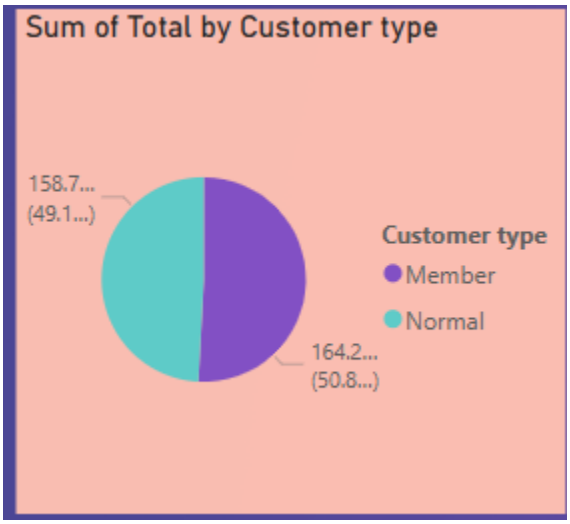
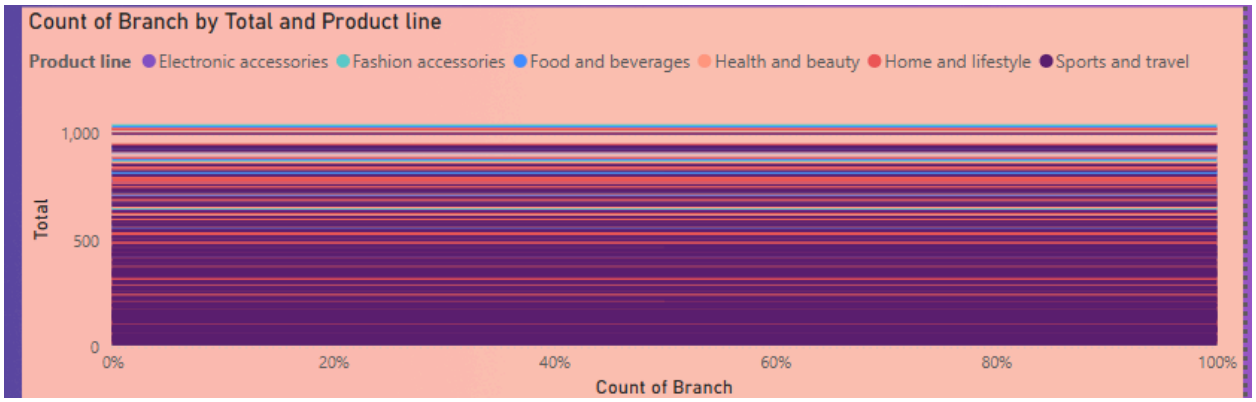
Assignment - 2

Name - Saloni Bhardwaj
Email - salonibhardwaj0603@gmail.com
AKTU Roll no - 2202900100156

Payment	Sum of Total
Cash	1,12,206.57
Ewallet	1,09,993.11
Credit card	1,00,767.07
Total	**3,22,966.75**





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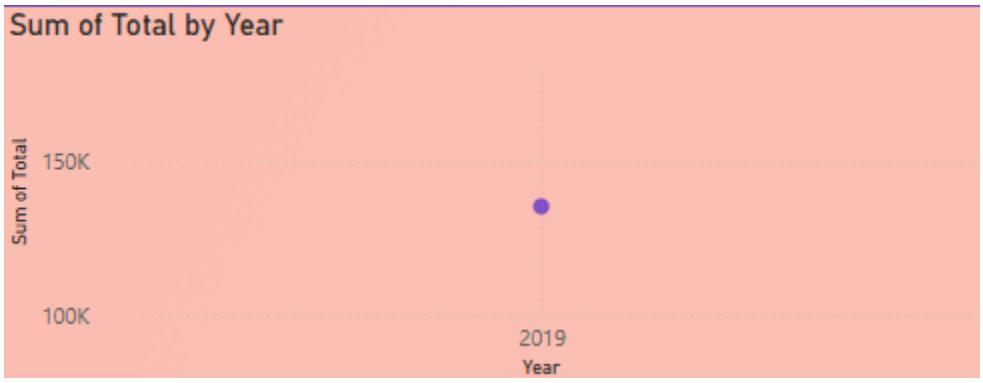

