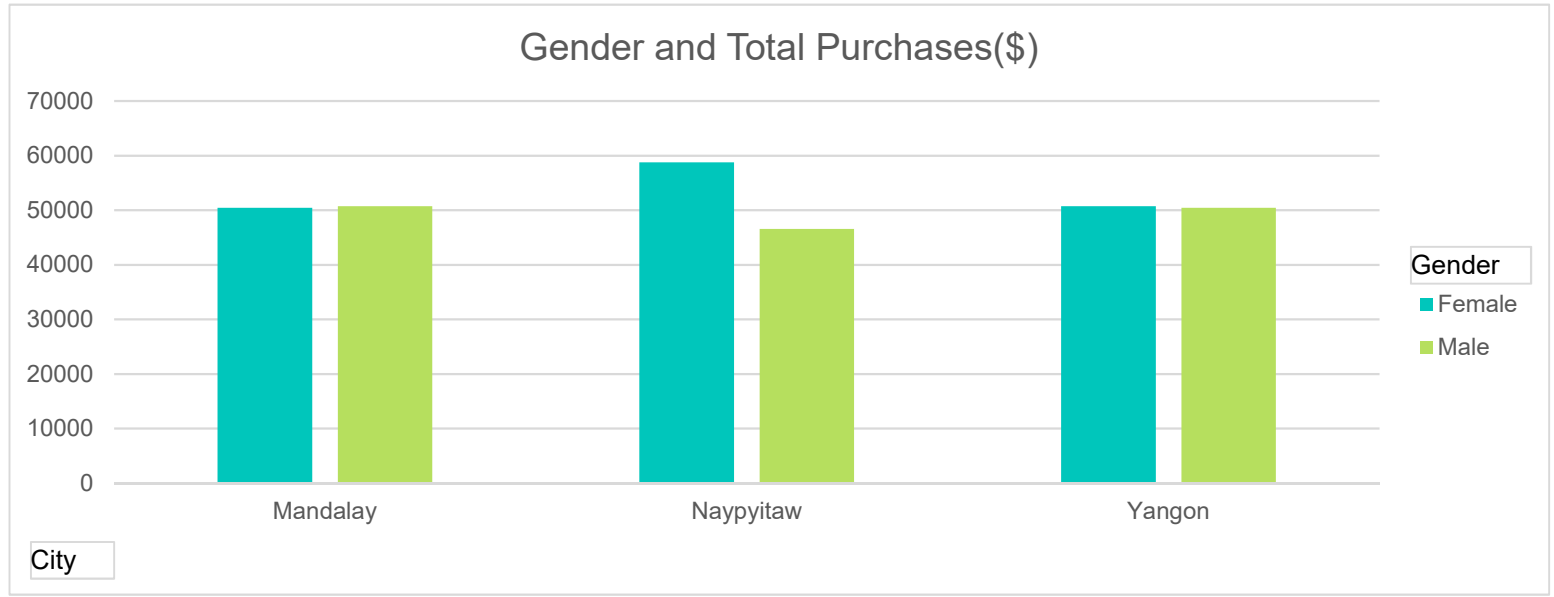
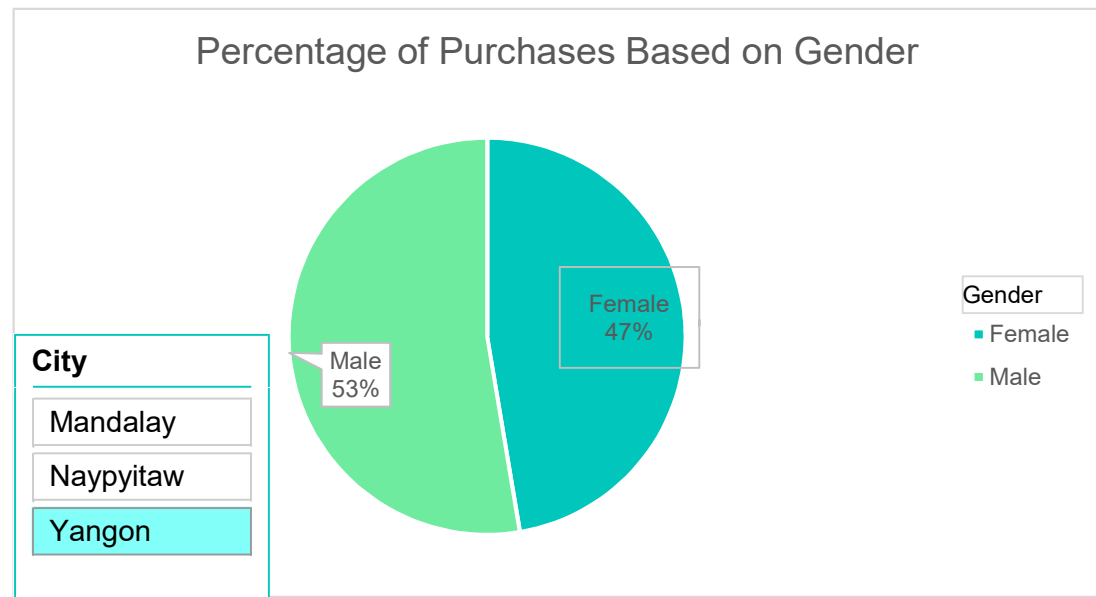
