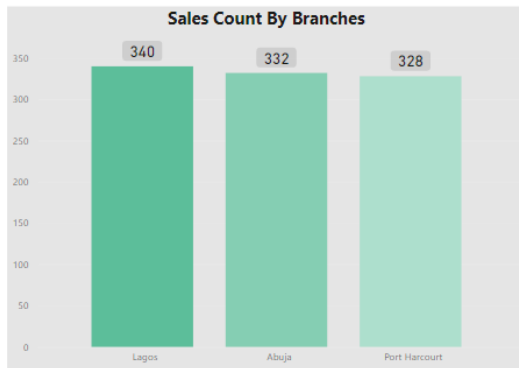


**Analysis Conducted To
Understand Company XYZ
Supermarket Data Across Three
Branches**

INSIGHTS DRAWN FROM CONDUCTED ANALYSIS

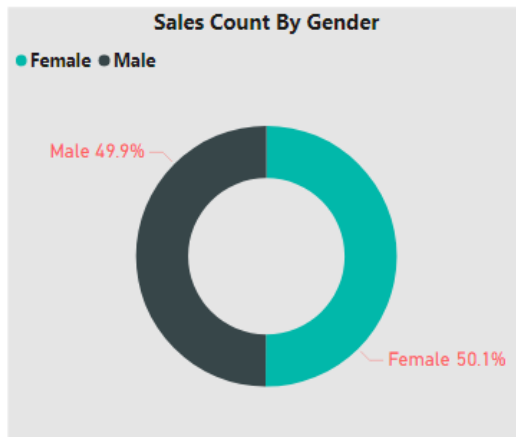
SECTION ONE

BRANCH



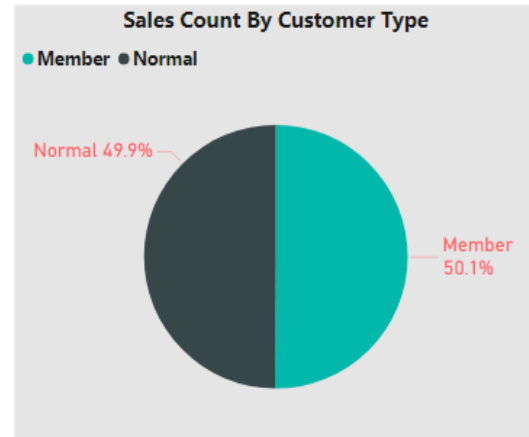
From the above chart Lagos State has the highest number of sales compared to other branches. With a count of 340 sales for the specified month for contrast.

GENDER



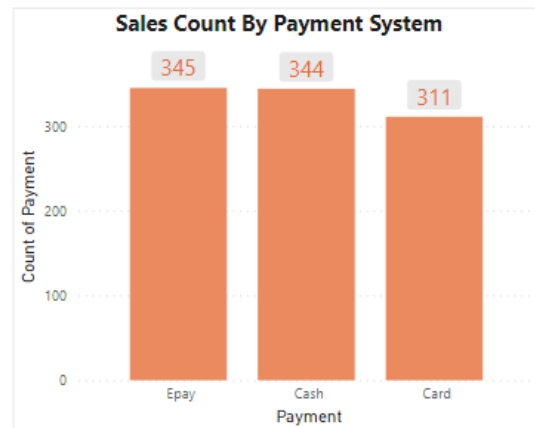
Sales by gender appears not to portray a significant difference in count following the above doughnut chart, which is okay moving forward.

CUSTOMER TYPE



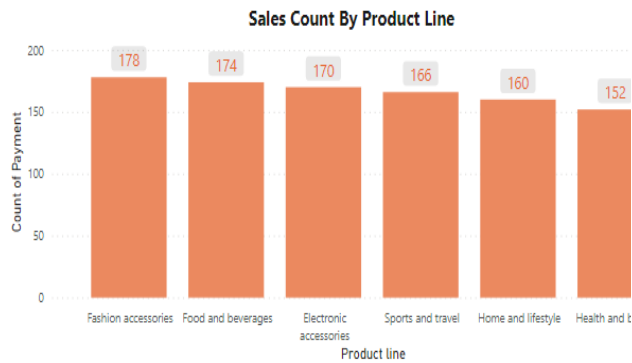
Sales by Customer type appears not to portray a significant difference in count following the above pie chart, which is okay moving forward.

