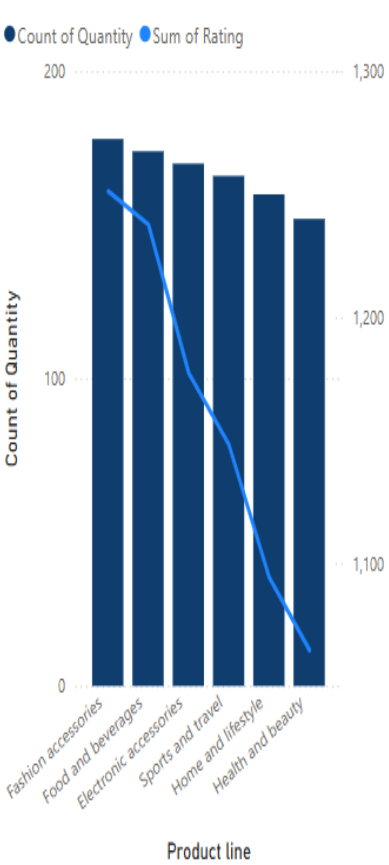


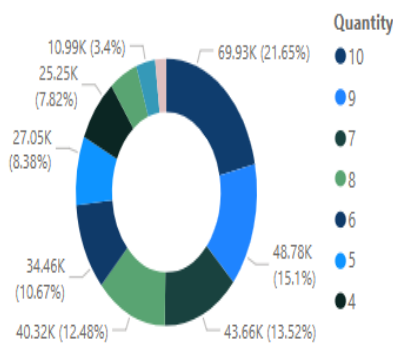
ASSIGNMENT 3

Business performance report

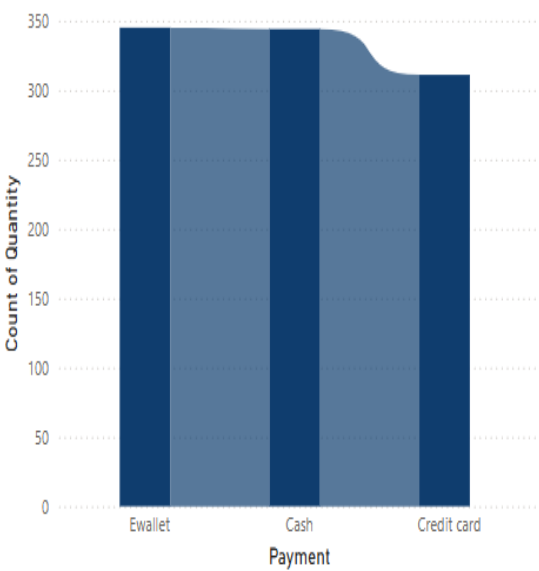
Count of Quantity and Sum of Rating by Product line



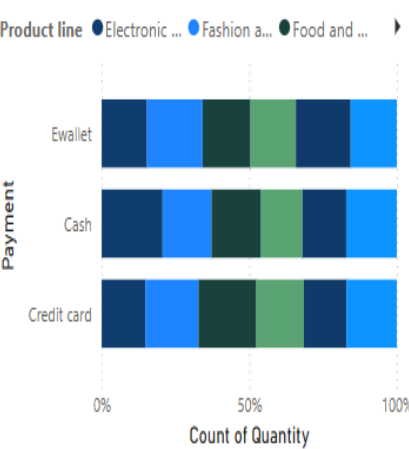
Sum of Total by Quantity



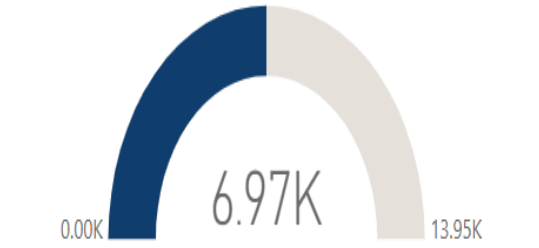
Count of Quantity by Payment



Count of Quantity by Payment and Product line



Sum of Rating



- **Insights from the Supermarket Business Performance Analysis Dashboard**

1. Cost & Sales Trends by Month:

- a. More sales and high costs in January to April.
- b. Gross Income also follows the same pattern.

2. Performance by City & Customer Type:

- a. Best customer ratings in Naypyitaw (7.07), lowest in Mandalay (6.82).
- b. Similar sales in all cities (~₹50K-₹54K each).
- c. Members and Normal customers spend nearly the same.

3. Payment Methods & Branches:

- a. Credit Card is the most preferred payment method (₹112.21K), followed by E-wallet (₹109.99K) and Cash (₹100.77K).
- b. Branch C earns the most (₹110.57K), while A & B earn slightly less.

4. Best & Worst Selling Products:

- a. Best-Selling: Food & Beverages (₹56K), Sports & Travel (₹55K).
- b. Lowest-Selling: Health & Beauty (₹49K).

5. Sales & Profit Overview:

- a. Total Items Sold: 5,510
- b. Total Sales: ₹322.97K
- c. Total Cost (COGS): ₹307.59K (Money spent to buy products)
- d. Profit (Gross Income): ₹15.38K