

Data Analytics

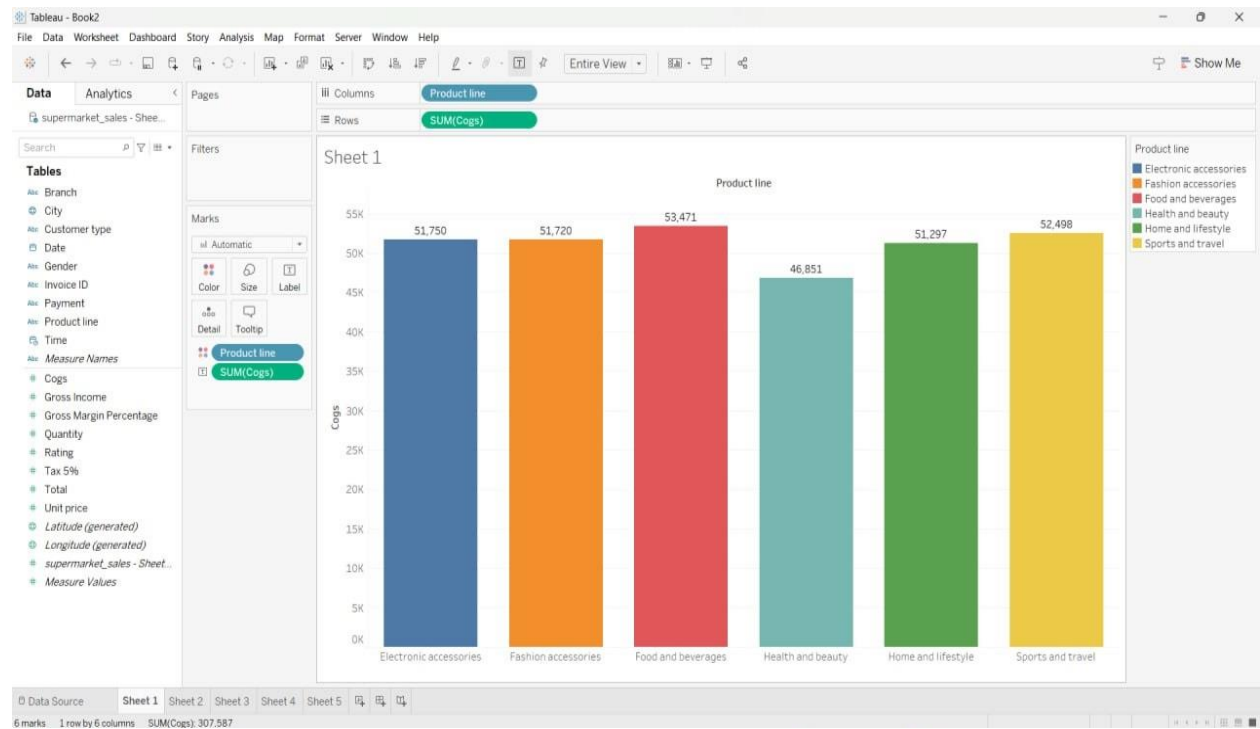
Assignment-1:

