

# Supermarket EDA: General

DISPLAYED PERIOD

- 2019
- Q1
- January
- February
- March

Observed Period

2019/01/01 - 2019/03/30

No of Transactions

1K

Total Sales

322.97K

Gross Income

15.38K

Profit Margin (%)

4.76

Product Lines in Stock

Electronic accessories

Fashion accessories

Food and beverages

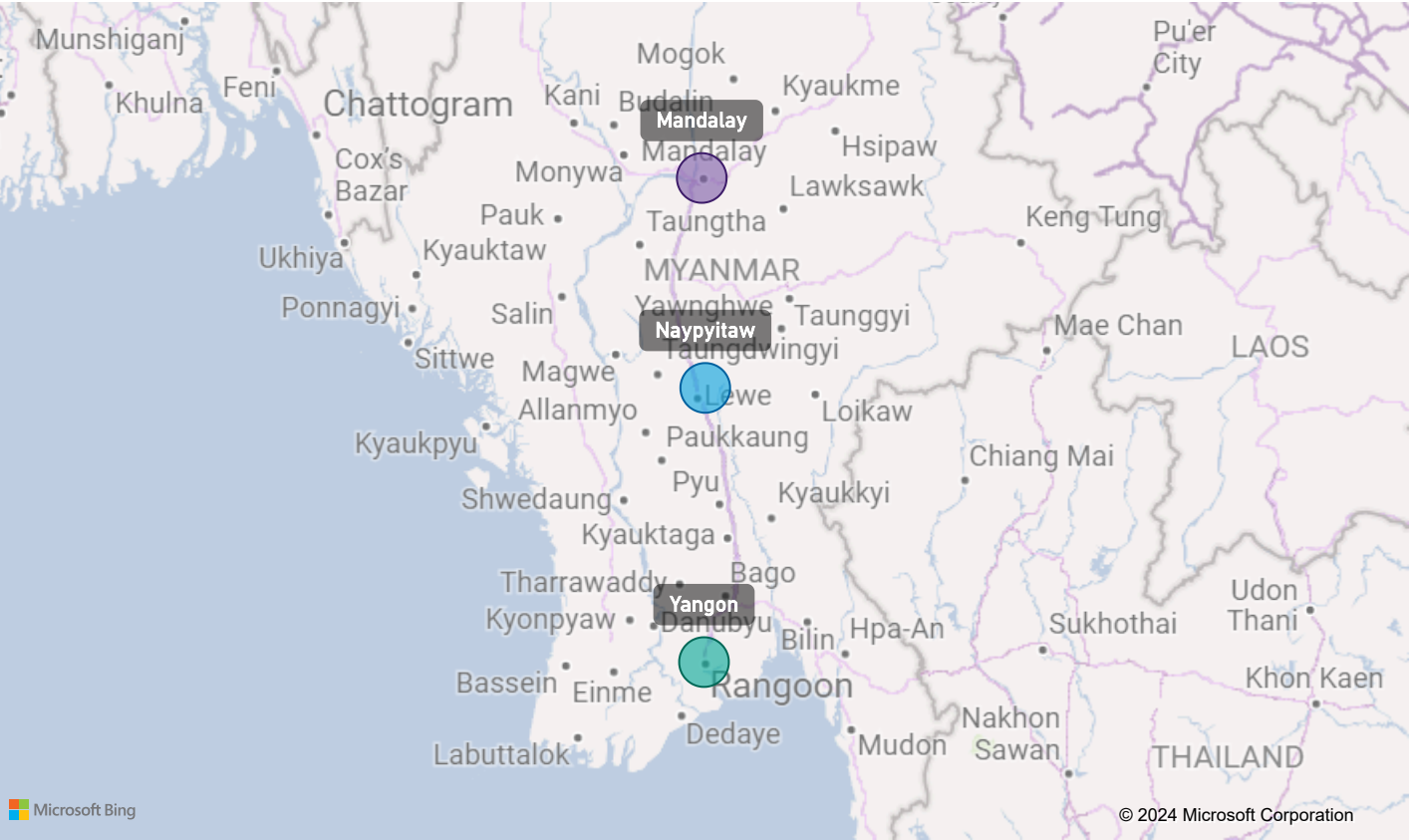
Health and beauty

