

Supermarket Sales Analysis

Financial Overview

Quantity

5510

Revenue

322967

gross income

15379.4(4.76%)

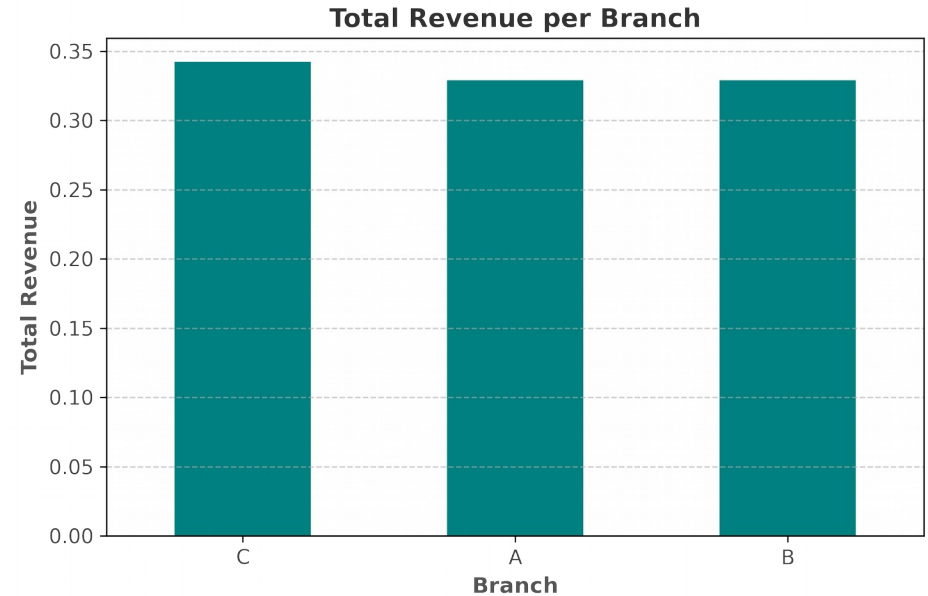
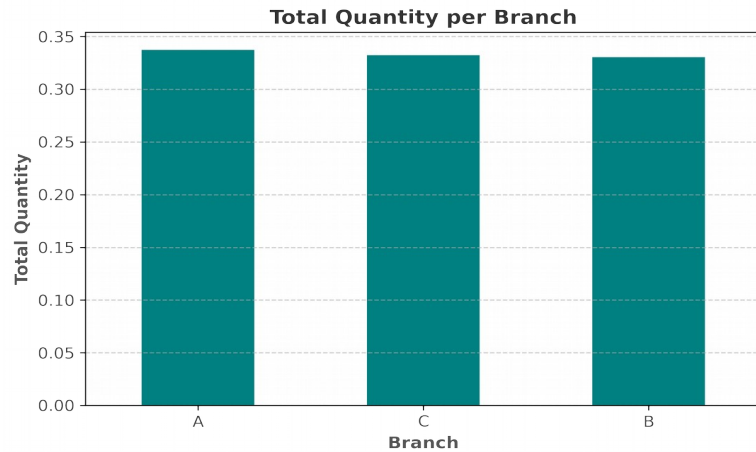
Cogs

307587(95.24)

