**SUPER MARKET SALES REPORT**

**Findings and Insights**

1. The Supermarket generated a Revenue of 322,967, Total Cost of Goods sold was 307,587, the Total Quantity sold was 5,510 and they made a profit of 15,379.
2. Branch C made more sales and profit, while Branch A made more sales than B but same

profit.

1. The number of Invoice recorded does not determine the profit made for each branch, product line.
2. The Supermarket made more massive sales in the first three months of the year 2019, January being the highest.
3. Electronic accessory has the highest number of quantities sold, followed by Food and Beverage, while Health and Beauty was the least.
4. The difference between Member Customer type and Normal Customer type is 2, same as Female and Male gender, hence the customer type and gender does not influence the number of customers.
5. More profit was made from the female customers, while more profit was made from Member customer type
6. Rating of products does not affect the profit made.
7. In Naypyitaw city, where branch C is located, Food and beverages sold more, followed by fashion accessories. In Mandalay city, Branch B, Sports and travel product line sold more, followed by Health and Beauty. In Yangon city, branch A, Home and lifestyle sold more, followed by Sports and travel.

**Recommendations**

1. More profit was made from the female gender, hence the supermarket should have more feminine products available, as they are likely to make more purchase.
2. The Cities where the branches are located should be surveyed to know the factors influencing the sales of a type of product line ahead of others. For example, if Mandalay city sold more Sports and travel because the city has sports complex, and are into tourism, branch A should have more of sports and travel products in their supermarket.
3. Electronic accessories was the supermarket most Quantity sold, hence their Electronic accessories should always be available in the supermarket for purchase.

**Steps taken**

1. The data was imported to Power query, then transformation was done, where I chose the specific columns needed, merged the branch and city columns, changed the data type of date column to date type. Then loaded after closing and applying.
2. A calendar table was created, and a relationship created between it and the supermarket table in the facts page.
3. New measures were calculated; the Gross profit, Revenue, Total Quantity sold, total invoice recorded and Total COGS.
4. I used a rectangle shape to show some of the important calculated measures.
5. A stacked column chart was used to show the Total sales by month, and Product line by Quantity sold.
6. I used a stacked area chart to show sales over time.
7. A tree map was used to show the total sales by branch/city.
8. Pie chart for Customer type distribution, Donut chart for gender distribution and histogram for rating distribution.
9. Interactions between different charts was edited and most were chosen as filter instead of highlight.
10. A slicer was added to show different branches, A, B, C. The responsiveness was also tested.
11. I created a tooltip page, where I added Invoice Recorded and Gross Profit as my tooltips to show more insight on my report page.