Home and lifestyle

Sports and travel

Key Locations

Branch A B C



GENERAL

PRODUCT LINES

CUSTOMERS

BRANCHES

DYNAMICS

# Supermarket EDA: Product Lines

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## GENERAL

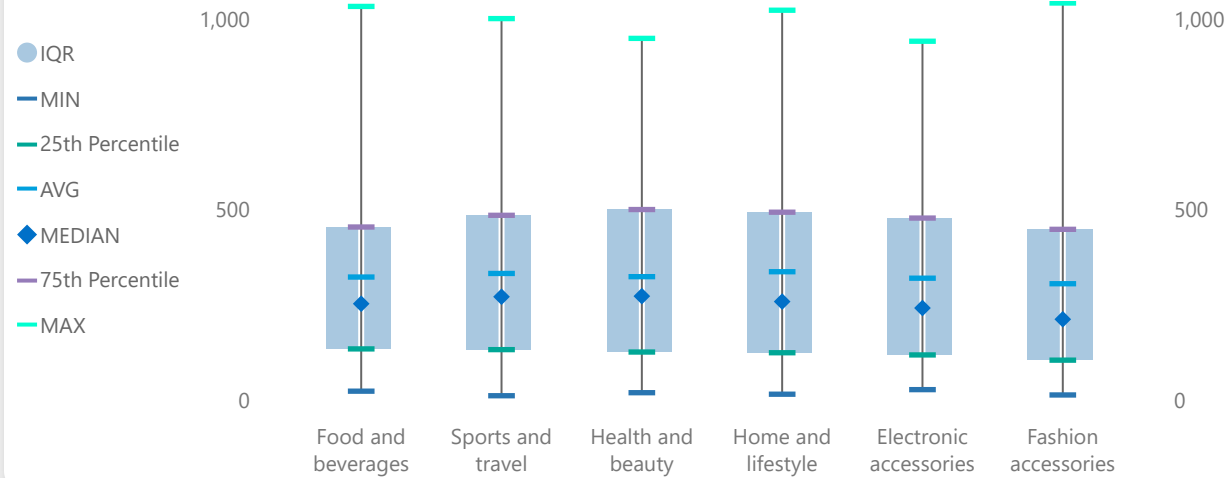
## PRODUCT LINES

## CUSTOMERS

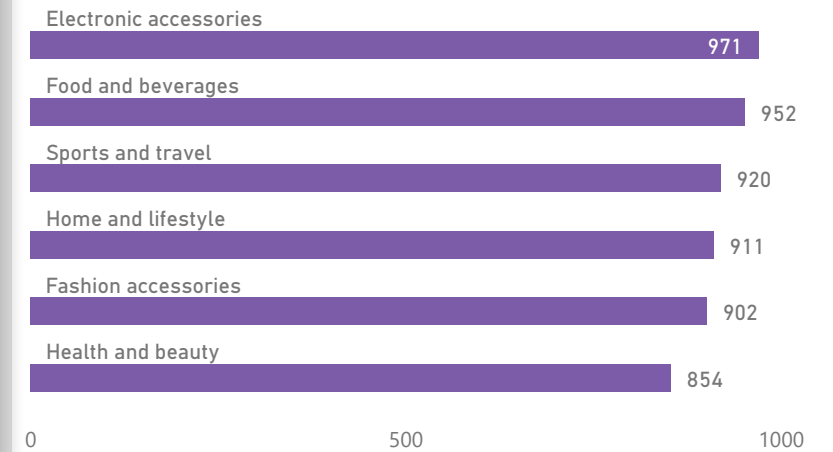
## BRANCHES

## DYNAMICS

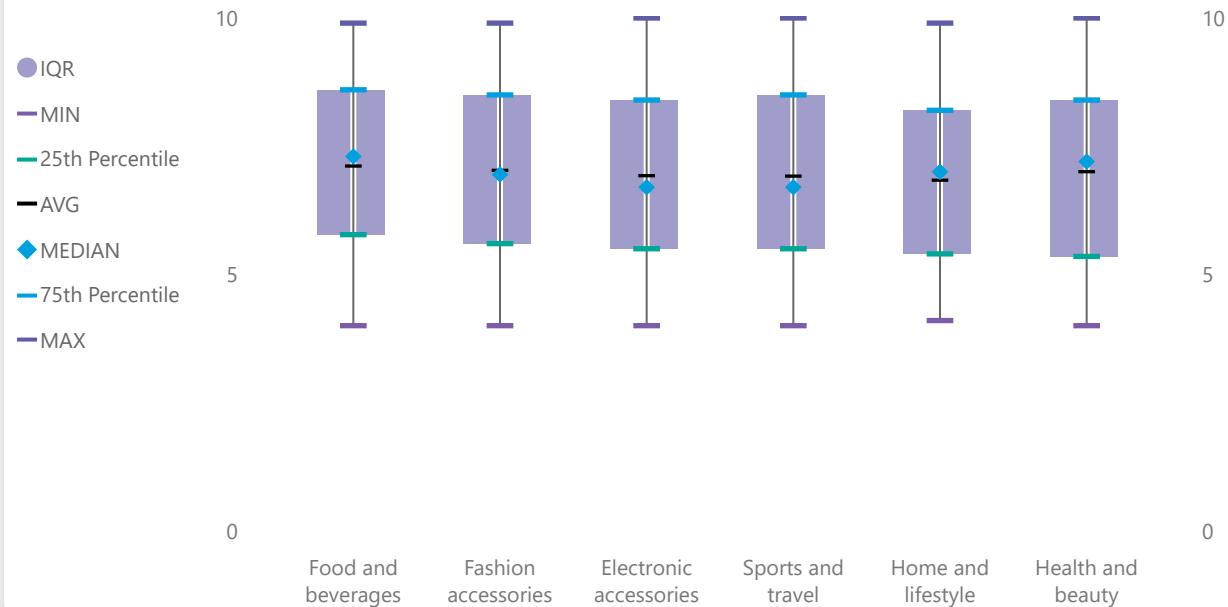
