

Unlocking Supermarket Success

Supermarket Sales Performance: Insights for Growth



Data Analysis Report by: Philopater Rafat

Executive Summary: Our Top Discoveries Briefly

\$

Total Revenue

\$ 322,966.75



Total Transactions

1000



Average Rating

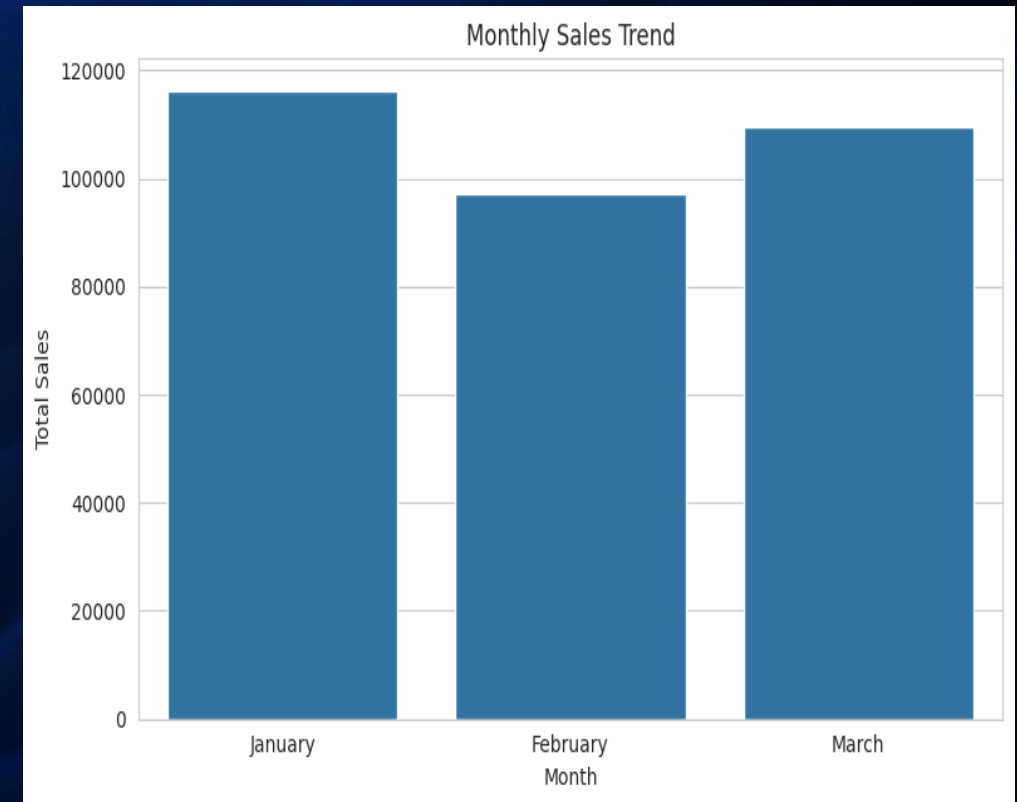
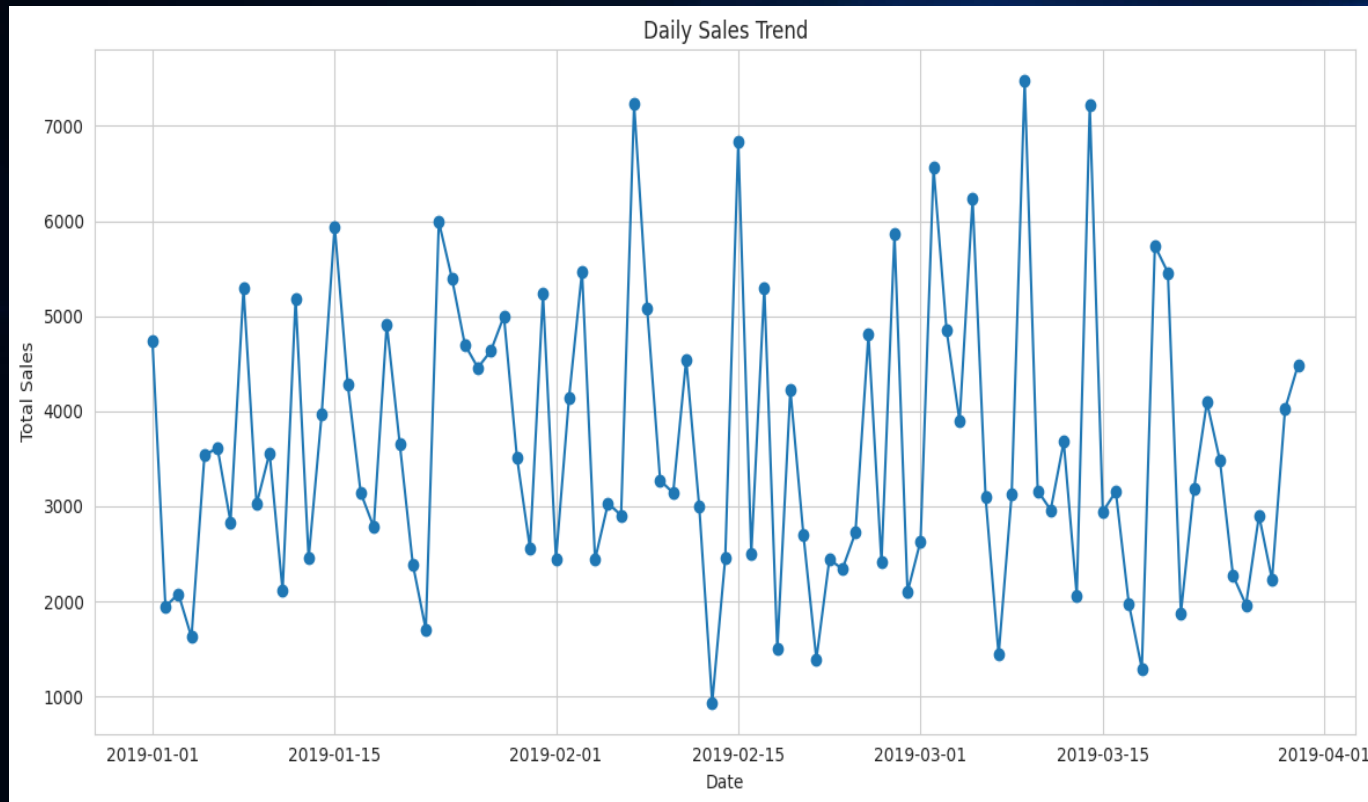
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- Balanced Customer Base: Spending is nearly equal between genders, with members showing strong engagement.
- Fashion & Food Lead: 'Food and Beverages' and Sports and Travel' are our top revenue drivers.
- Evening Rush: 7 PM is our peak shopping hour, and Saturday is our best sales day. presenting a key opportunity for optimization.
- Cash Dominance: Cash Payment are preferred, highlighting convenience trends.

