



Cover page

Product line visuals

Revenue, profit,
income

Date wise analysis

Table

Cumulative income

Report Summary



Supermarket Sales Analysis Report





322.97K

Total revenue

307.59K

COGS

15.38K

TOTAL PROFIT

5510

Sum of Quantity

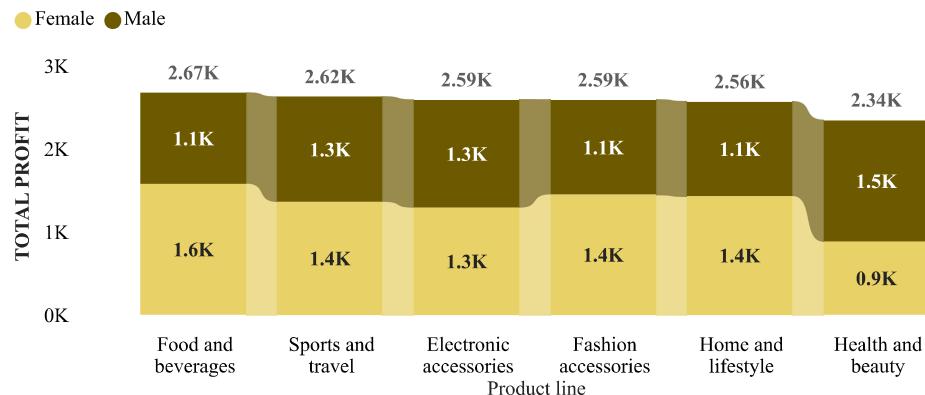
Branch

All

