

SuperMarket Sales Analysis Report

1. Executive Summary

This report analyzes the 'SuperMarket Sales' sheet from the uploaded workbook. The dataset contains 70 orders and a total revenue of \$10,855.15.

2. Key Metrics

- Total Revenue: \$10,855.15
- Total Orders: 70
- Total Quantity Sold: 168
- Average Order Value (AOV): \$155.07
- Average Retail Price: \$84.42
- Average Tax per Order: \$14.10

3. Top 5 Customers by Total Spend

Customer Name	Total Spend (USD)
Jennifer Davis	\$538.91
Michael Johnson	\$505.94
David Wilson	\$472.97
Jessica Wilson	\$395.97
David Rodriguez	\$329.91

4. Top 5 Orders by Order Value

Order No	Order Date	Customer	Total (USD)
1003	2024-01-02	Michael Johnson	\$329.97
1046	2024-01-23	Jennifer Davis	\$219.99
1037	2024-01-19	Daniel Davis	\$219.99

1019	2024-01-10	Daniel Smith	\$219.99
1064	2024-02-01	Jessica Wilson	\$219.99

5. Temporal Insights

- Busiest Order Date: 2024-02-04 with 3 orders.

6. Data Cleaning & Notes

- The original sheet had header rows; cleaned by using row 7 as header.
- Converted price, quantity, tax, and total columns to numeric types.
- Dates parsed into datetime objects for temporal analysis.

7. Recommendations

1. Create visual dashboards: daily revenue trend, top customers, and AOV over time.
2. Investigate promotions or products that led to top orders/customers.
3. Standardize data input to avoid header shifts and empty columns.

8. Questions & Answers

Q: Which customer spent the most overall?

A: Jennifer Davis with a total spend of \$538.91.

Q: What was the highest single order value?

A: Order No 1003 by Michael Johnson worth \$329.97.

Q: What is the average order quantity per order?

A: 2.40 items per order.

Q: On which date were the most orders placed?

A: 2024-02-04 with 3 orders.

Q: What is the total tax collected across all orders?

A: \$986.83 collected in tax.