Sales Trends: Daily Rhythms & Monthly Momentum

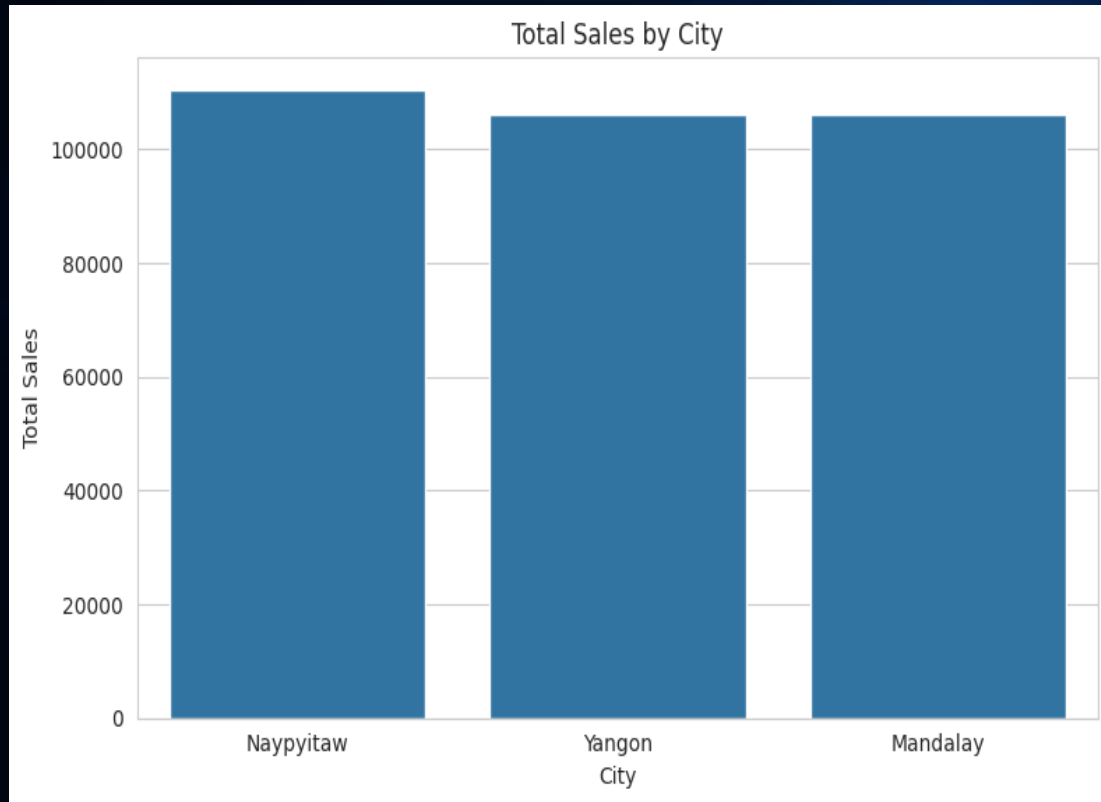
Looking at our daily sales, we observe consistent fluctuations, indicating a vibrant, active marketplace. These patterns can help us anticipate short-term demand.

On a broader scale, our monthly sales trend shows healthy trend throughout the quarter, reflecting positive business momentum.