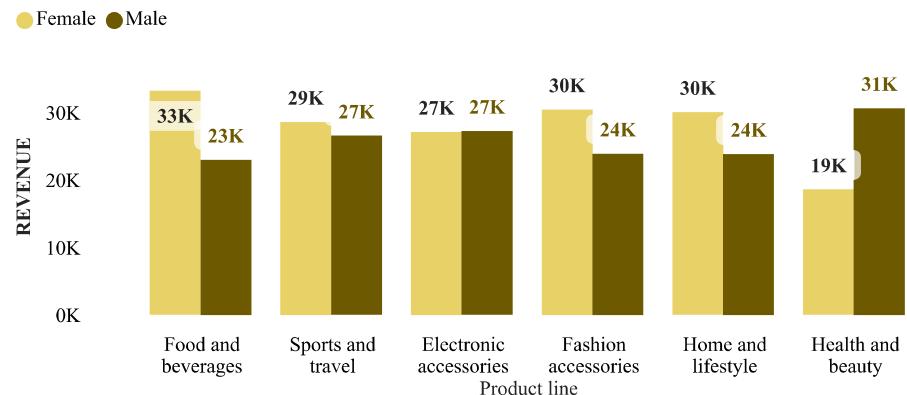
City

All

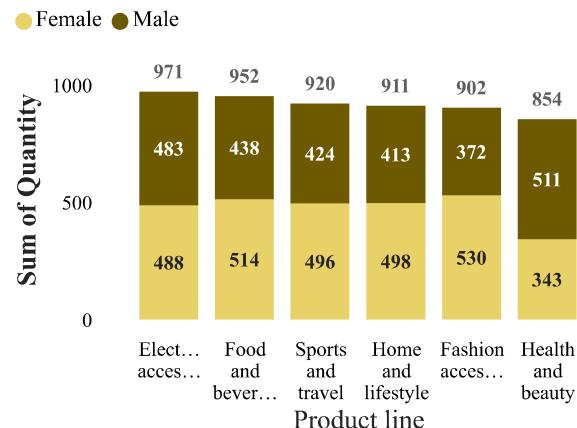
Total Profit by Product line and Gender



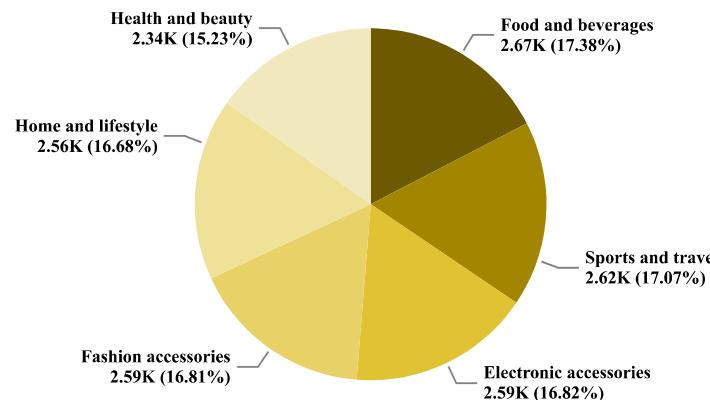
Revenue by Product line and Gender



Sum of Quantity by Product line and Gender



Sum of Tax 5% by Product line

