



Analysis of performance of a Supermarket stores across different branches

Branch

- ☐ A
- ☐ B
- ☐ C

Product line

Search

- ☐ Electronic accessories
- ☐ Fashion accessories
- ☐ Food and beverages

4.76

Average gross margin%

307.59K

Cost of goods sold

15.38K

Gross Income

Invoice ID	Product line	Total	Unit Price	Year	Quarter	Month	Day	Time
101-17-6199	Food and beverages	336.56	45.79	2019	Qtr 1	March	13	7:44:00 PM
101-81-4070	Health and beauty	131.92	62.82	2019	Qtr 1	January	17	12:36:00 PM
102-06-2002	Sports and travel	132.56	25.25	2019	Qtr 1	March	20	5:52:00 PM
102-77-2261	Health and beauty	480.03	65.31	2019	Qtr 1	March	5	6:02:00 PM
105-10-6182	Fashion accessories	45.11	21.48	2019	Qtr 1	February	27	12:22:00 PM
105-31-1824	Sports and travel	510.97	69.52	2019	Qtr 1	February	1	3:10:00 PM
106-35-6779	Home and lifestyle	93.11	44.34	2019	Qtr 1	March	27	11:26:00 AM
109-28-2512	Fashion accessories	614.94	97.61	2019	Qtr 1	January	7	3:01:00 PM
109-86-4363	Sports and travel	441.59	60.08	2019	Qtr 1	February	14	11:36:00 AM
Total		322,966.75	55,672.13					

Sales by Product line and branch

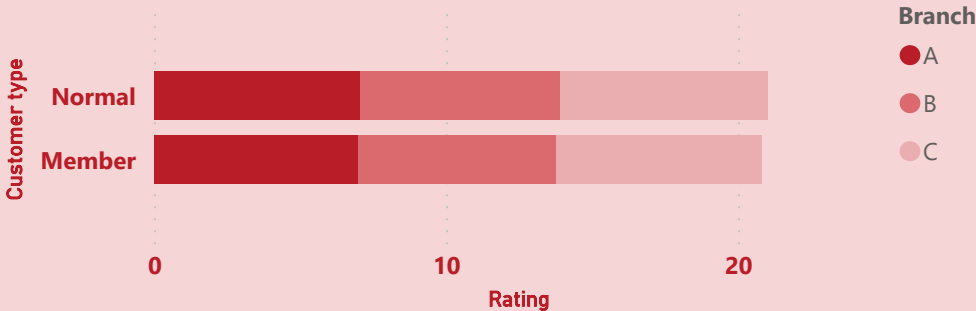
Product line

Home and lifestyle

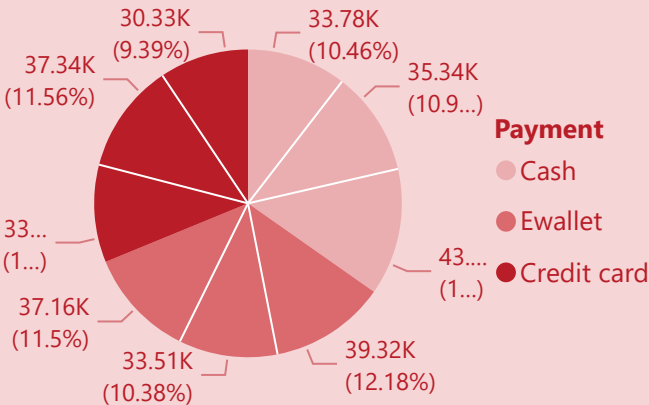
Branch



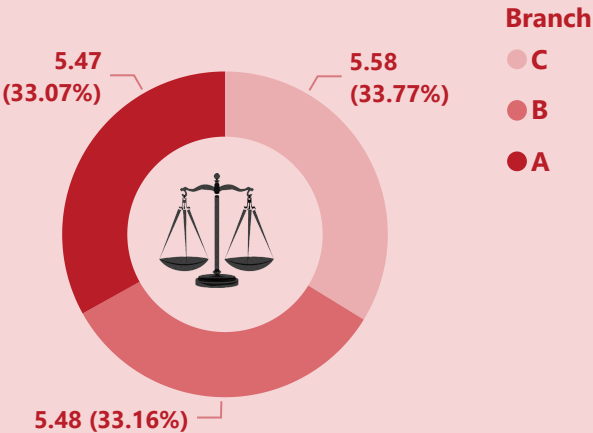
Average Rating by Customer type and Branch



