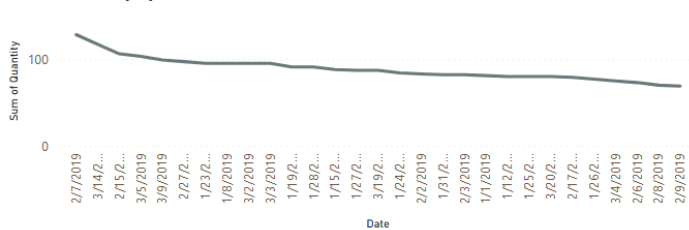
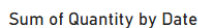
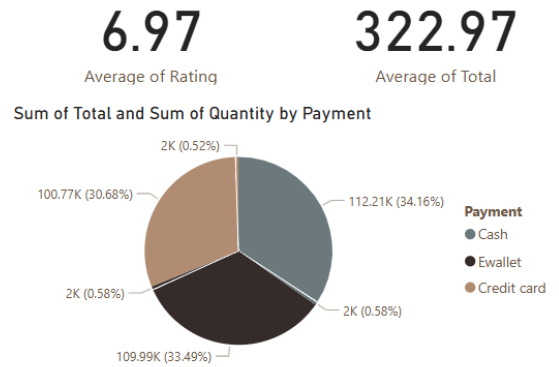
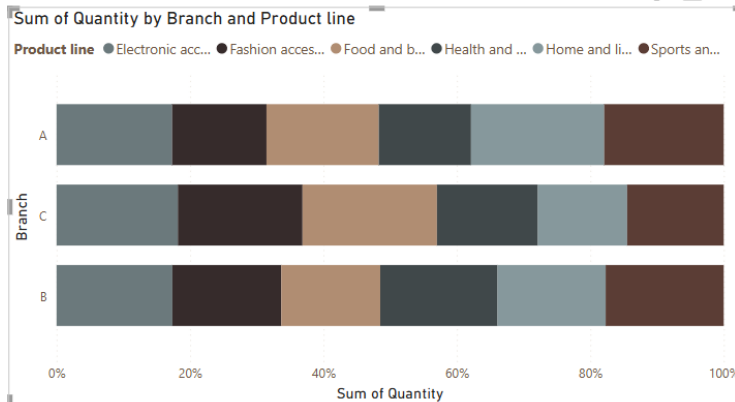


## ASSIGNMENT 2

To analyze key metrics and provide insights into trends, performance and sales.



Invoice ID	Customer type	Branch	Product line	Sum of Quantity	Payment
101-17-6199	Normal	A	Food and beverages	7	Credit card
101-81-4070	Member	C	Health and beauty	2	Ewallet
102-06-2002	Member	C	Sports and travel	5	Cash
102-77-2261	Member	C	Health and beauty	7	Credit card
105-10-6182	Member	A	Fashion accessories	2	Ewallet
105-31-1824	Member	A	Sports and travel	7	Credit card
106-35-6779	Member	A	Home and lifestyle	2	Cash
109-28-2512	Member	B	Fashion accessories	6	Ewallet
109-86-4363	Member	B	Sports and travel	7	Credit card
Total				5510	

## Key Findings and Insights from the Supermarket Income Analysis Dashboard

### 1. City-Wise Sales & Payment Trends:

- a.** Sales are almost the same in Naypyitaw, Yangon, and Mandalay.  
(around ₹106K - ₹110K)
- b.** Members and normal customers spend similarly.

## 2. Payment Method Trends:

- a.** Most customers prefer Credit Cards (₹112.21K)
- b.** Cashless payments are more popular than cash.

### **3. Sales Trends Over Months:**

- a.** Sales were highest in Jan-April but dropped after May.
- b.** This could be due to seasonal demand changes.

### **4. Best and Worst Selling Product Categories:**

- a.** Food & Beverages made the most profit (₹2,674).
- b.** Health & Beauty had the lowest income (₹2,343), meaning fewer people buy these products.

### **5. Overall Income Performance:**

- a.** Total **5510** units of Quantity is sold
- b.** Total ₹322.97K are earned from all sales
- c.** Total ₹15.38K is gross income earnings after product costs.
- d.** Total 4.76% is gross margin