Exploring Sales Trends in Urban Supermarket Branches: A Three-Month Analysis

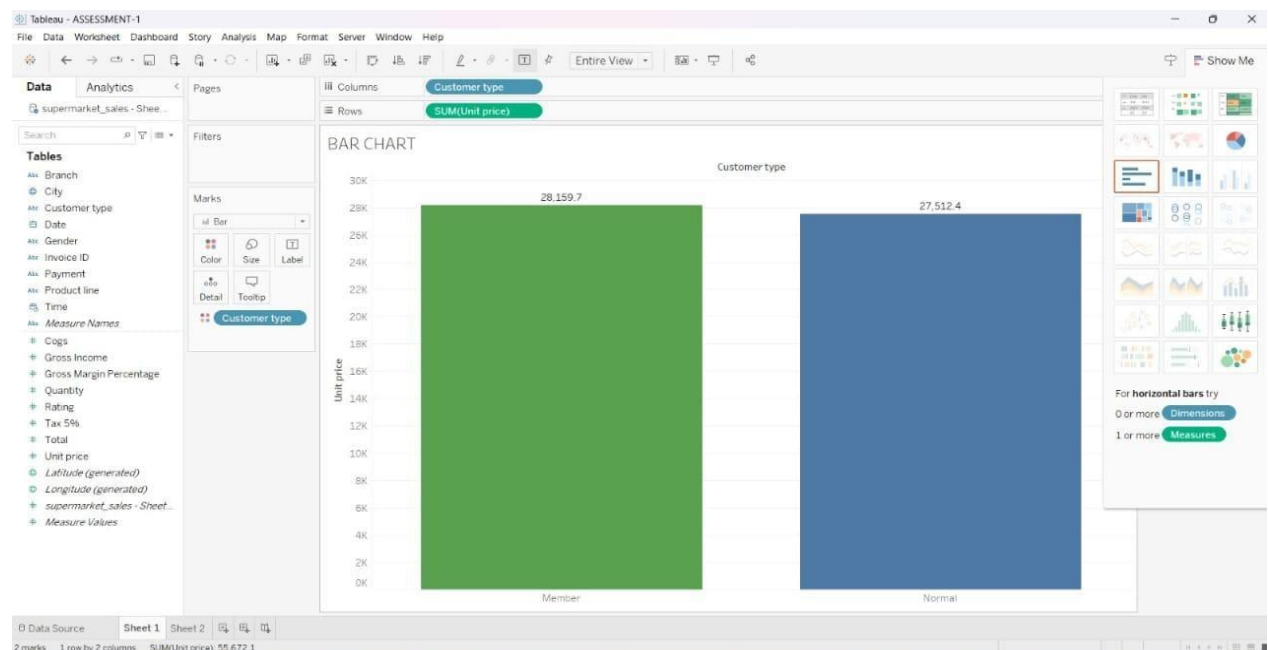
This analysis focuses on the sales performance of a major supermarket chain across three branches over a three-month period. By studying sales data during this timeframe, we aim to uncover trends and patterns that shed light on customer preferences and market dynamics. These insights will be invaluable for the company in navigating the competitive urban marketplace and optimizing their strategies to meet consumer demands effectively.

BAR CHART

The bar chart visualizes the relationship between the cost of goods sold and product categories, offering a clear overview of expenditure distribution across different product types.