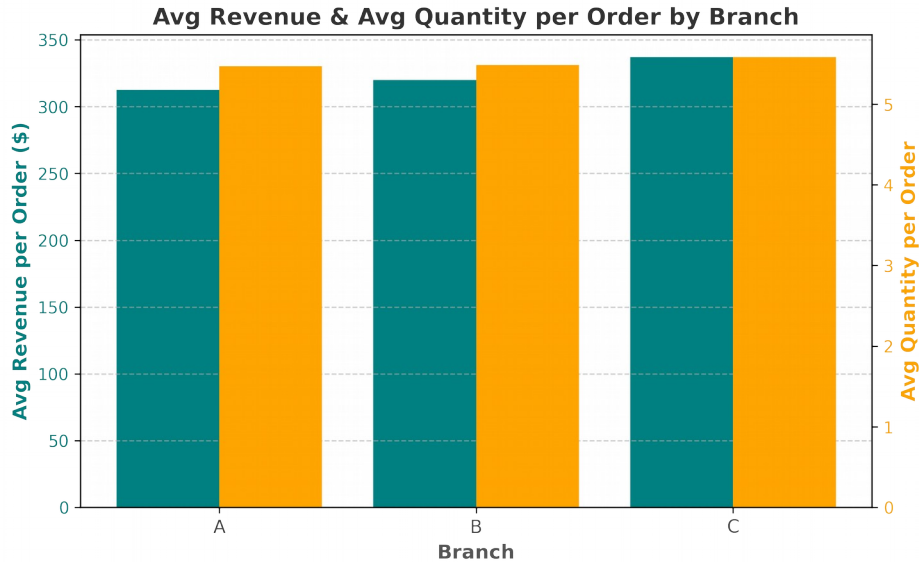
Average Rating

6.97/10

• Which Branch Generates the Most Revenue?



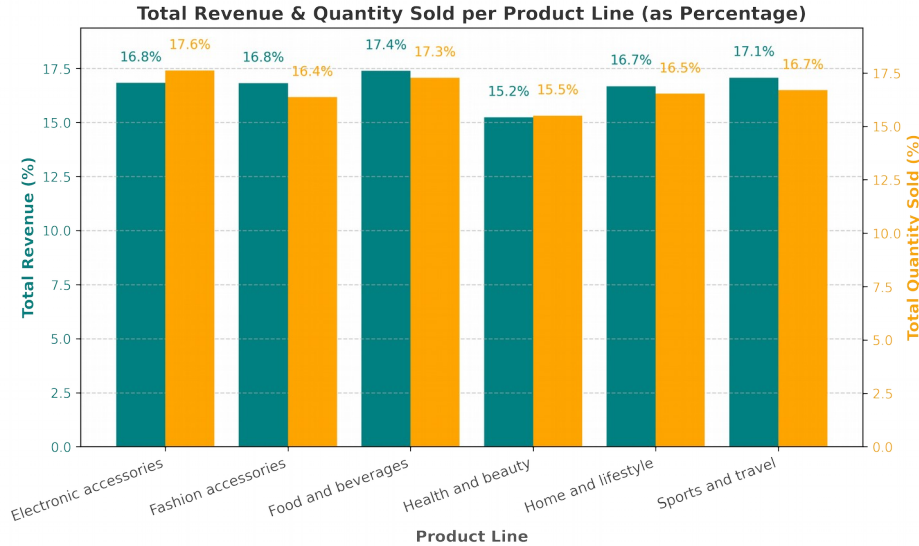
Which Branch Generates the Most Revenue?



Key Takeaways:

Branch C leads in revenue, while Branch A has the highest order count.

• What Are the Top-Selling Products?



Best-Selling Product Line:

Food and Beverages

Lowest Sales Product Line:

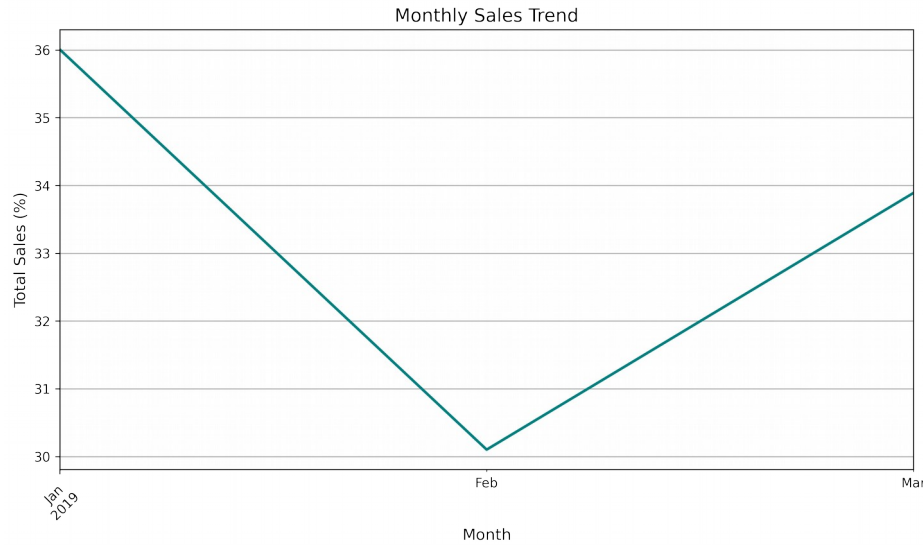
Health and Beauty

Key Takeaways:

Food & Beverages drive the most sales.

