DA Assignment-2

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

Cleaned Dataset Description:

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups- Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in $

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Payment: Payment used by the customer for the purchase (3 methods are available Cash, Credit card and Ewallet)

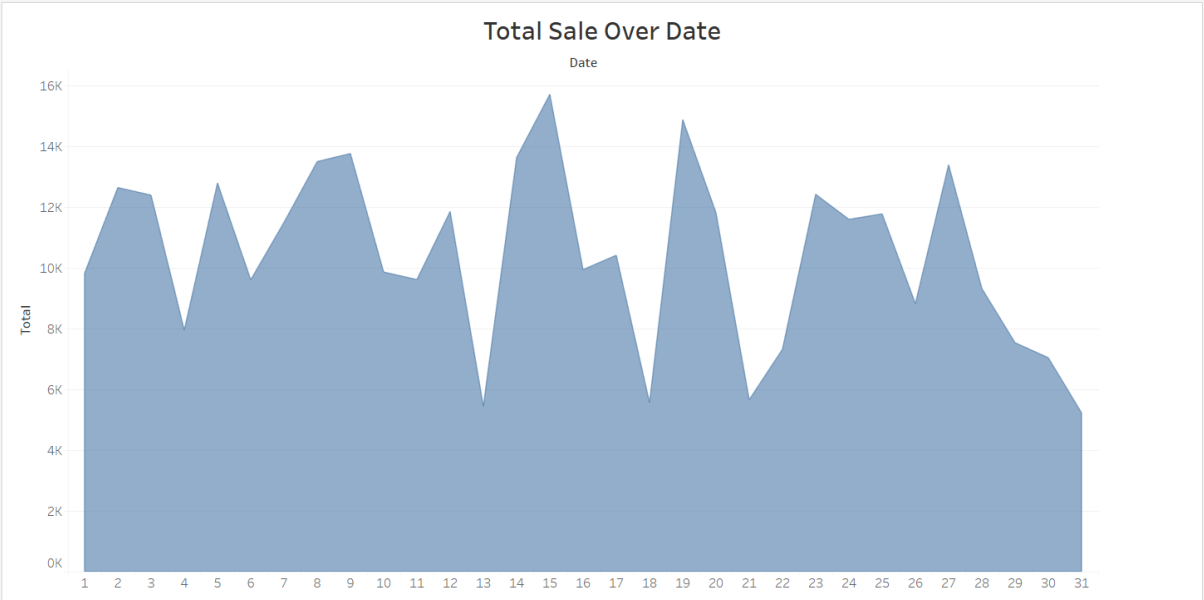
Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

The Visualizations:

Area Chart

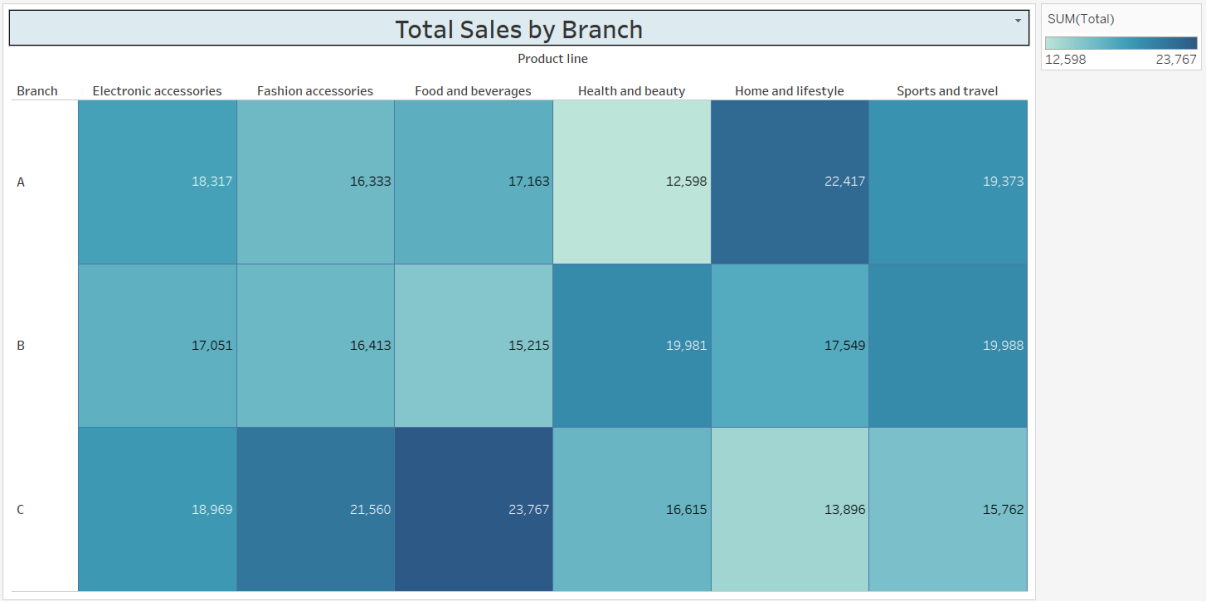


Text Table

Detailed Info about Supermarket Product Sale by Branch

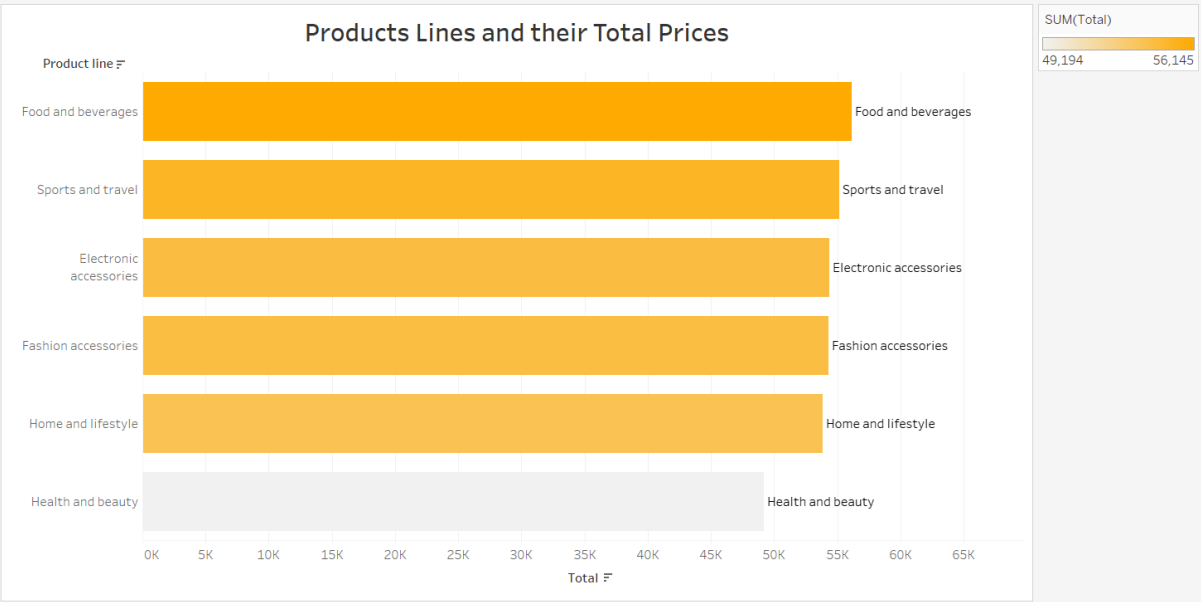
Product l..	Branch A	B	C
Electronic accessories	872.2 18,317 414.7	812.0 17,051 391.4	903.3 18,969 371.1
Fashion accessories	777.7 16,333 350.8	781.6 16,413 416.8	1,026.7 21,560 483.6
Food and beverages	817.3 17,163 420.7	724.5 15,215 349.7	1,131.8 23,767 467.3
Health and beauty	599.9 12,598 324.3	951.5 19,981 376.3	791.2 16,615 363.9
Home and lifestyle	1,067.5 22,417 450.5	835.7 17,549 325.8	661.7 13,896 317.7
Sports and travel	922.5 19,373 428.2	951.8 19,988 403.6	750.6 15,762 316.3

Highlighted Table



Word Cloud

Funnel Chart


Products Lines and their Total Prices
Product line
Food and beverages
Sports and travel
Electronic accessories
Fashion accessories
Home and lifestyle
Health and beauty
0K
5K
10K
15K
20K
25K
30K
35K
40K
45K
50K
55K
60K
65K
Total
SUM(Total)
49,194
56,145