Last but not least, we proceed to conclusion. In conclusion, we have summarized that customers' region, city of the supermart located, and category and sub category of goods are the factors that will influence supermart sales.

Besides, our analysis has brought forth two advantages and two disadvantages to our case study. The first advantage is the prevention of product out of stock problems as we had identified the most popular category and subcategory of goods in the supermart in the discussion of 4.4 just now. Therefore, the supermart is able to restock these categories with priority. By doing so, it can increase customers' satisfaction and retention.

Moreover, the second advantage is the ability to identify the popularity of the supermart in each city of Tamil Nadu. For example, the supermart can focus their resources to the cities to attract more customers such as more advertising to the city that has fewer sales order or open more supermart in the city that has higher sales order.

On the other hand, the first disadvantage from our work is the relatively weak correlation between discount and sales orders. Based on the discussion of 4.6 just now, it is clearly shown that the highest discount rate does not bring the highest sales order. Customers may prioritize their purchases based on their needs instead of discount rates.

Lastly, the second disadvantage is that a large number of sales orders does not indicate a high profitability to the supermart. Based on the discussion of 4.2 and 4.3 just now, the city with the highest sales order is not the same as the city with the highest profit margin. This is due to the varying profit margins across different subcategories of products. According to this graph, it is shown that the profit margin for all of the sub categories are totally different in the supermart while the potential gap between the highest profit margin and lowest profit margin can be 2.51%. Therefore, the profit margin is not closely related to the quantity of sales order.

In conclusion, our analysis has shown the factors influencing supermart sales and provided valuable insights for the management of the supermart. Through this analysis, the supermart can improve stock management, enhance customer satisfaction, and better decision making for resource allocation and profitability. That's all for our presentation. Thank you.