Health & Beauty needs better promotion or optimization.

• How Does Revenue Vary Over Time?



January Revenue: Highest revenue among all months.

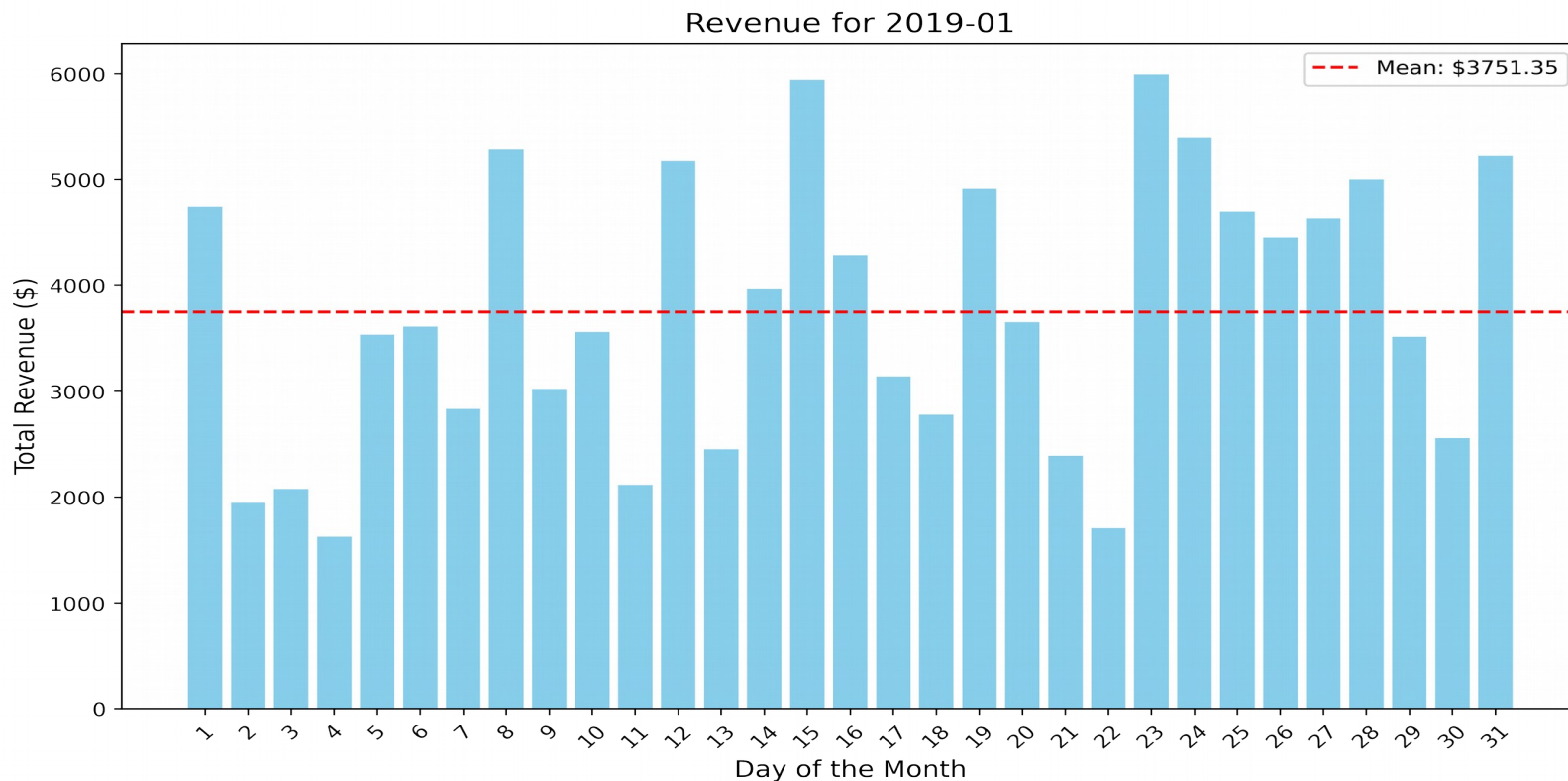
February Revenue: Moderate sales, slight decline from January.