### Box Plots for Total Customer Bill



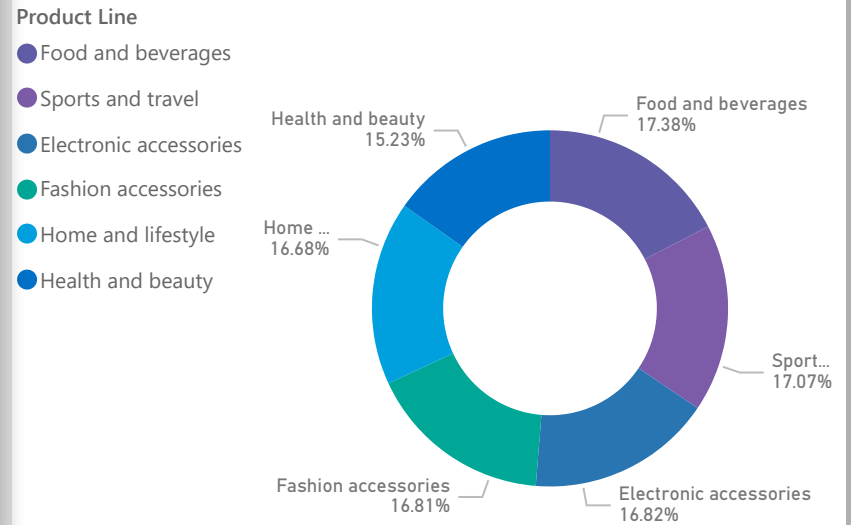
### Number of Items Sold



### Box Plots for Rating



### Gross Income



# Supermarket EDA: Customers

## DISPLAYED PERIOD

- 2019
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- January
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## GENERAL