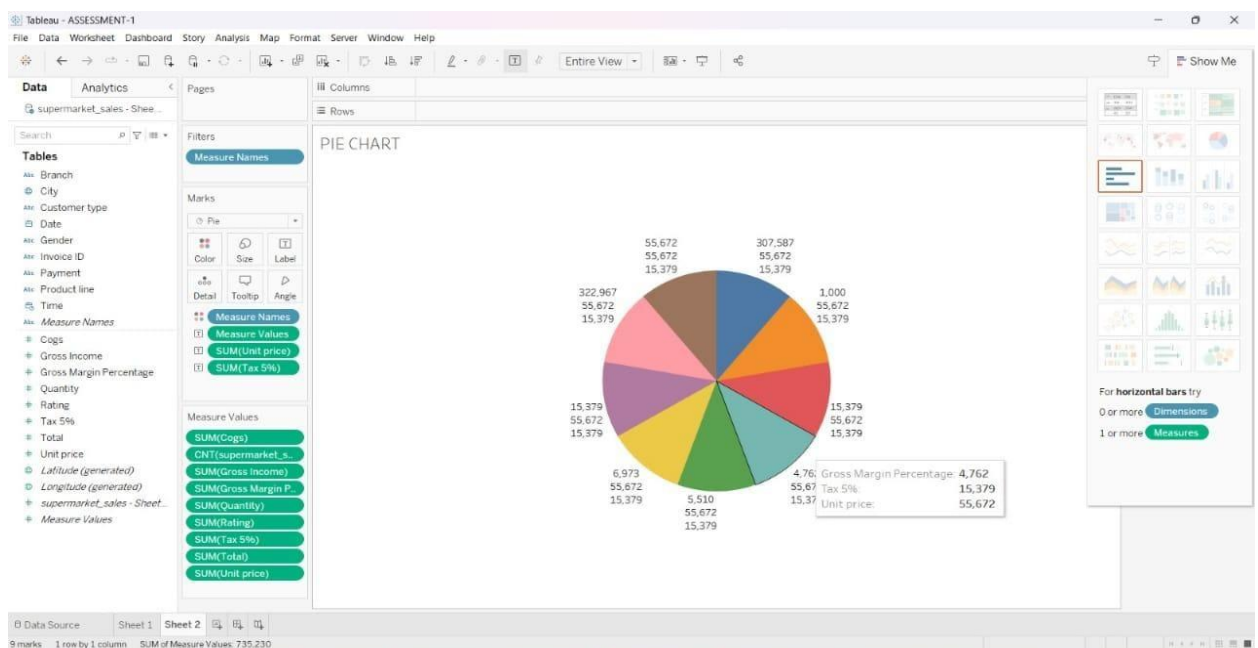
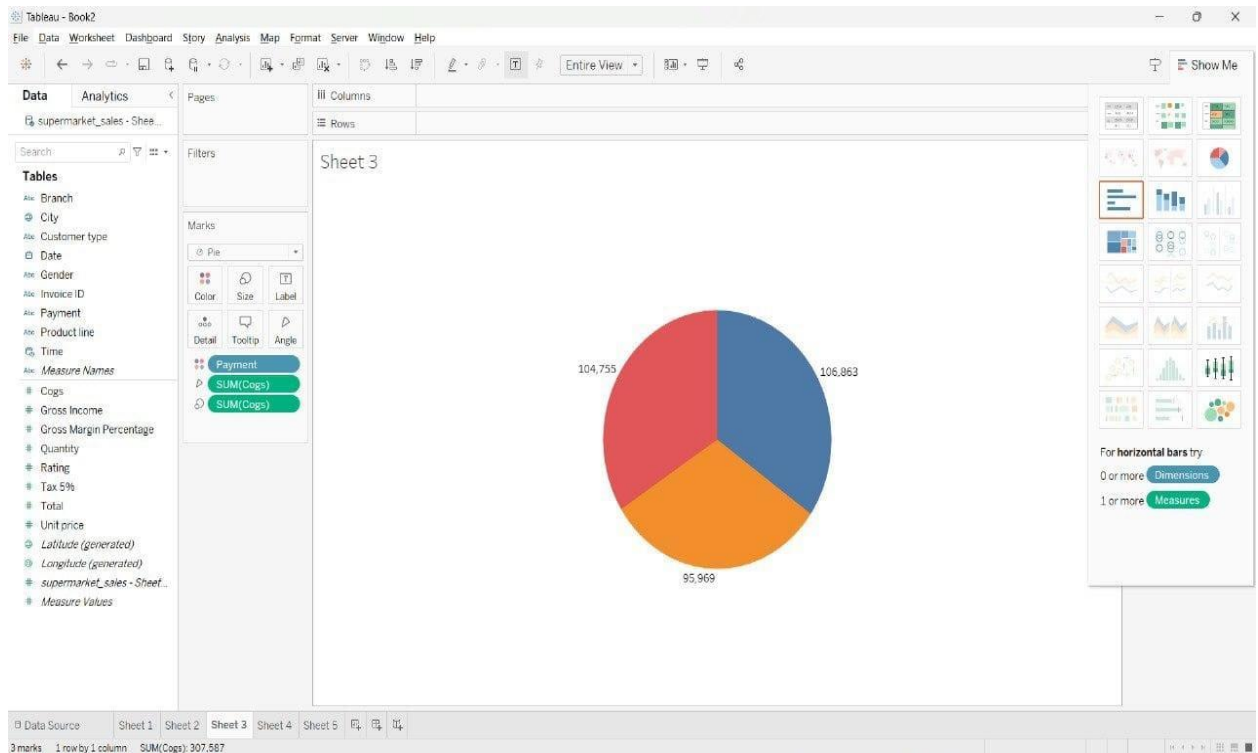