March Revenue: Consistent sales growth.

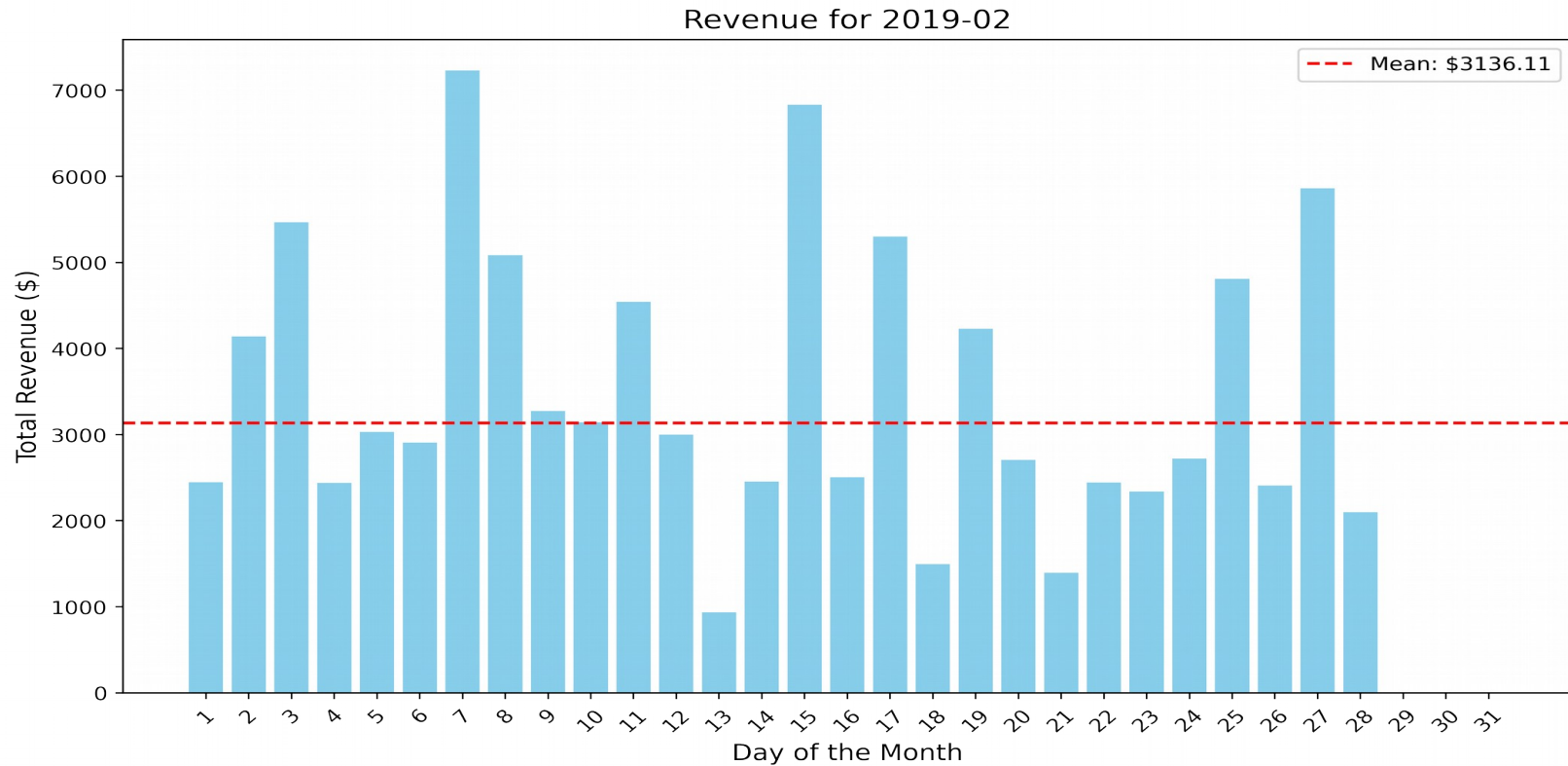
Key Takeaways:

January has the highest sales, possibly due to seasonal demand.