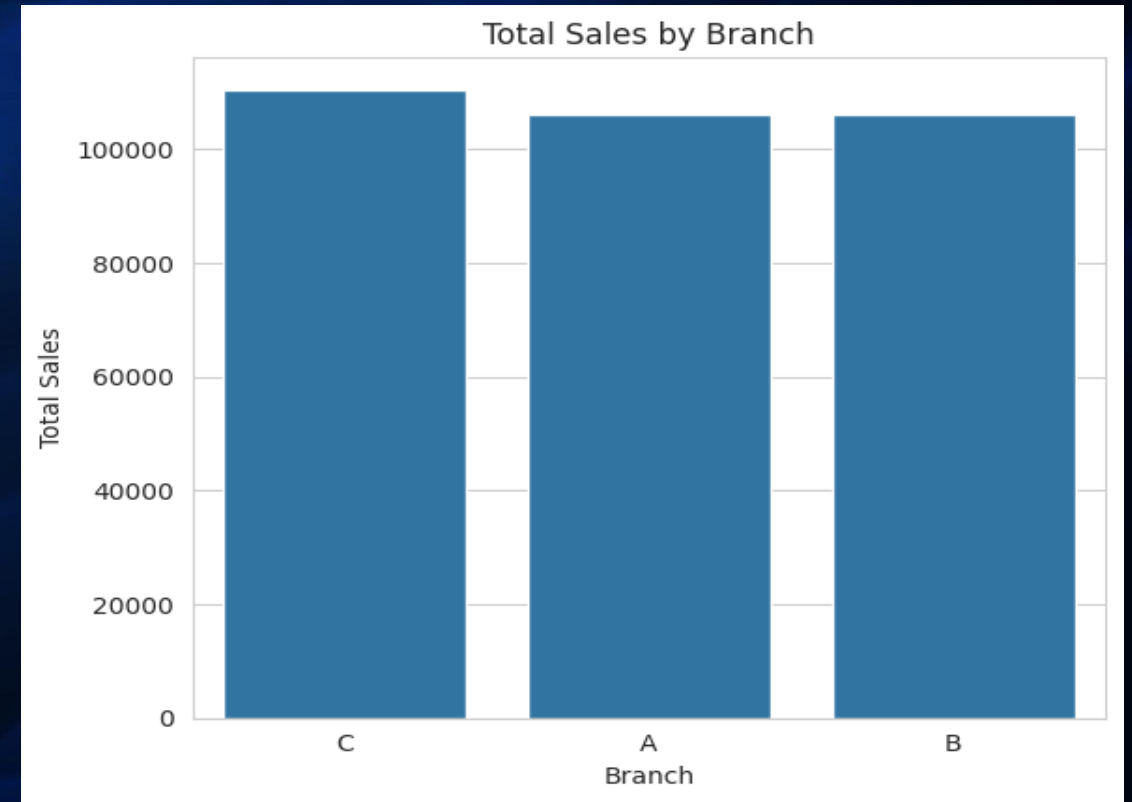


Geographic & Branch Performance: Where We Thrive

Naypyitaw emerges as the top-performing city in terms of total sales, closely followed by Yangon and Mandalay.