The bar chart compares unit prices across different customer types, providing a visual representation of pricing trends and preferences within the customer base.



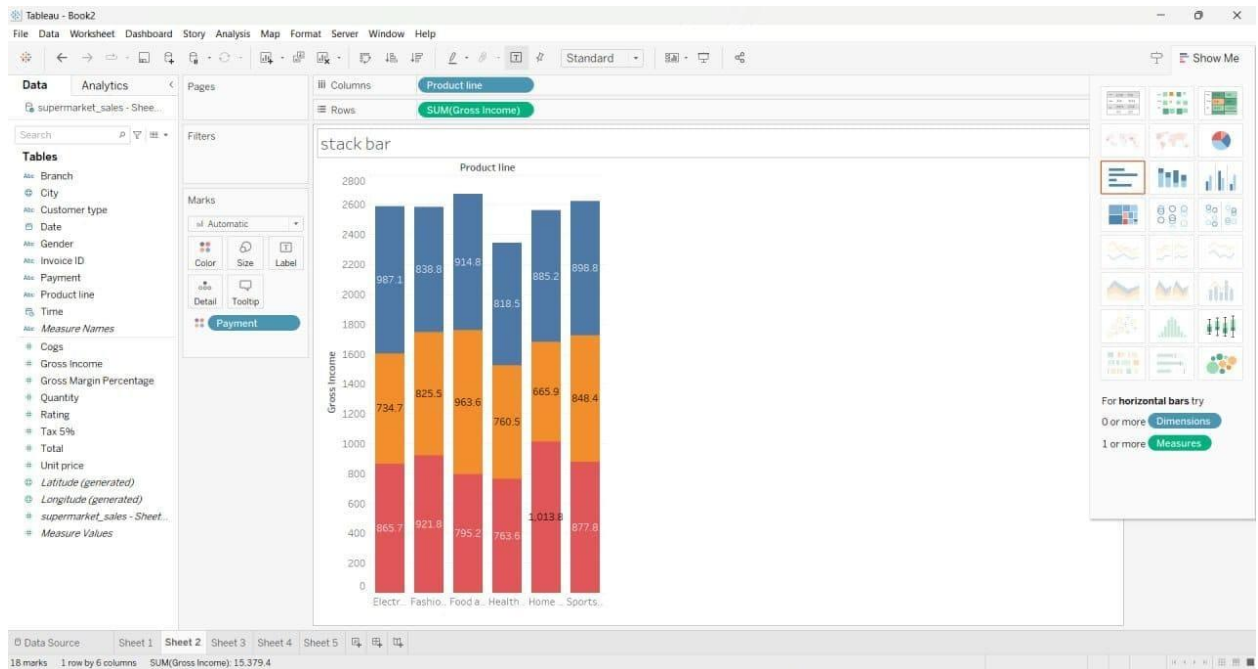
PIE CHART

The Pi-Chat system streamlines data management by focusing on two key fields: "Cost of Goods Sold" and "Payment Method." This setup enables comprehensive analysis of sales performance alongside payment trends, empowering businesses to make informed decisions regarding inventory management, pricing strategies, and payment processing optimization.