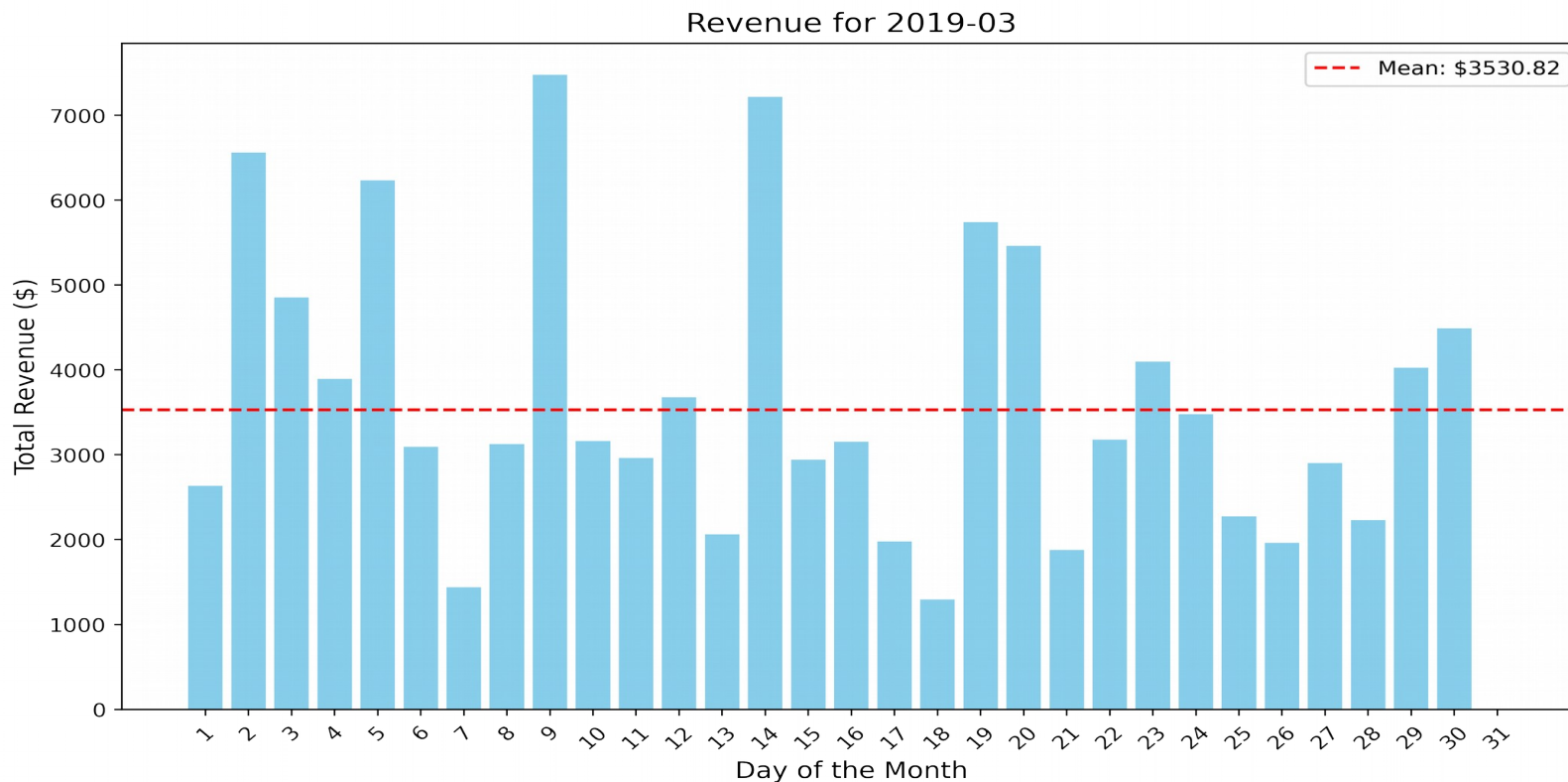
January Revenue



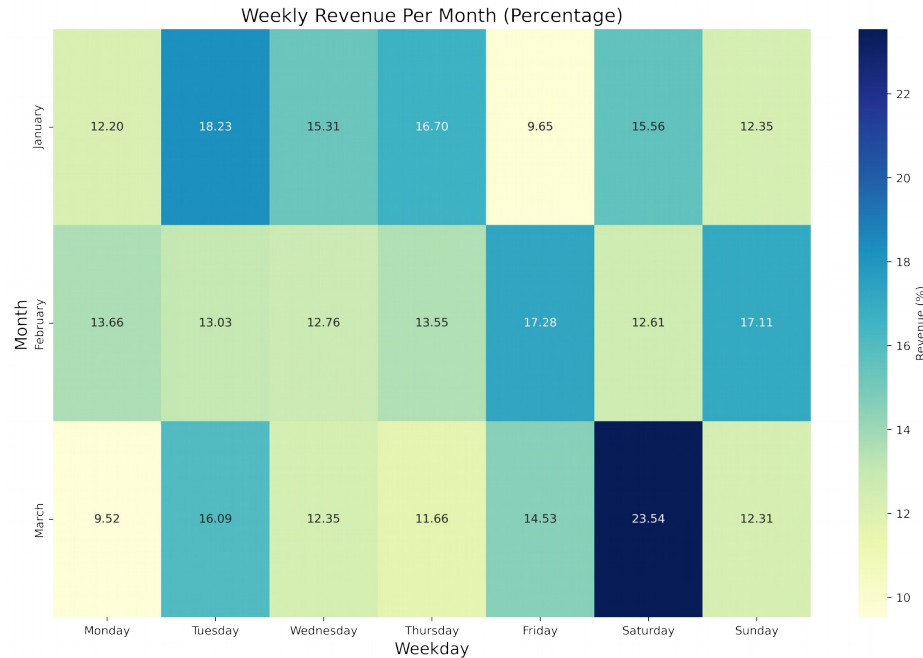
February Revenue



March Revenue



