

Business Insights Report - Supermarket Sales

1. Top-Selling Product Lines

- **Fashion Accessories: 175 sales**
- **Food and Beverages: 173 sales**
- **Electronic Accessories: 170 sales**

Insight: Fashion Accessories generate the highest number of sales.

2. Revenue by Branch

- **Branch A: \$105,161.08**
- **Branch B: \$104,152.80**
- **Branch C: \$104,441.43**

Insight: The revenue is evenly distributed, but **Branch A slightly outperforms the others.**

3. Most Common Payment Method

- **E-wallet: 342 transactions**
- **Cash: 342 transactions**
- **Credit Card: 307 transactions**

Insight: E-wallets and Cash are the most preferred payment methods.

4. Customer Gender Distribution

- **Male Customers: 520**
- **Female Customers: 471**

Insight: The supermarket has a fairly balanced gender distribution, with slightly more male customers.

5. Average Rating per Branch

- **Branch A: 7.02**
- **Branch B: 6.82**
- **Branch C: 7.09**

Insight: Branch C has the highest customer satisfaction based on average ratings.

Final Insights

- The **most profitable product lines** are **Fashion Accessories** and **Food & Beverages**.
 - The **most successful payment methods** are **E-wallets** and **Cash**.
 - **Customer satisfaction is highest at Branch C**.
 - The data cleaning process has **ensured accuracy and reliability** for deeper business analysis.
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Next Steps

- Investigate ways to further **increase sales in lower-performing product lines**.
- Optimize the **checkout experience** to encourage Credit Card usage.
- Analyze **customer demographics and spending patterns** to personalize marketing strategies.