STACKED BAR CHART

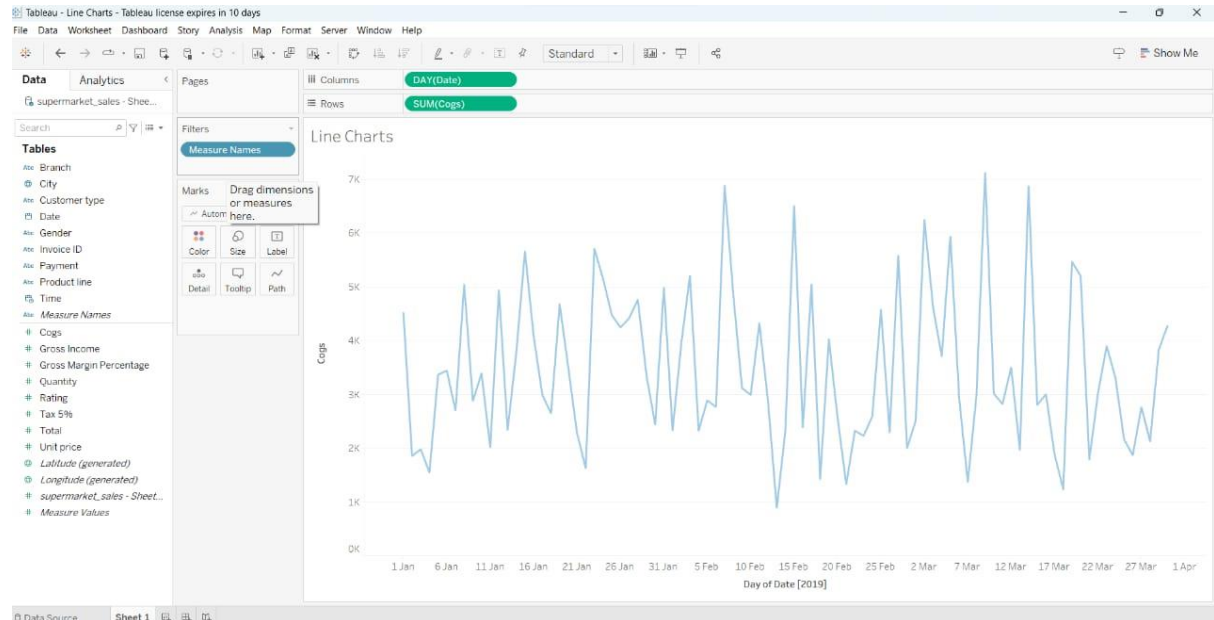
The stacked bar chart illustrates the total gross income on the vertical axis, with bars representing the overall income. Within each bar, segments denote different payment methods or product categories, showcasing the distribution of income across these variables. This visual depiction facilitates quick insights into revenue sources and allows for comparison between payment methods and product categories in terms of contribution to overall income.