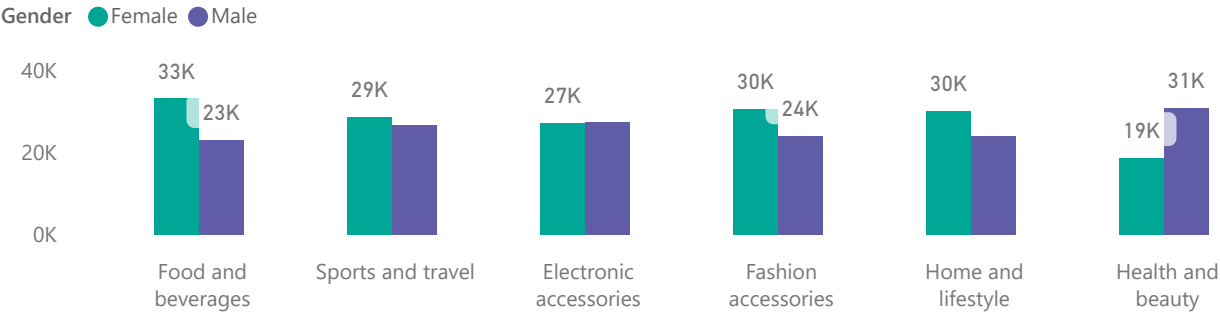
## PRODUCT LINES

## CUSTOMERS

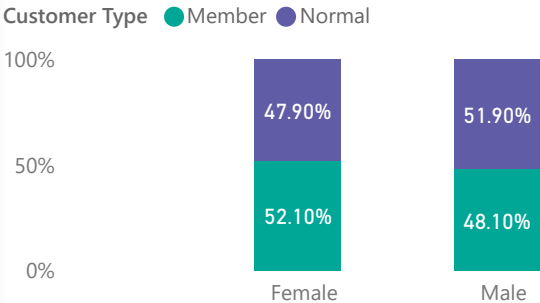
## BRANCHES

## DYNAMICS

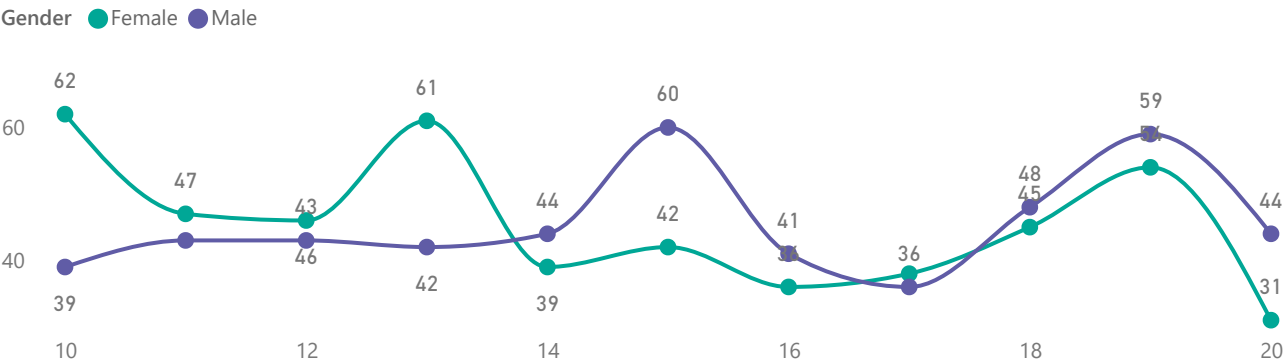
### Spendings on Product Lines by Gender



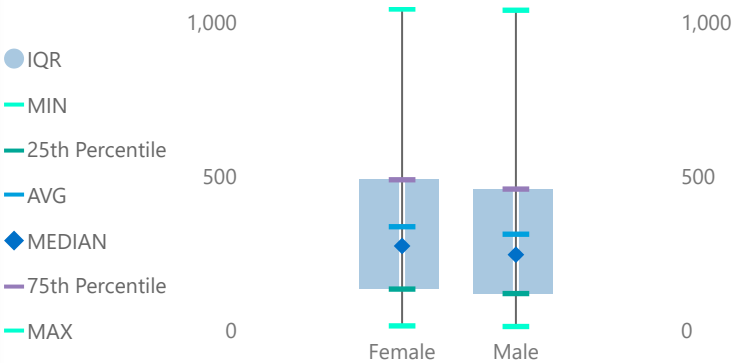
### Customer Type Distribution by Gender