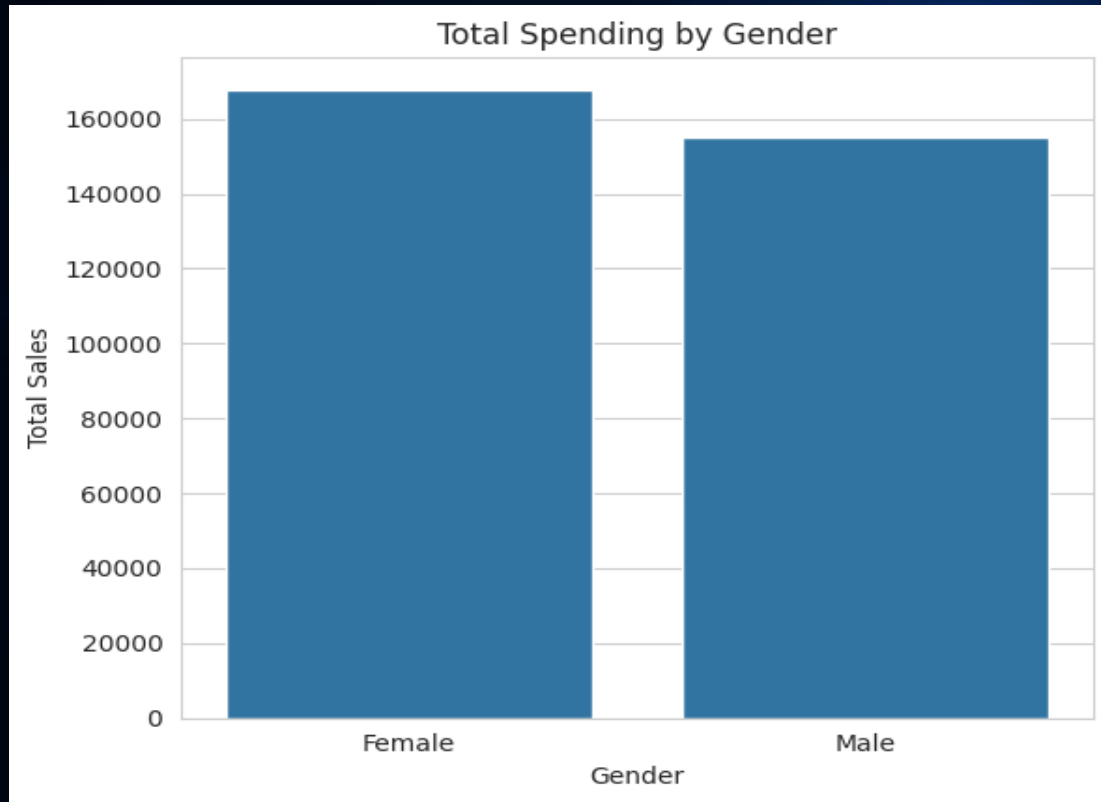


Branch C is the top-performing branch in terms of total sales, closely followed by branches A and B.

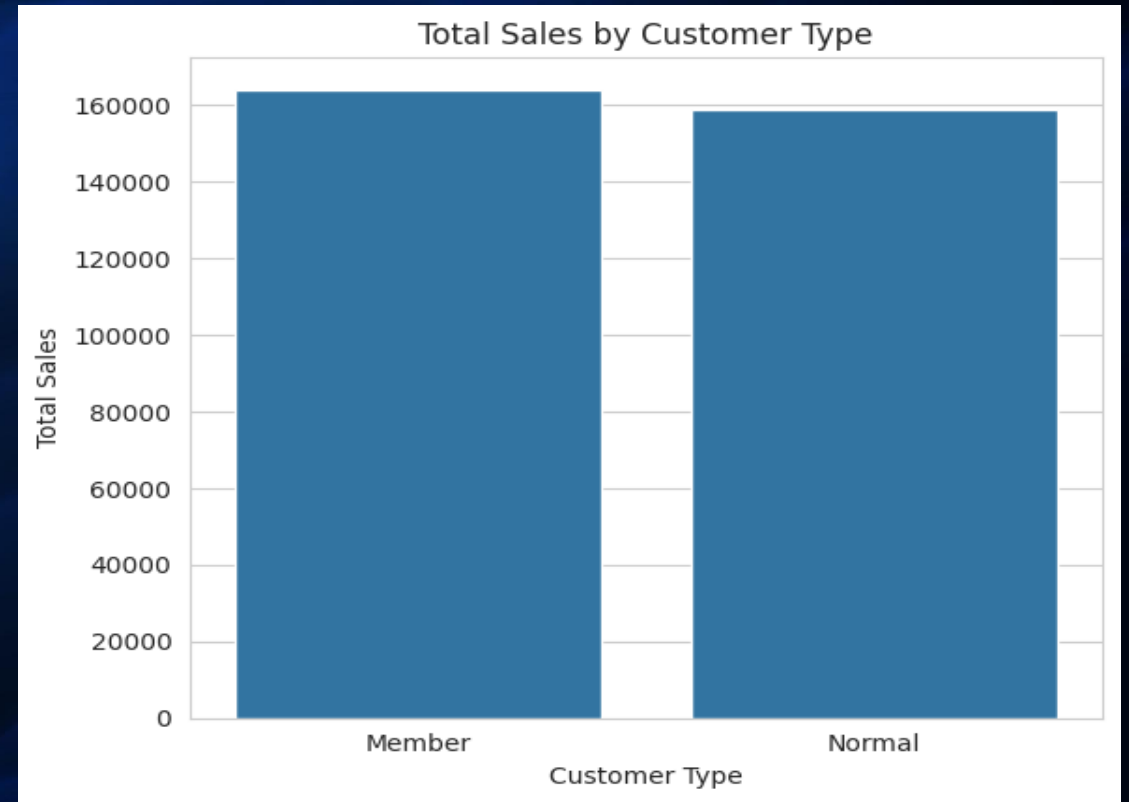


Customer Insights: Who's Shopping

Female customers contributed slightly more to total sales than male customers, but the contribution is nearly balanced.