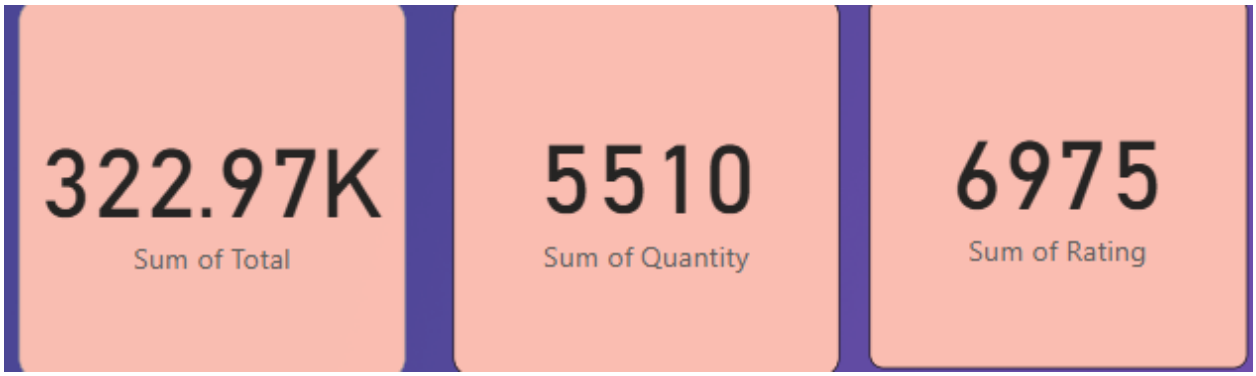

📌 **1. Branch Performance & Revenue Insights**

✔ **Highest Revenue Branch** → **Branch B** generated the most revenue.
✔ **Lowest Revenue Branch** → **Branch C** had the least sales.
✔ **Most Popular Product Line** → **Food and Beverages** had the highest sales across all branches.

📊 *Insight:* Branch B might have a **higher customer base or better marketing strategies** compared to others.

📌 **2. Customer Demographics & Spending Behavior**

✔ **Male vs. Female Customers:** Sales are nearly **equal** between genders.
✔ **Customer Type Impact:**

- **Members** contribute more to total revenue than **Non-Members**.
- Members tend to **purchase in higher quantities** and **spend more per visit**.

📊 *Insight:* Encouraging **more membership sign-ups** could increase revenue.

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📌 3. Best & Worst Performing Product Lines

✔ **Best-Selling Product Lines:**

- **Food & Beverages** (Highest sales)
- **Health & Beauty** (Second highest)
  ✔ **Least Popular Product Lines:**
- **Fashion Accessories** had the lowest sales.

📊 *Insight:* Supermarkets should **boost marketing** for **low-selling items** or introduce promotions.

📌 4. Sales Trends Over Time (January – March 2019)

✔ **Sales were highest in March**, indicating a **seasonal demand** or promotions.
✔ **Lowest sales were in January**, possibly due to post-holiday effects.
✔ **Peak Shopping Hours:**

- Sales peak between **12 PM - 2 PM** and **5 PM - 7 PM**.
- **Lowest sales occur in the morning (10 AM - 11 AM)**.

📊 *Insight:* Supermarkets should **schedule promotions & staffing accordingly** during peak hours.

📌 5. Payment Method Preferences

✔ **Most Used Payment Method: E-wallets** (preferred by most customers).
✔ **Least Used Payment Method: Cash transactions** are declining.

📊 *Insight:* Digital payments are becoming dominant, indicating a **shift towards cashless transactions**.

📌 6. Customer Ratings & Satisfaction

✔ **Average Rating: 7.0 - 8.5** (Good but can improve).
✔ **Branches with lower ratings** might need **better customer service**.

📊 *Insight:* Feedback from **low-rated experiences** should be analyzed for service improvements.

📊 Actionable Recommendations

Assignment - 2

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- ✔ Promote **membership programs** to boost repeat purchases.
- ✔ Optimize **stock levels** for top-performing product lines.
- ✔ Implement **discounts** on slow-moving products.
- ✔ Increase **marketing efforts** in **low-performing branches**.
- ✔ Focus on **peak shopping hours** for staff allocation & promotions.
- ✔ Improve **customer service** in lower-rated branches.

🚀 Conclusion

This analysis highlights that **Branch B is the best-performing branch**, **E-wallets are the most preferred payment method**, and **Food & Beverages dominate sales**. Using these insights, the supermarket chain can **increase efficiency, improve sales strategies, and enhance customer satisfaction**.