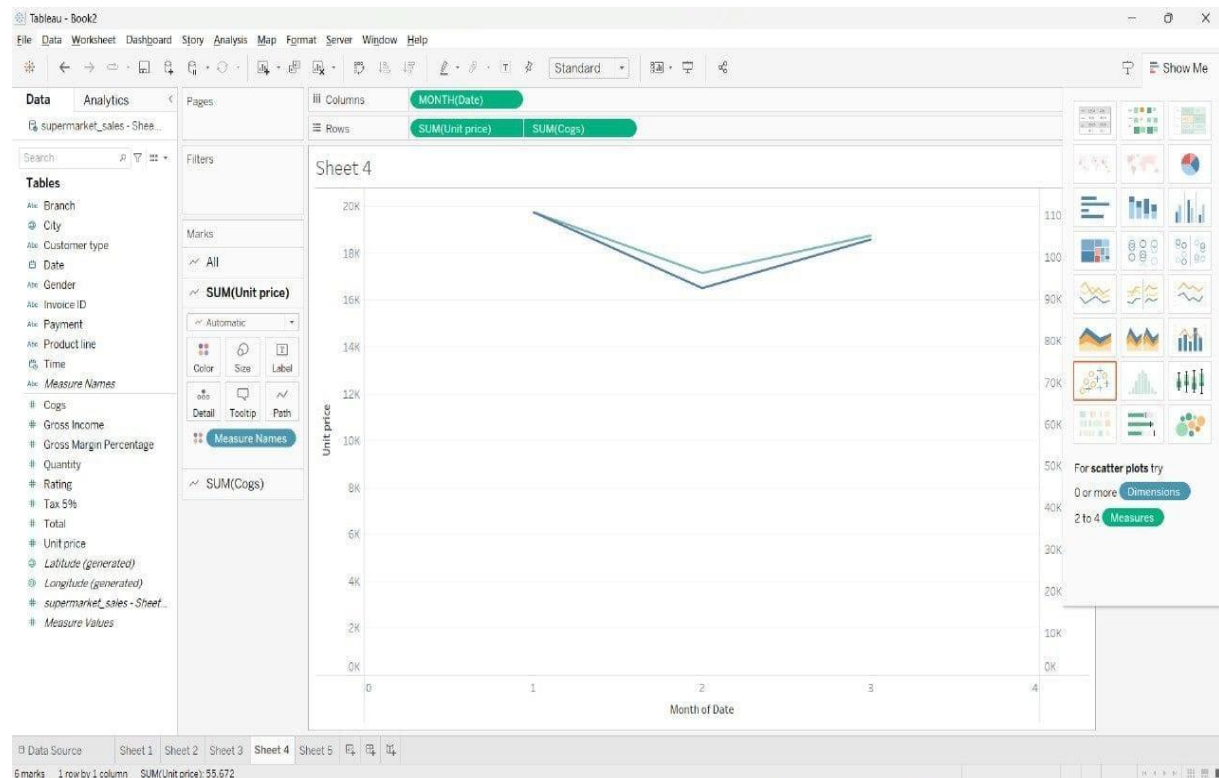
LINE CHART

In this line chart the day-to-day goods sold across the 3 branches on a duration of 3 months

Which is helpful to under standing sales pattern in months.