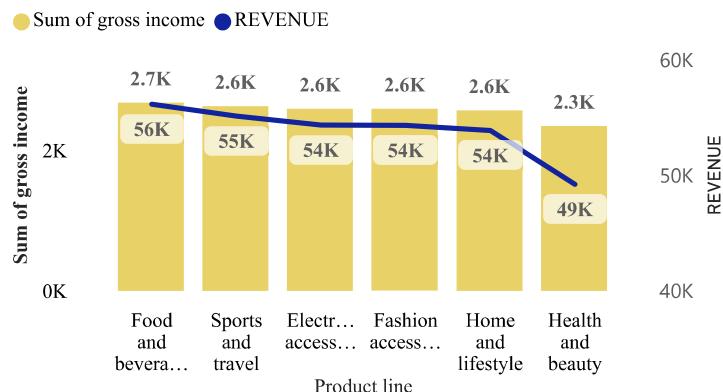


COGS by Product line

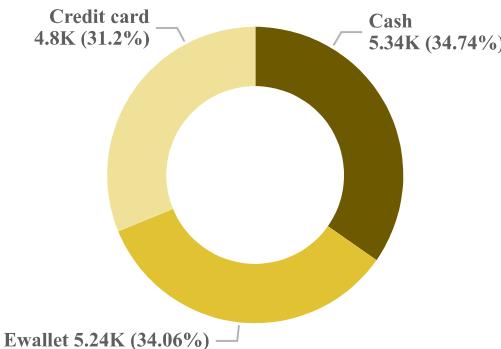




Sum of gross income and REVENUE by Product line



Sum of gross income by Payment



1000

Total customers

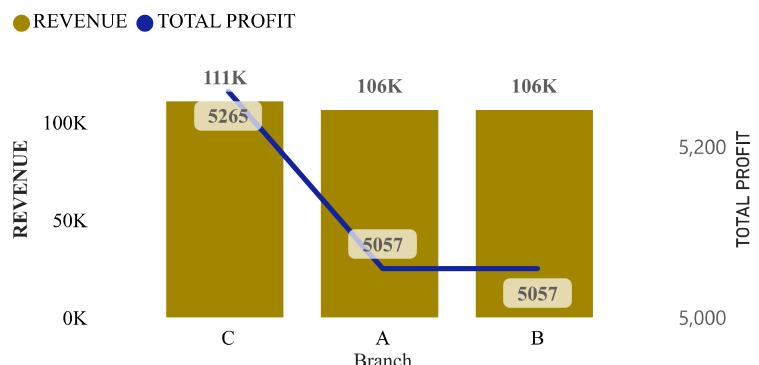
501

Total female customers

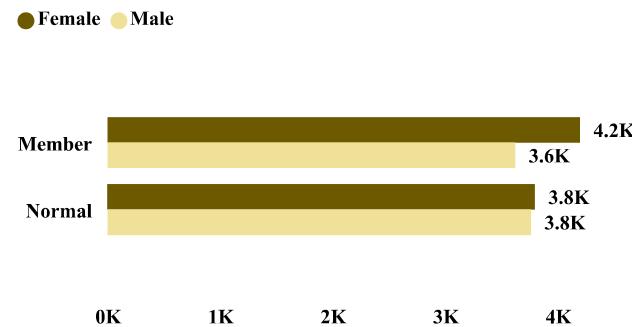