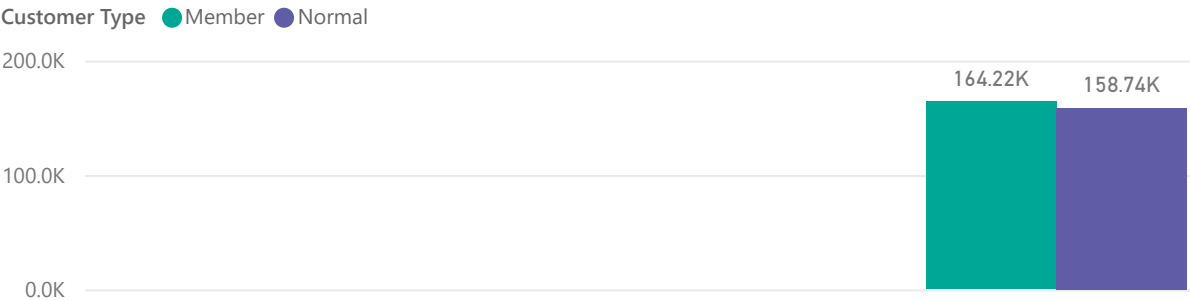
### Number of Purchases by Hour



### Box Plots for Total Customer Bill by Gender



### Spendings by Customer Type



# Supermarket EDA: Branches

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## GENERAL

## PRODUCT LINES

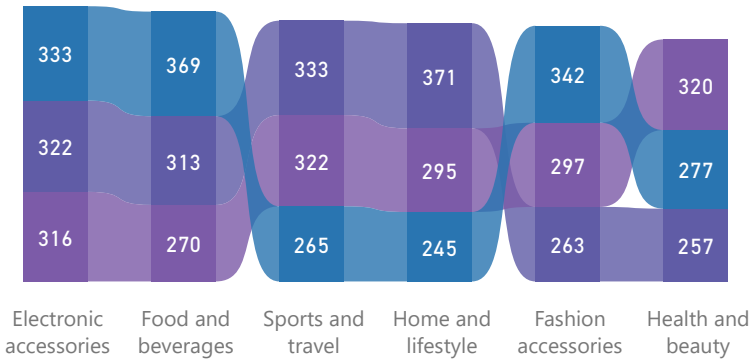
## CUSTOMERS

## BRANCHES

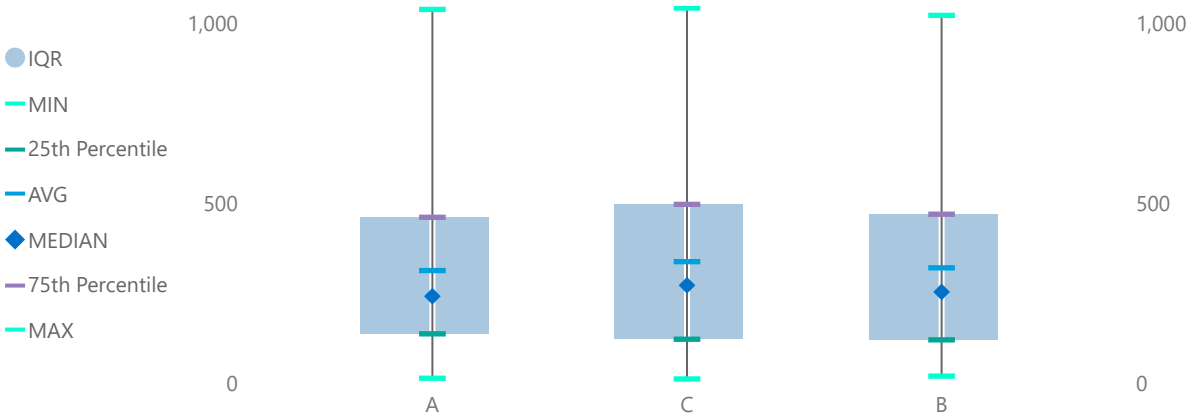
## DYNAMICS

### Quantity Sold by Product Line

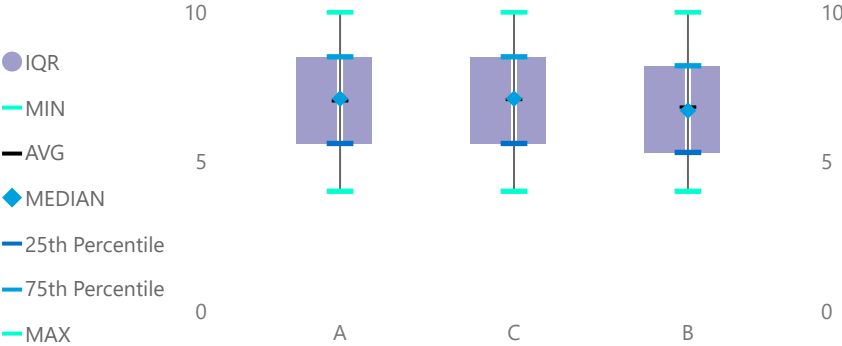
Branch A B C