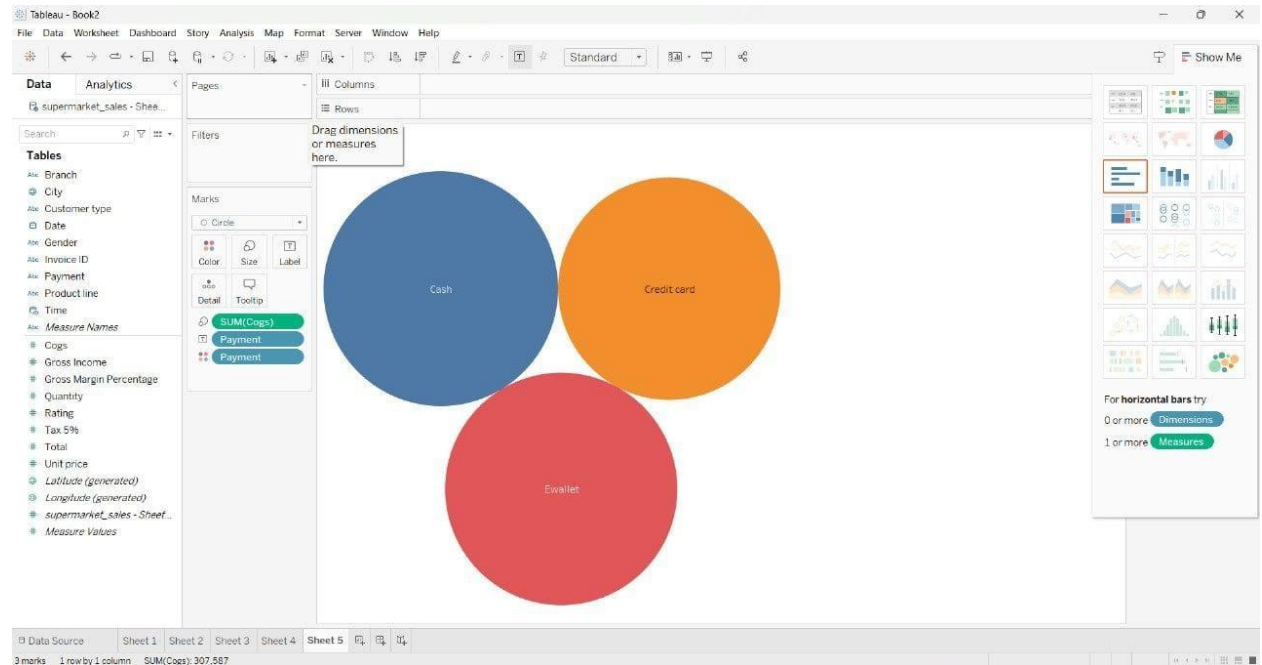


Understanding the month wise price changes and sales in one dual chart

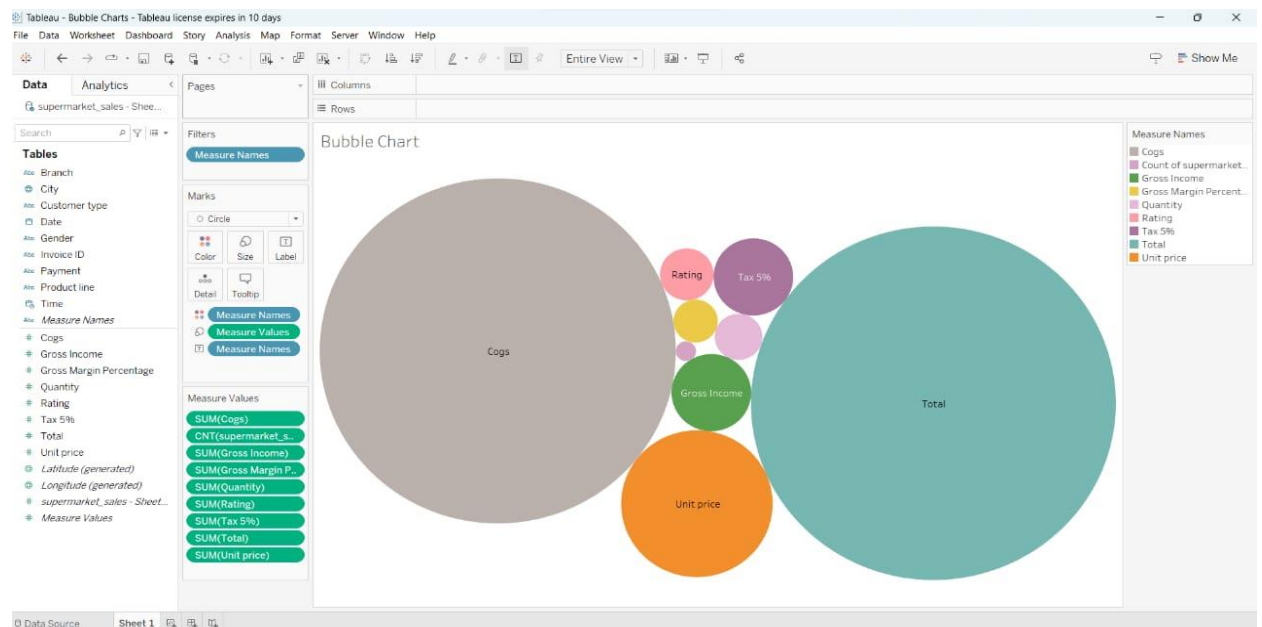


BUBBLE CHART

By using this bubble chart we can understand the sales done by the customers across which method on payment is mostly used.



In this bubble chart we can able to understand the cash inflow and outflow or the difference between income generated in the supermarket over the time period of 3 months.



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