499

Total male customers

REVENUE and TOTAL PROFIT by Branch



Sum of gross income by Customer type and Gender



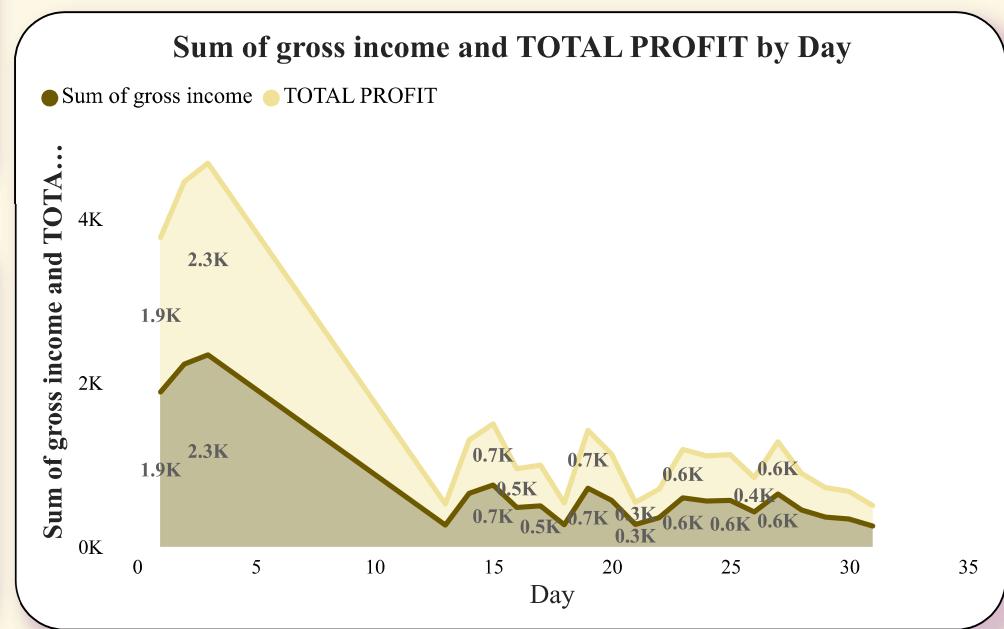
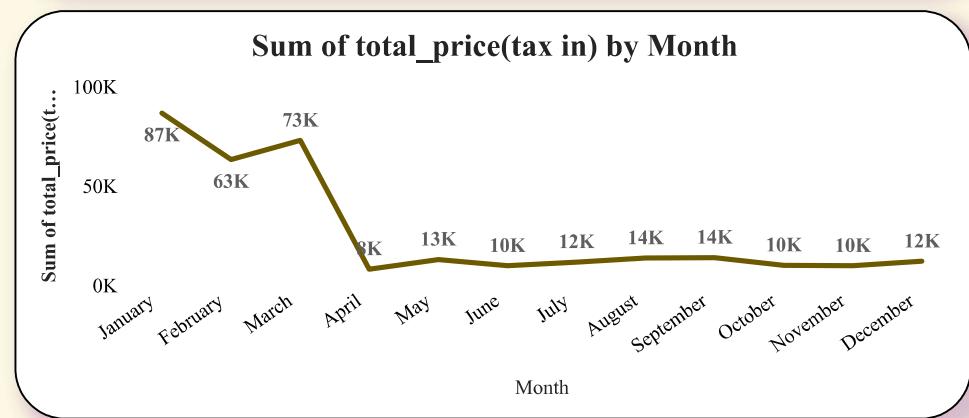
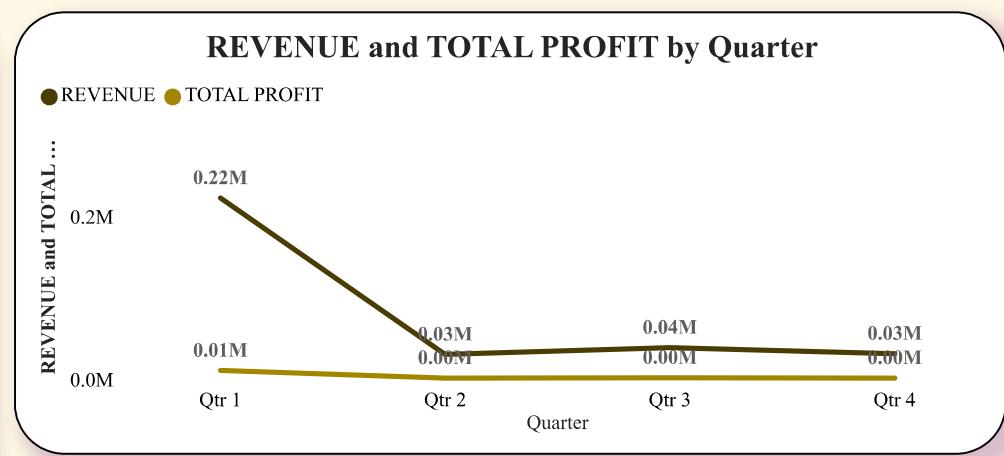
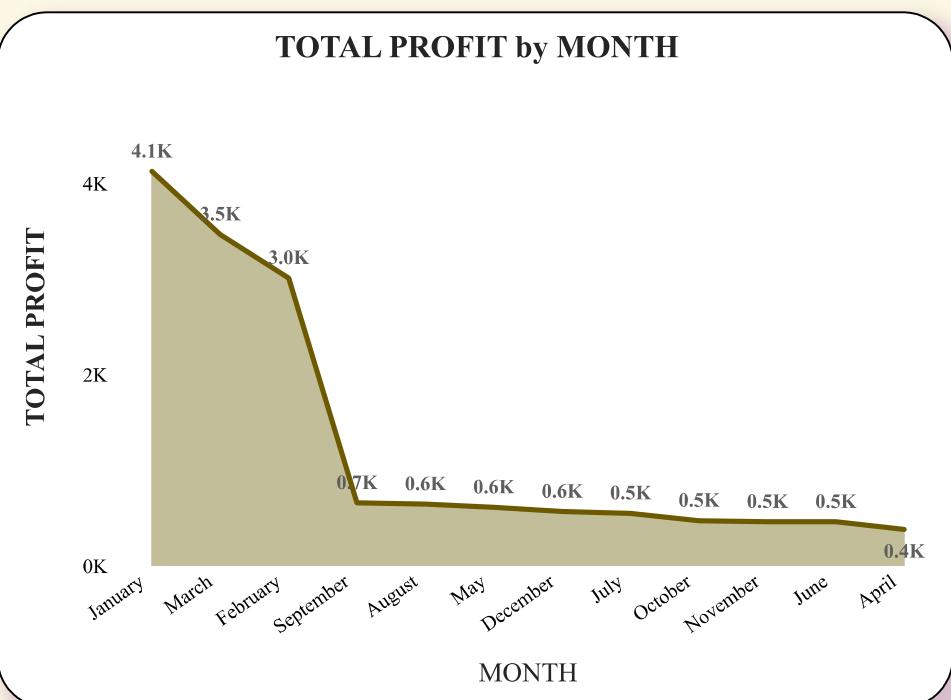
C

