

# Business Performance Report on Supermarket Sales

## Executive Summary

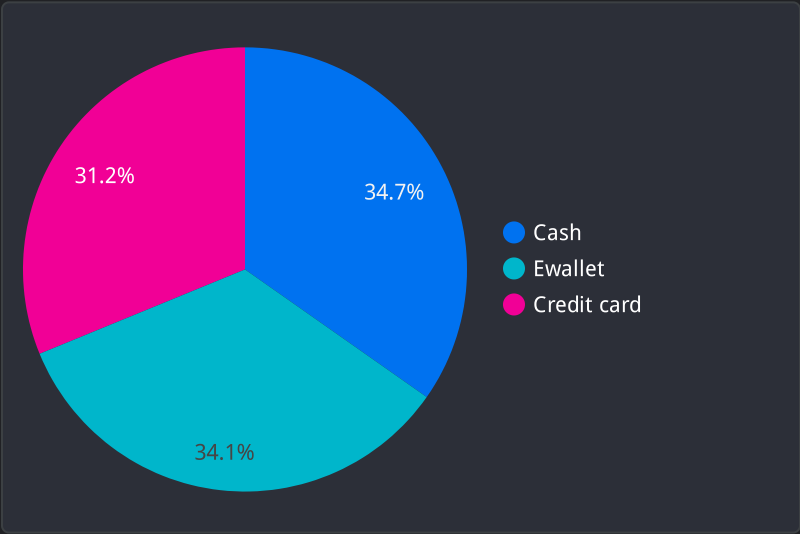
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1 Jan 2001 - 1 Jan 2020 ▾

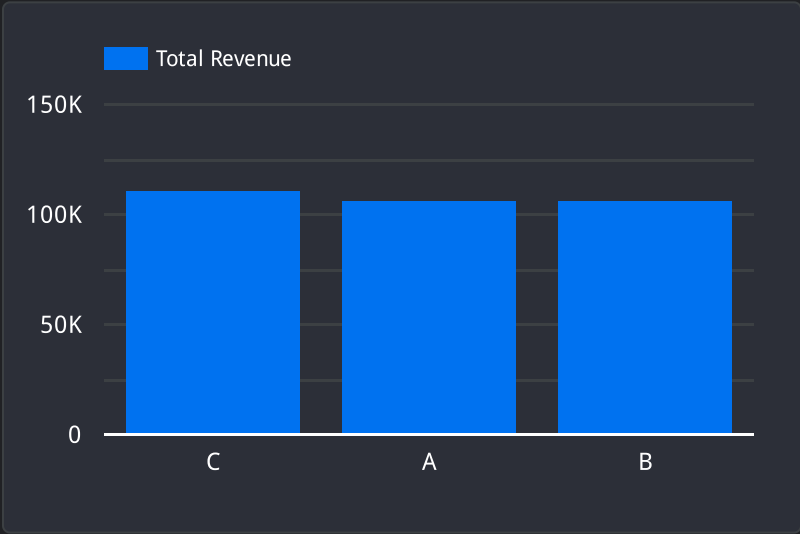
## Key Metrics

Total Revenue 322,966.75	Total units Sold 5,510	Average Transactional Value 322.97	Gross Profit 15,379.37	Average Customer Rating 6.97	Transaction Count 1,000
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Revenue by Payment Method



Sales by Branch



# Business Performance Report on Supermarket Sales

## Sales Analysis

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Sales by Product line



Top 5 Selling Products

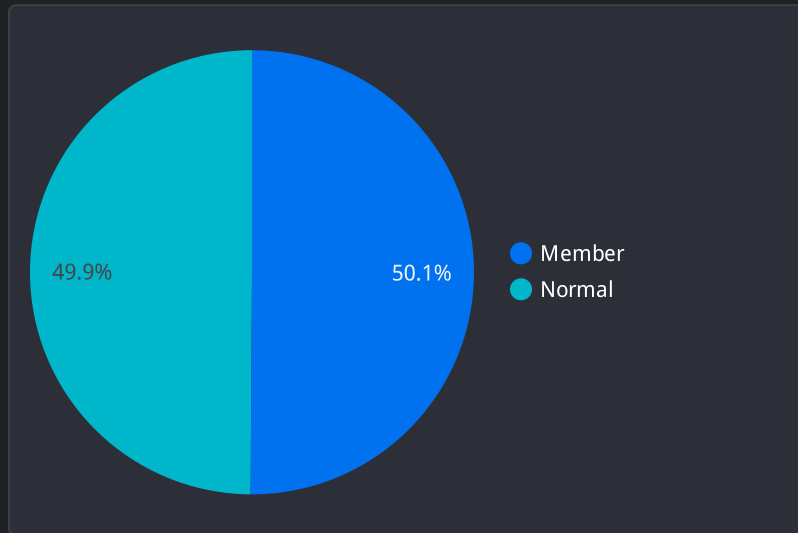
	Product line	Quantity	Total Revenue ▼
1.	Food and beverages	952	56,144.84
2.	Sports and travel	920	55,122.83
3.	Electronic accessories	971	54,337.53
4.	Fashion accessories	902	54,305.9
5.	Home and lifestyle	911	53,861.91