### Box Plots for Total Customer Bill

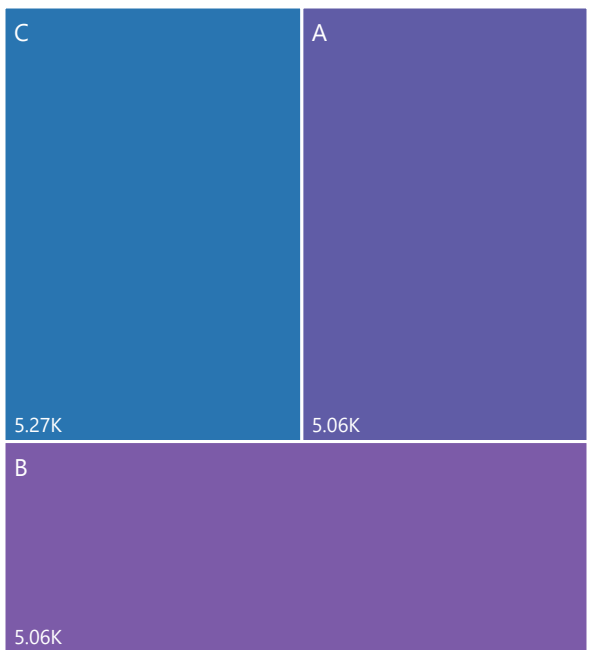


### Box Plots for Total Rating



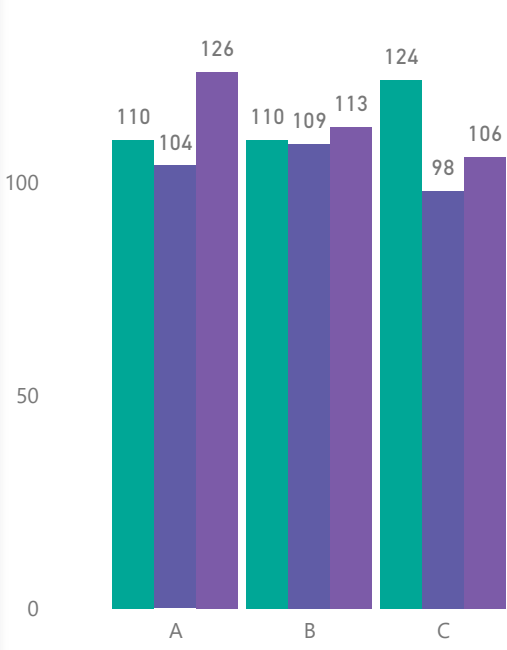
### Gross Income

Branch C A B



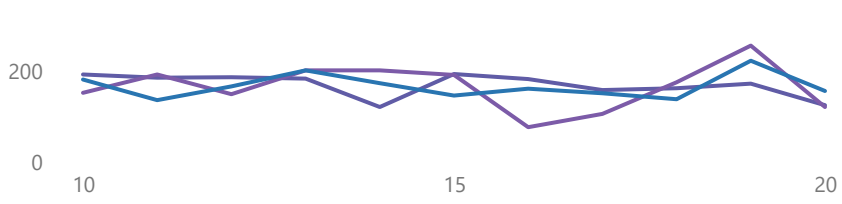
### Means of Payment Distribution

Payment Cash Credit card Ewallet



### Purchase Activity by Hour

Branch A B C



# Supermarket EDA: Dynamics I

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- 2019
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GENERAL