1,10,568.71
Highest revenue generating branch

Product line

All



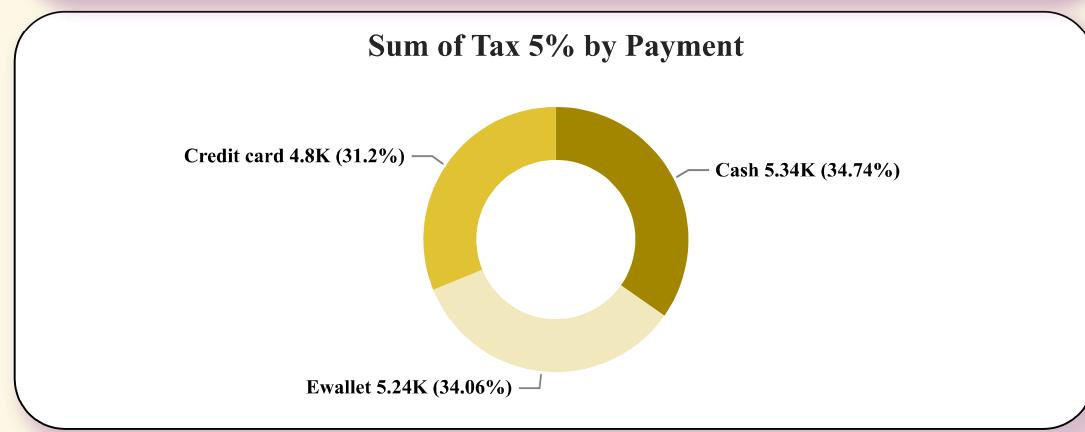
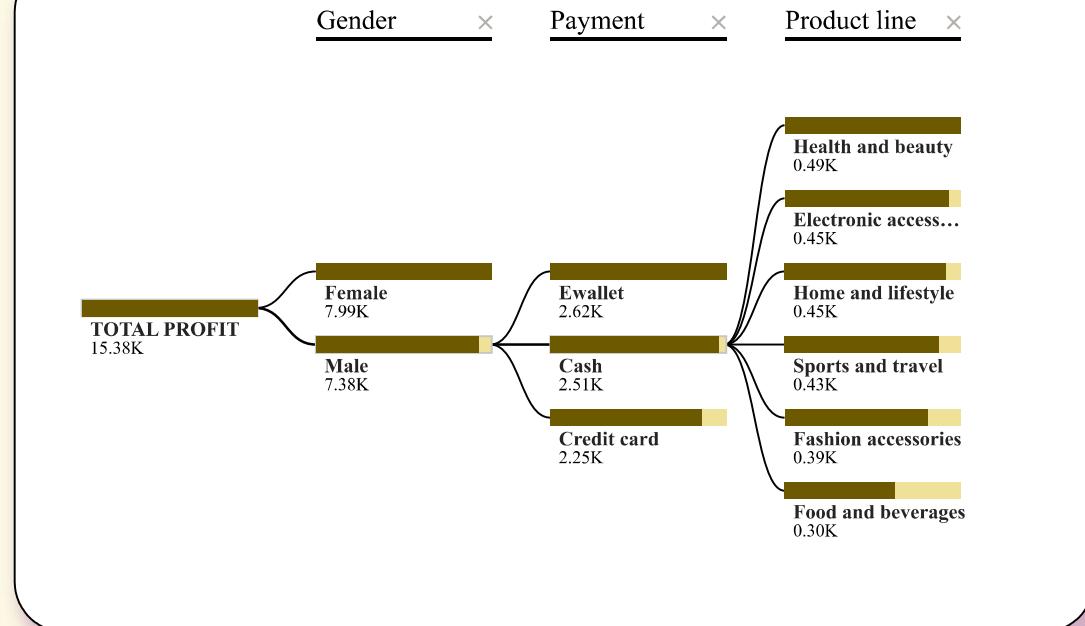




City	Branch	REVENUE	TOTAL PROFIT	TOTAL COST
Mandalay	B	1,06,197.67	5,057.03	1,01,140.64
Naypyitaw	C	1,10,568.71	5,265.18	1,05,303.53
Yangon	A	1,06,200.37	5,057.16	1,01,143.21
Total		3,22,966.75	15,379.37	3,07,587.38