	Product line	Gross Income ▼	Gross Unit Price	Gross Quantity
1.	Food and beverages	2,673.56	9,745.54	952
2.	Sports and travel	2,624.9	9,460.88	920
3.	Electronic accessories	2,587.5	9,103.77	971
4.	Fashion accessories	2,586	10,173.35	902
5.	Home and lifestyle	2,564.85	8,850.71	911
6.	Health and beauty	2,342.56	8,337.88	854
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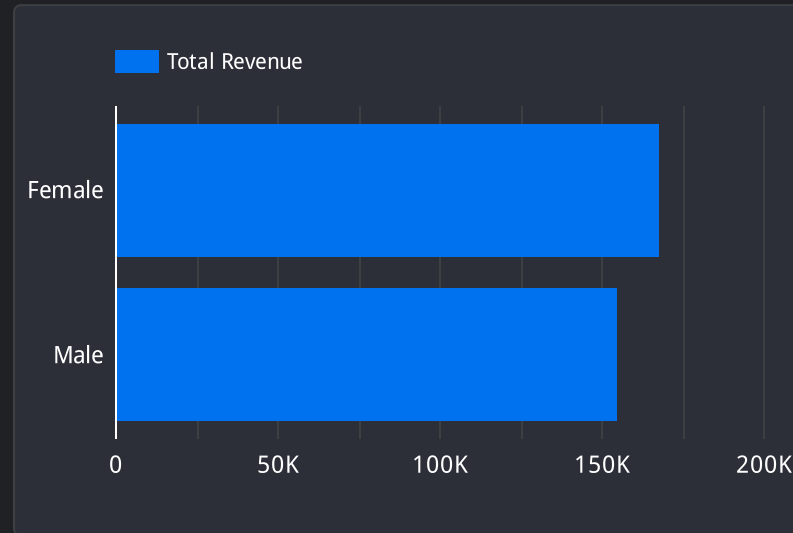
## Customer Insights

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## Customer Type Distribution



## Gender Sales Split



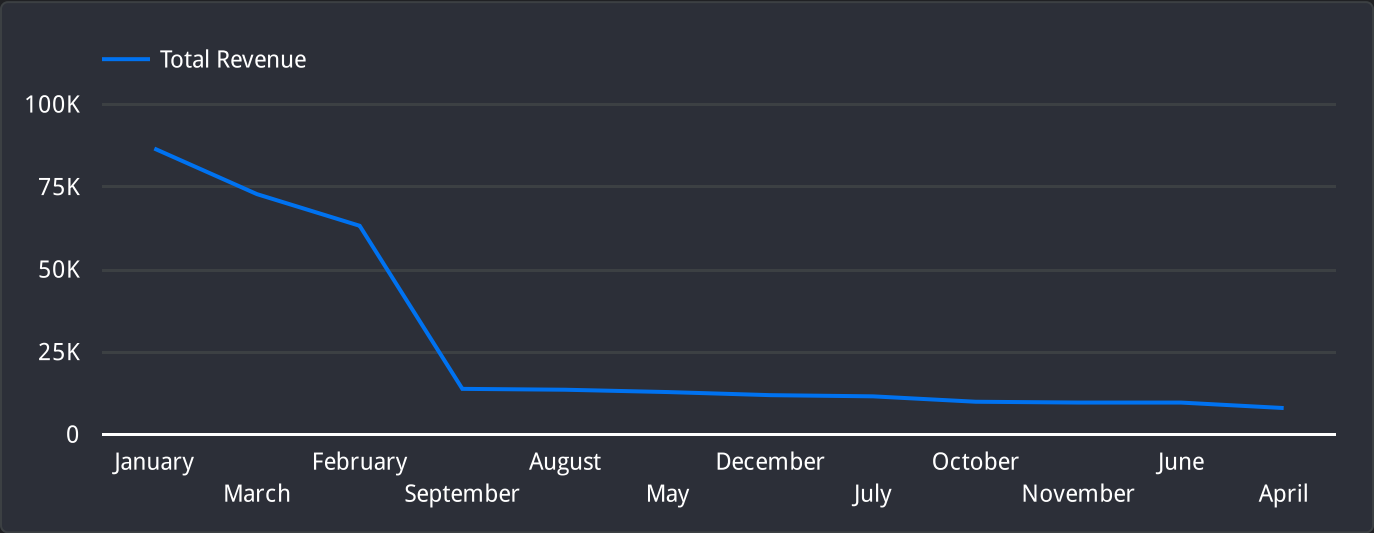
## Average Rating By Customer Type

	Customer type	Average Customer Rating ▾
1.	Normal	7.01
2.	Member	6.94

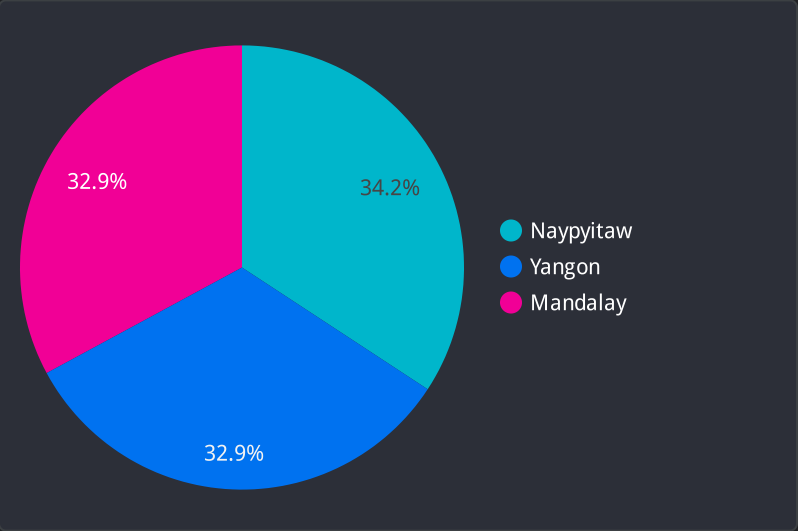
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## Time, City and Branch based Trends and Performance

Monthly Revenue Trend



City-wise Revenue



Branch Comparison

	Branch	Total Revenue	Gross Income	Rating <span>▼</span>
1.	C	110,568.71	5,265.18	7.07
2.	A	106,200.37	5,057.16	7.03
3.	B	106,197.67	5,057.03	6.82

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