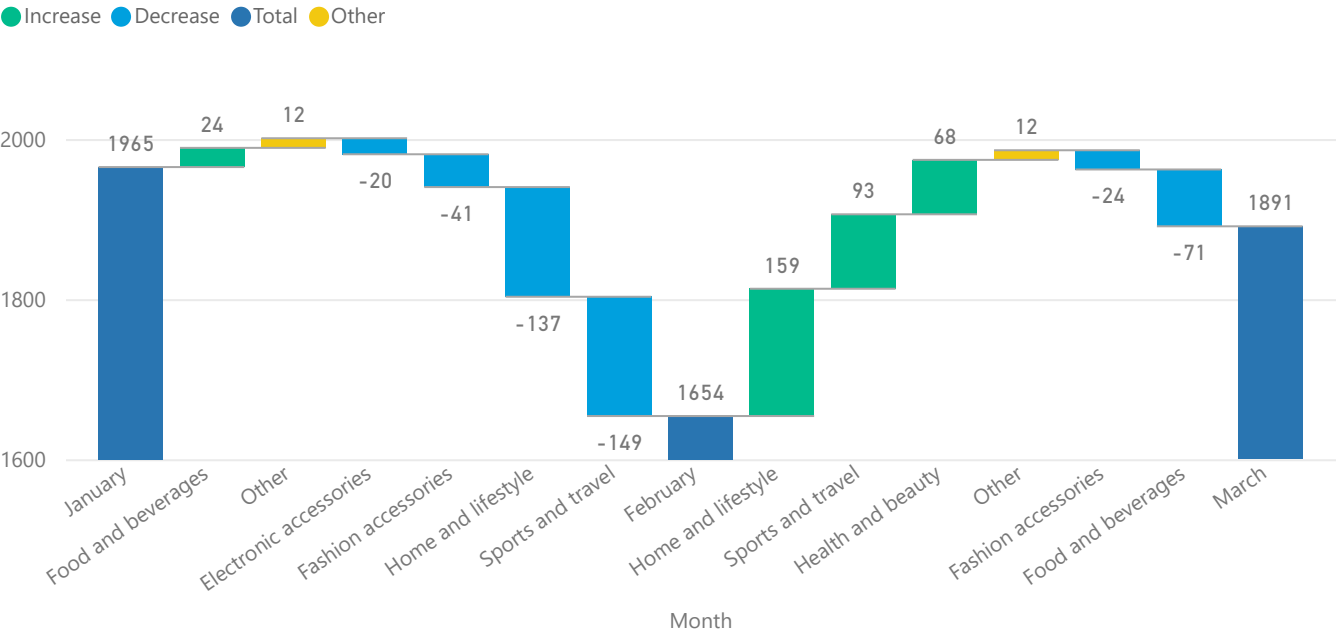
PRODUCT LINES

CUSTOMERS

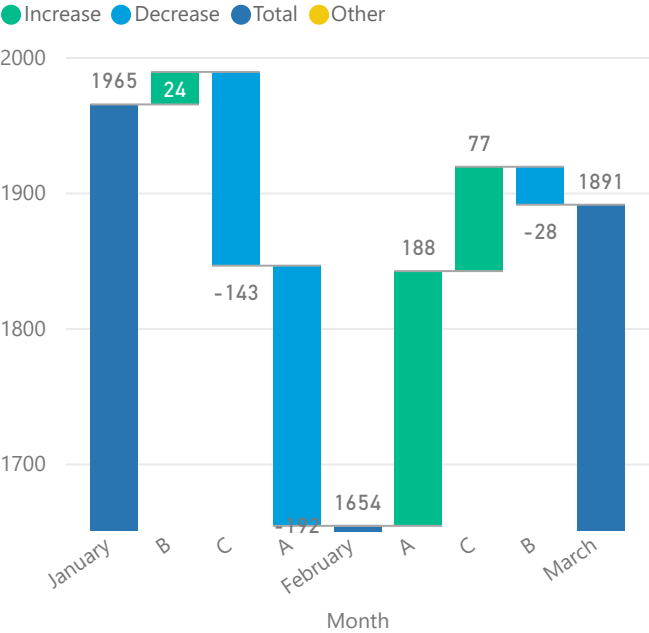
BRANCHES

DYNAMICS

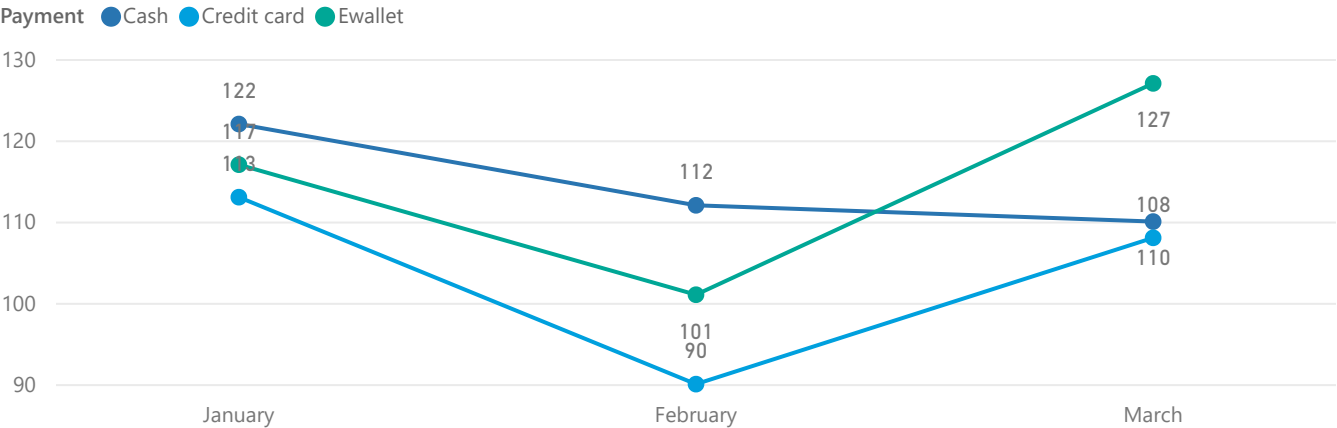
Change in Number of Items Sold by Product Line