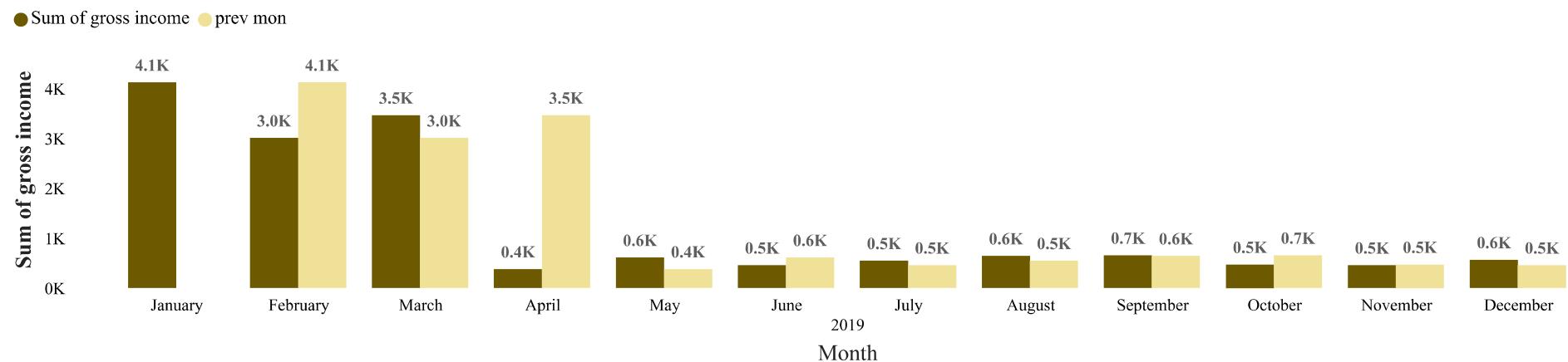
Gender	Product line	Sum of QUANTITY SOLD
Female	Sports and travel	496
Male	Sports and travel	424
Female	Home and lifestyle	498
Male	Home and lifestyle	413
Female	Health and beauty	343
Male	Health and beauty	511
Female	Food and beverages	514
Male	Food and beverages	438
Female	Fashion accessories	530
Male	Fashion accessories	372
Female	Electronic accessories	488
Male	Electronic accessories	483
Total		5510

Product line	Sum of gross profit
Fashion accessories	847.62
Food and beverages	828.57
Electronic accessories	809.52
Sports and travel	790.48
Home and lifestyle	761.90
Health and beauty	723.81
Total	4,761.90

