

Supermarket Sales Analysis Report

Introduction

This comprehensive sales analysis report explores the performance of three major supermarket branches Carrefour, Naivas and Quickmart. The report covers various aspects and insights derived from the data analysis and will assist the supermarkets in optimizing their product offerings, enhancing profitability and improving their customer satisfaction.

Findings.

1. Branch-wise Performance.

Naivas emerged as the leading branch in terms of total sales and gross income across various product lines. Carrefour also showed a strong performance with significant revenue generated from Baby items and Electronic accessories. Naivas showed potential in Health and Beauty and prepared food.

2. Product Line Analysis.

Electronic accessories and Baby Items were the top revenue-generating product lines across all branches. Snacks had the lowest total sales, highlighting an opportunity for improvement. The report calculated gross margin percentages for each product line, indicating profitability. Baby Items, Electronic accessories, and Prepared Food demonstrated higher gross margin percentages, making them more financially rewarding for the supermarkets.

3. City Sales Analysis.

Nairobi outperformed Mombasa and Kisumu in terms of total sales with over 12 million sales. However, the average sales per customer were relatively consistent across all cities with a value of approximately 650.

4. Method of Payment and Member Types.

Payment by cash was the most frequently used payment method with 19,102 transactions followed by M-pesa with 12,902 transactions and credit card with 7,994 transactions recorded. In customer type distributions, Regular customers (Normal) outnumbered Member customers with normal members being 24,800 and members 15,200.

Recommendations

- I. **Product Line Focus:** Allocate resources and marketing efforts to promote Baby Items, Electronic accessories, and Prepared Food, as they have higher gross margin percentages and demonstrate strong sales potential.
- II. **Snacks Improvement:** Collect and analyze customer feedback, reviews, suggestion and complaints to improve product quality. Consider investing in targeted marketing and advertising campaigns to promote snacks. Utilize social media, online advertising, and in-store promotions to create awareness and drive sales.
- III. **Customer Engagement:** All branches should implement customer loyalty programs and targeted promotions to enhance customer retention and engagement to increase their number of members.
- IV. **Quickmart optimization:** This branch should analyze competitors' customer attraction and sales strategies and encourage cross-branch sharing of best practices among different branches to allow sharing of success strategies.

Limitations Faced in Analysis

- I. **Limited Historical data:** Data lacks a time series component, making sales forecasting and detecting long-term trends challenging.
- II. **Incomplete customer information:** The dataset lacks comprehensive customer information, potentially limiting analysis depth due to insufficient data.
- III. **Limited Product Line Details:** The data lacks detailed information about product attributes and categories, which may affect customer preferences and sales.

Conclusion

Sales analysis report provides valuable insights to improve the performance of the supermarkets. By identifying best-selling products, understanding customer preferences, and optimizing marketing strategies, these supermarkets can enhance profitability and customer satisfaction, positioning themselves for success in a competitive market. Utilizing data-driven decision-making will be crucial for sustainable growth and staying ahead in the ever-evolving retail landscape.