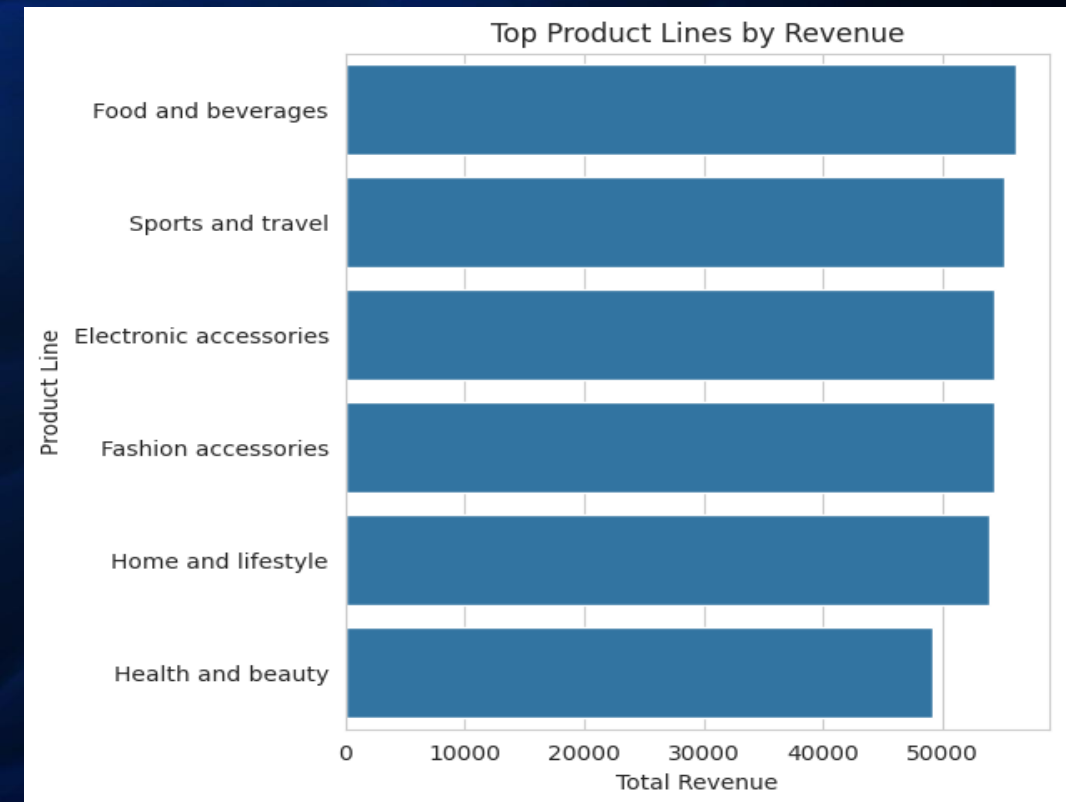
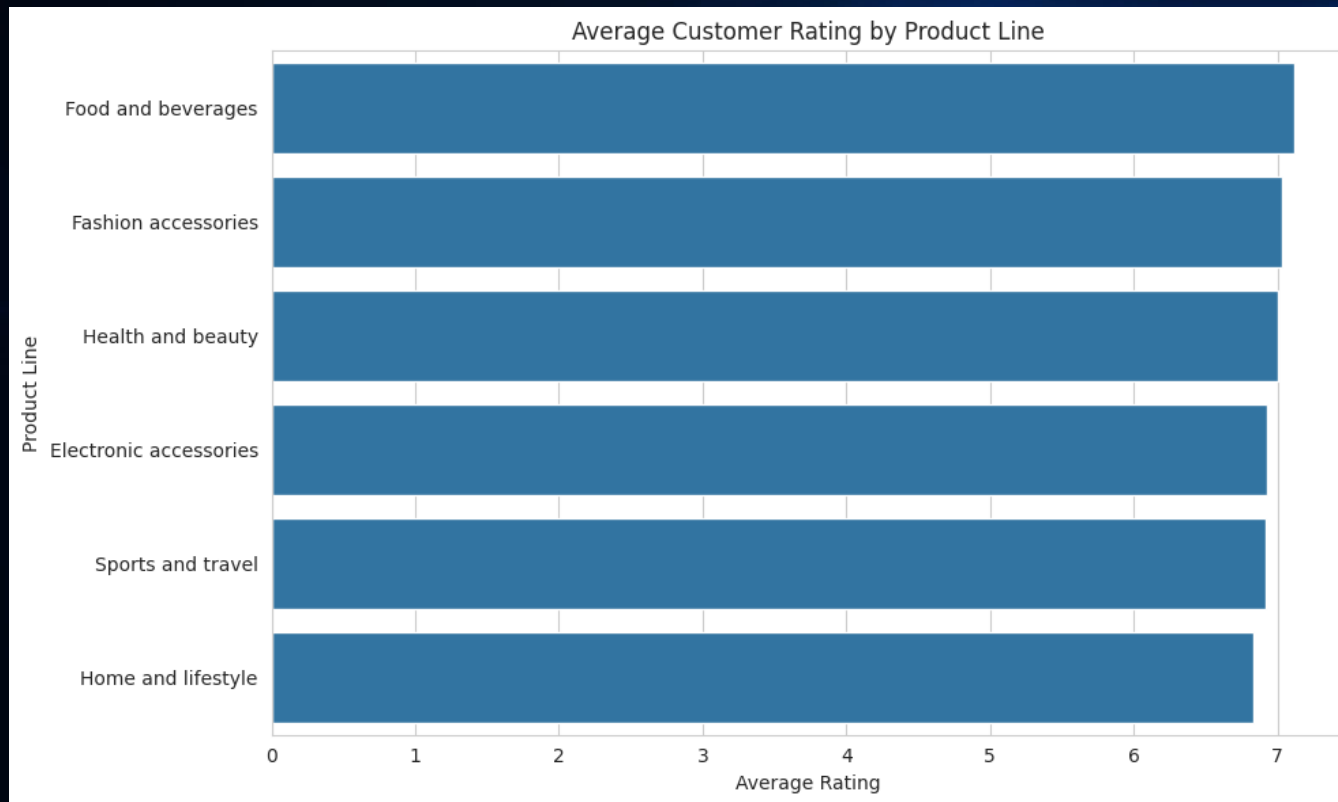
Members account for a slightly higher portion of the total sales compared to normal customers, highlighting the value of the membership program.