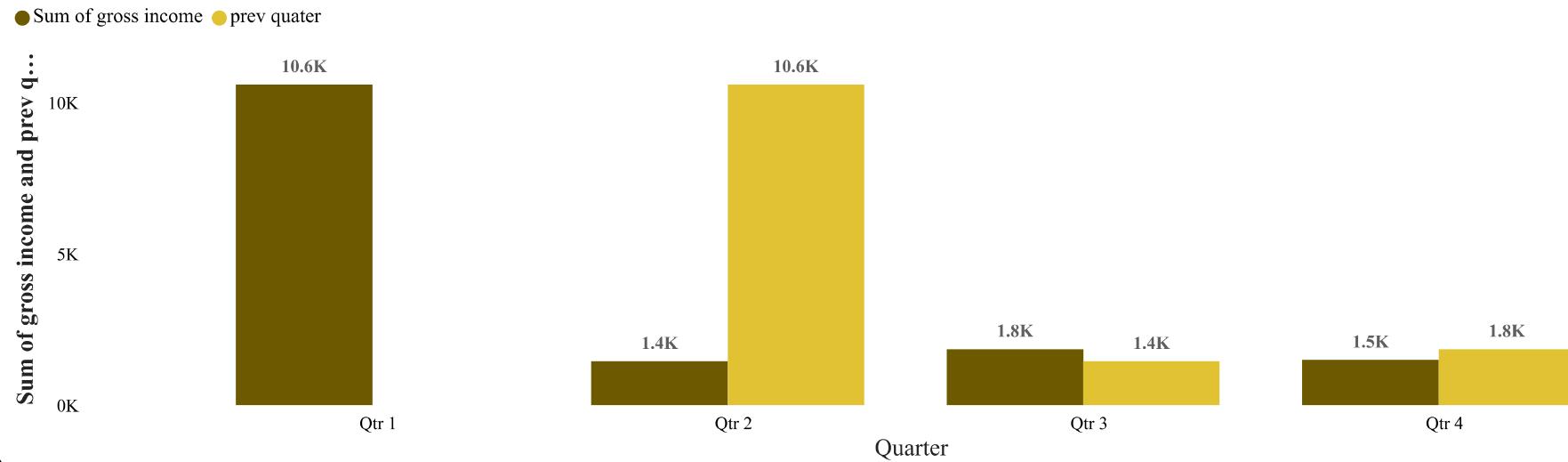




Sum of gross income and Previous month income by Month



Sum of gross income and prev quater by Quarter





Profit Analysis: The food and beverage segment has achieved the highest profit among all product lines sold by the supermarket. When analyzing the data by gender, male customers contributed the majority of the profit in the food and beverage segment, while female customers made the second-highest profit contribution in the health and beauty segment.

Revenue Analysis: The food and beverage segment generated the highest revenue, whereas the health and beauty segment recorded the lowest revenue.

Sales Quantity Analysis: Female customers predominantly contributed to the sales quantity in the electronic accessories segment. Conversely, the health and beauty segment saw the lowest quantity of sales, with the majority of these products being purchased by male customers.

Cost Analysis: The food and beverage segment incurred the highest total cost of goods sold, indicating that it is the most expensive category to stock and sell. In contrast, the health and beauty segment had the lowest total cost of goods sold, making it the least expensive category to maintain.

Customer Demographics: Out of a total of 1,000 customers, 501 were female and 499 were male.

Branch Revenue and Profit Analysis: Branch C of the supermarket achieved the highest revenue and profit. In contrast, Branches A and B generated nearly equal amounts of profit and revenue.

Income Analysis by Membership: The supermarket earned the majority of its income from customers with memberships. Female customers contributed more significantly to this income than male customers.

Payment Method Analysis: The majority of payments were made in cash, while the lowest number of payments were made using credit cards.

Date wise analysis: In the month of January, the supermarket achieved its highest profit, representing the peak performance for the first quarter. Quarter 1 marked the period with the highest revenue and profit for the year. However, both profit and revenue showed a gradual decline in subsequent quarters, reaching their lowest point in Quarter 4.

Branch and city wise analysis: In the food and beverage segment, females contributed the majority of the total profit through cash payments. Conversely, in the health and beauty segment, males predominantly used E-wallets as their preferred payment method. Naypyitaw Branch (C) achieved the highest revenue, slightly surpassing both Mandalay (B) and Yangon (A) branches. The profit margins for each branch were relatively close, with Naypyitaw (C) having a marginally higher profit than Mandalay (B) and Yangon (A). The costs were consistently high across all branches, with Naypyitaw (C) having the highest total cost. The total revenue across all branches was substantial, indicating a strong overall performance. Despite the high revenues, the profit margins indicate significant costs, suggesting potential areas for cost optimization.

Cumulative income by month: The cumulative graph presents the gross income for each month in 2019, showing both the monthly figures and the sum of the previous month's income. January started with a gross income of 4,122.03. February's gross income dropped to 3,008.08, reflecting a decline from January. In March, the income rose to 3,464.25, surpassing February's figure. However, April experienced a significant decrease, with income falling to 378.93. The subsequent months saw modest fluctuations: May at 609.46, June at 457.73, and July at 547.65. August recorded an increase to 643.04, followed by a slight rise in September to 655.59. October and November continued the trend with incomes of 469.77 and 458.02, respectively. The cumulative gross income for the entire year summed up to 15,379.37, indicating variability in monthly earnings with notable peaks and troughs.

