130K per year**, with only a minor decrease in 2010, reflecting overall stable business growth over time.

## Outlet Type Comparisom

Among all outlet types, **Grocery Stores, Supermarket Type1, and Supermarket Type2** each report similar total and average sales per item, while Grocery Stores stand out with the highest average customer rating. This suggests that different store types are performing evenly in sales, but customer loyalty is strongest in traditional Grocery Stores.