Product Performance: Revenue Drivers & Customer Satisfaction

"Food and beverages" and "Fashion accessories" consistently receive the highest customer satisfaction scores, indicating strong perceived quality and value.

"Food and beverages" and "Sports and travel" are our leading revenue generators, driving the most sales for the supermarket.



Strategic Recommendations: Turning Data into Action



Optimize **Staffing**: Align staff schedules with peak hours (6 PM – 8 PM) to enhance customer **service** and **reduce wait times**.



Targeted **Promotions**: Leverage the popularity of "Food and beverages" and "Sports and travel" through **cross-promotions** or bundle deals.



Enhance **Digital Payments**: Invest further in E-wallet infrastructure or **loyalty programs** to **capitalize** on customer preference.



Quality Improvement Focus: Investigate lower-rated product lines to understand customer **feedback** and implement **improvements**.



Segment-Specific Marketing: Tailor marketing campaigns based on customer type and **city-specific** insights (e.g., member-focused promotions in high-member cities).



Optimize **mid-week** sales with targeted promotions. Introduce **special** deals on **slower** days to drive traffic and **balance** weekly revenue.



Thank You & Let's Connect!

Notebook Link:

<https://github.com/philopater-rafat/supermarket-sales-EDA-python>



<https://www.linkedin.com/in/philopater-rafat>



<https://github.com/philopater-rafat>



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