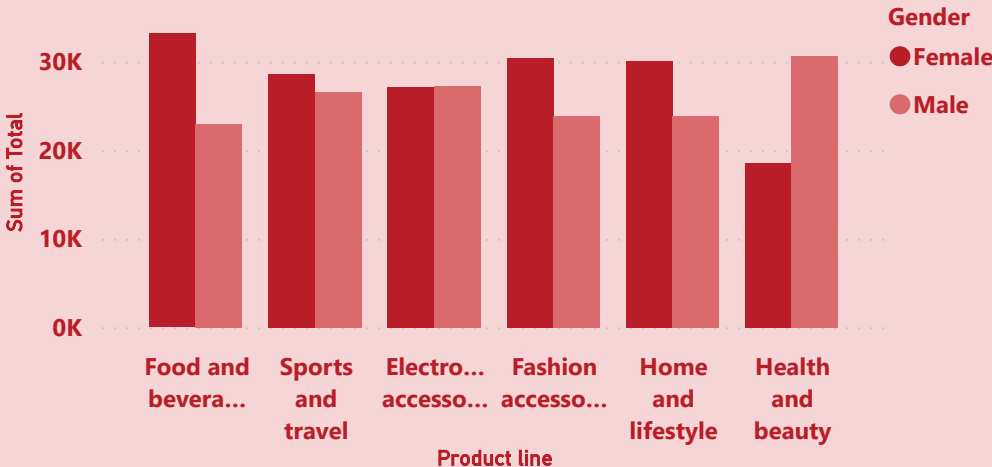
Total Sales by payment and branch



Average Quantity by branch



Total Sales by product line and gender



From the above analysis, following insights can be provided:

- The average gross income of Branch A and Branch B is quite similar, but Branch C has a higher average gross income than both Branch A and Branch B. This indicates that, in terms of average gross income, Branch C is the most profitable among the three branches. It's noteworthy that even though the cost of goods sold for Branch C is higher than that of the other two branches, its average gross income is still greater.
- While comparing the total sales by product line and branches, Branch C achieved the highest sales in "Food and Beverages" and "Electronics and Accessories," indicating strong performance in these product lines. Branch B led in "Sports and Travel" sales, while Branch A dominated in "Home and Lifestyle" sales. Hence, the branches should increase their performance in categories which are under performed.
- Branch C has the highest average rating of 7.10, followed closely by Branch A with a rating of 7.05. Branch B has a slightly lower rating of 6.87. While Branch C leads in average ratings, there is still room for improvement in all branches to enhance customer satisfaction and potentially attract more customers. Branch B, in particular, may want to focus on improving ratings to align with the performance of Branches A and C.
- In all the branches female customers are purchasing more than male customer and hence they should adapt some strategies to increase the attraction towards the store.
- Branch B had the highest total sales overall, followed closely by Branch A and then Branch C. Ewallet was the dominant payment method in Branch A, Credit Card in Branch B, and Cash in Branch C. These results suggest differences in payment method preferences among customers in each branch, potentially influenced by factors like demographics or marketing efforts.
- Understanding the payment method preferences of customers can help each branch tailor its marketing and sales strategies to tap into market opportunities and enhance overall sales performance.
- The differences in average quantity among the branches are relatively small, indicating that all three branches have similar performance in terms of the average number of items sold per transaction.

In conclusion, while each branch has its strengths and areas for improvement, there are common themes that can be applied to enhance overall performance. These include improving customer satisfaction, catering to the preferences of the predominant gender, and optimizing product categories and payment methods to maximize sales and profitability. Additionally, branches should continue to monitor and adapt their strategies to remain competitive in their respective markets.