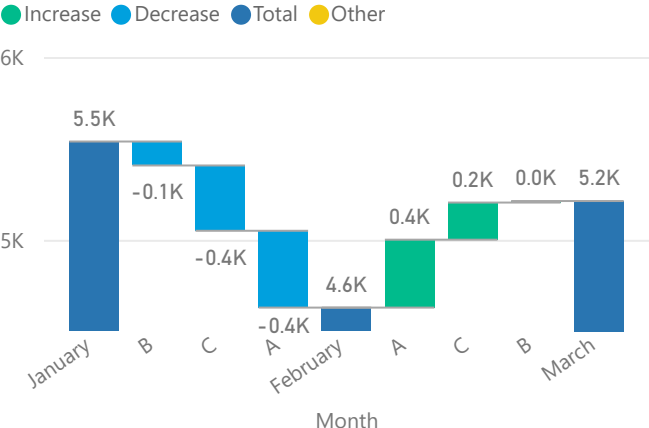
Quantity Sold by Branch



Payment Methods Dynamics



Gross Income by Branch



# Supermarket EDA: Dynamics II

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## GENERAL

## PRODUCT LINES

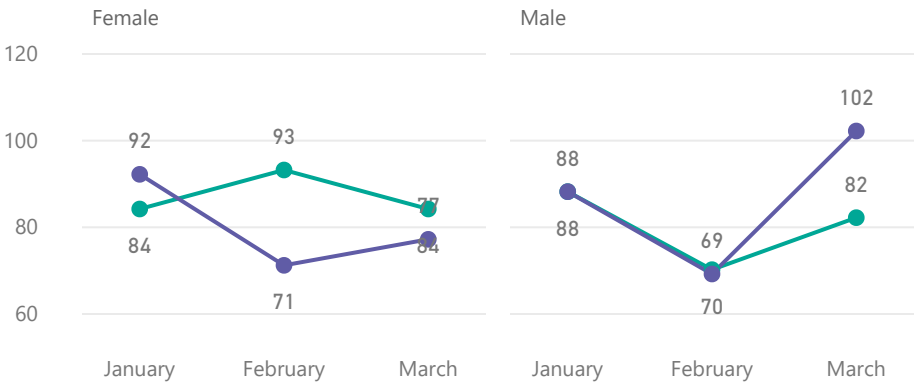
## CUSTOMERS

## BRANCHES

## DYNAMICS

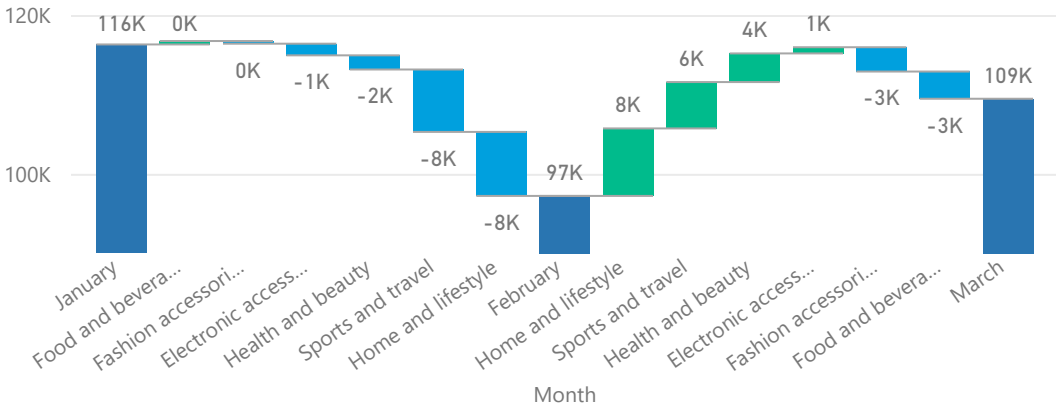
### Number of Transactions by Customer Type and Gender

Customer Type Member Normal



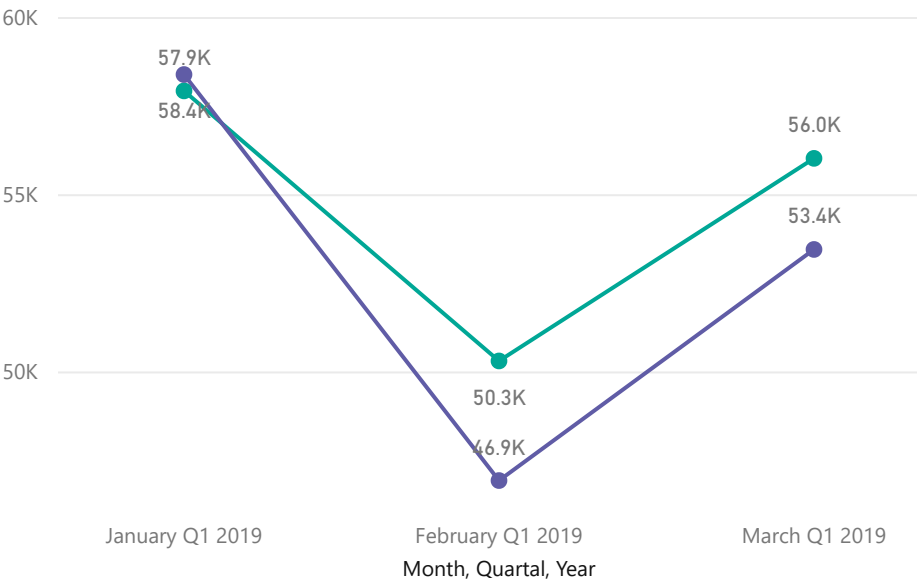
### Change in Sales by Product Line

Increase Decrease Total Other



### Total Spendings by Customer Type

Customer Type Member Normal



### Average Daily Sales by Week Number

Weekend (0-no, 1-yes) 0 1