• The Relationship Between Weeks and Months in Sales

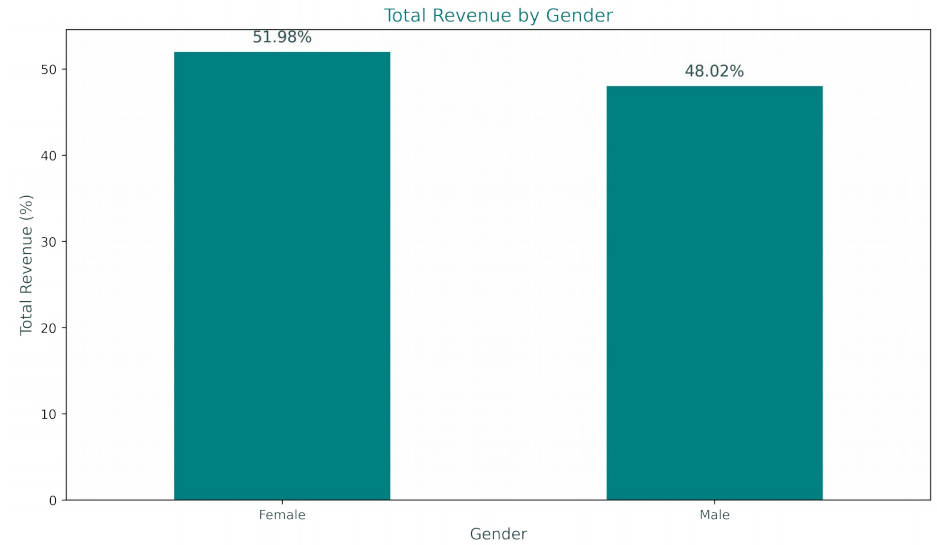
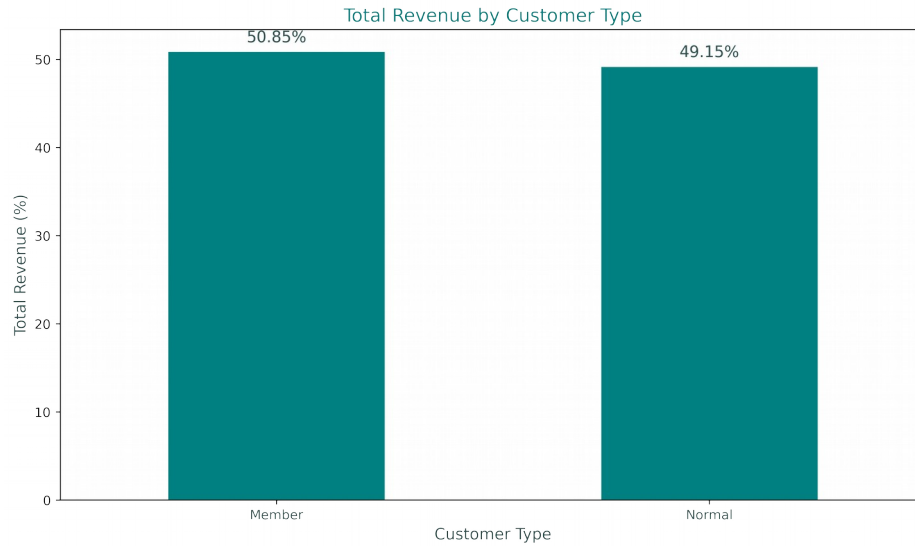