PAYMENT SYSTEM



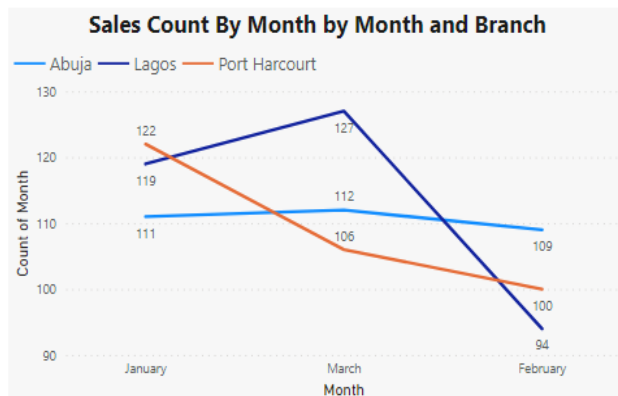
The most used payment method across the three branches appear to be evenly distributed between "the E-pay payment system and Cash payment system".

PRODUCT LINE



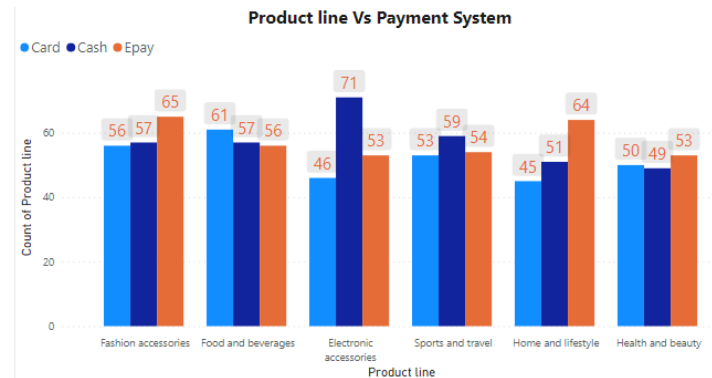
The highest product line sold across the three branches appears to be Food and Beverages products while the lowest product line sold across the three branches appears to be the health and beauty products

MONTHLY SALES ACROSS BRANCHES



From the above line chart, in the month of January Port Harcourt had the highest sales count, also for the March Lagos has the highest sales count while for the month of February Abuja had the highest sales count.

PRODUCT LINE VS PAYMENT SYSTEM



Checking the relationship between product line and payment system the following were observed:

Fashion Accessories

- E-pay payment system appears to be the prominent one in use.

Electronic Accessories

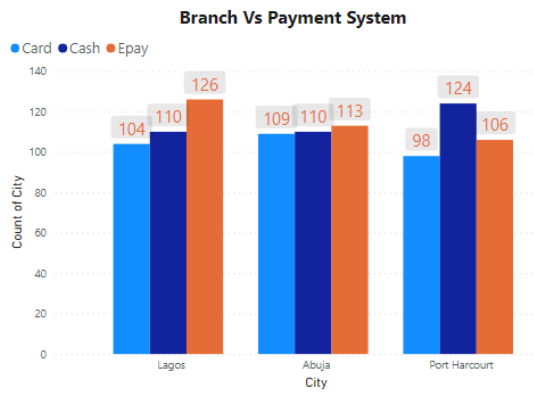
- Customers appear to use cash payment system for purchasing Electronic accessories across all branches

Home and lifestyle

- The dominant system used appears to be E-pay payment system across all branches.