Sales fluctuate by week and month trends. Certain days of the week see higher sales volumes.

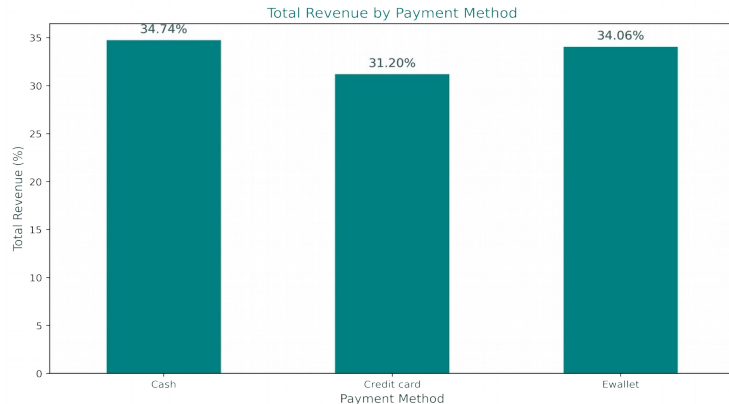
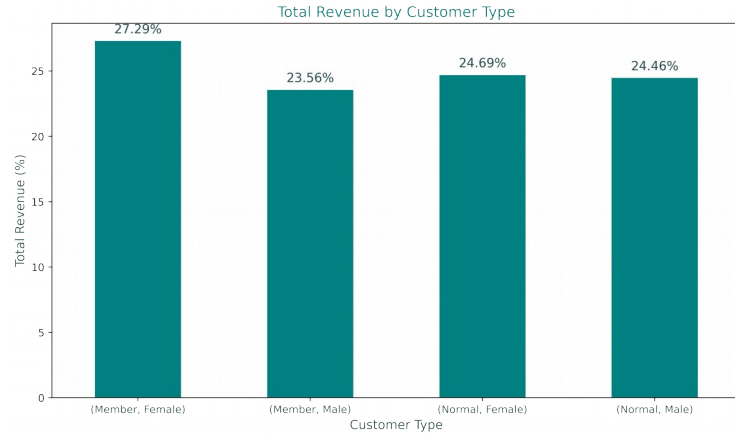
Key Takeaways:

Aligning promotions with high-sales periods can boost revenue.

• How Do Customer Behaviors Affect Sales?



More details about customer



Most Preferred Payment Method: E-wallet (most transactions).

Peak Sales Hours : 1 PM and 7 PM.

Key Takeaways:

Digital payments dominate transactions.

Understanding peak hours can optimize staffing and inventory.

Recommendation

Leverage peak sales hours with strategic promotions.

Encourage digital payments to improve checkout speed.

Enhance marketing for under-performing product lines.

Monitor seasonal trends to adjust inventory levels.

Thanks