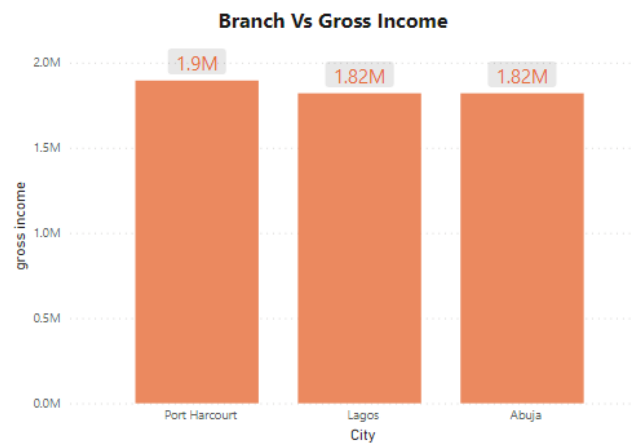
SECTION TWO

BRANCH VS PAYMENT SYSTEM



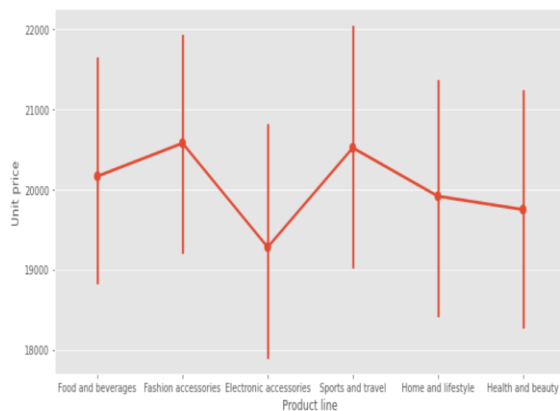
The dominant payment system in Lagos Branch is E-pay payment system, also for Abuja branch we have close count distribution among the three payment system, while for Port Harcourt branch we have Cash payment system dominating.

BRANCH VS GROSS INCOME



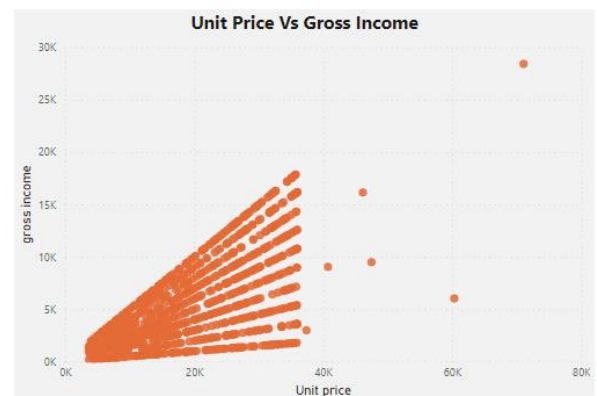
Port Harcourt appears to be the branch with the highest gross income when compared to other branches. Apparently, Lagos and Abuja branch approximately have the same Gross income for the first quarter.

PRODUCT LINE VS UNIT PRICE



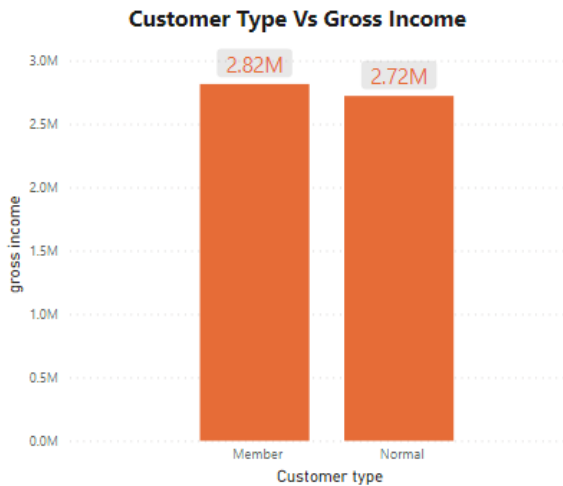
The product line with the highest mean unit price is the fashion Accessories while the product with the lowest mean unit price is the Electronic accessories as shown by the above line chart.

GROSS INCOME VS UNIT PRICE



There is a positive correlation between unit price and gross income indicating that the higher the unit price of a product line the higher the gross income made.

CUSTOMER TYPE VS GROSS INCOME



From the above visual we can see that registered members generate more gross income across the three branches.

SUMMARY

Following the above insights generated below are possible check for company XYZ:

- Getting more customers to be registered members of any of its branches
- Encourage the use of payment system other than Cash

- Captures more explanatory features than can help understand the sales trend in each branch.