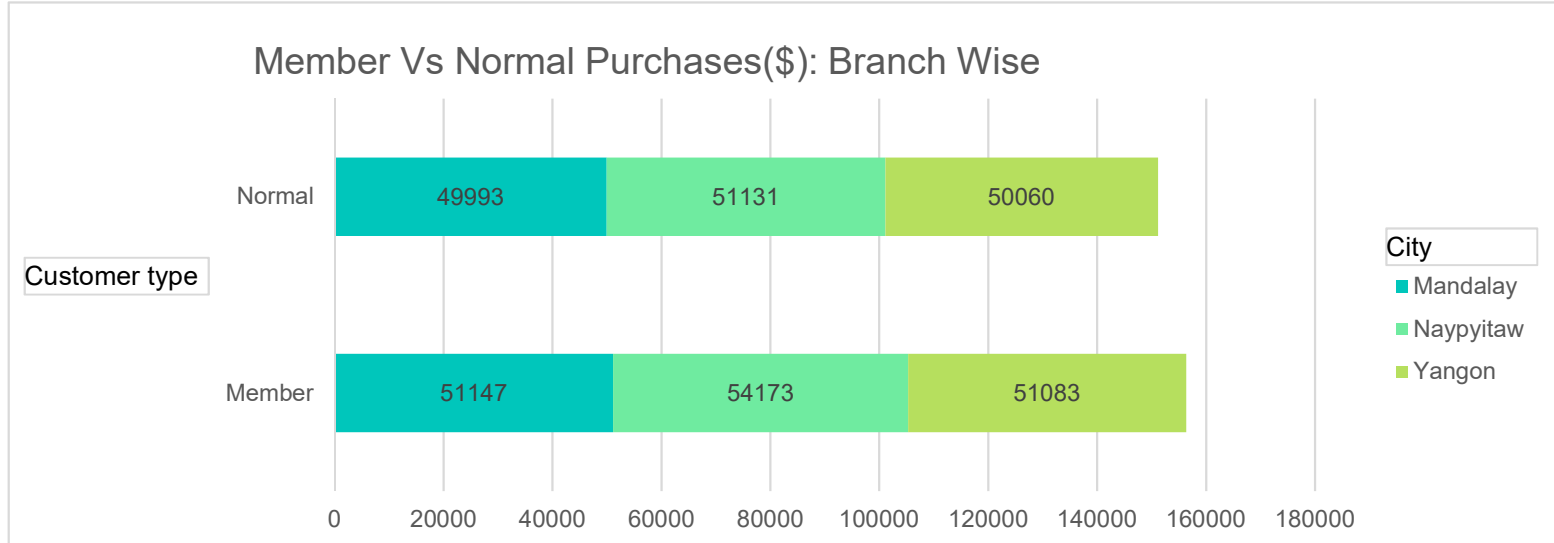
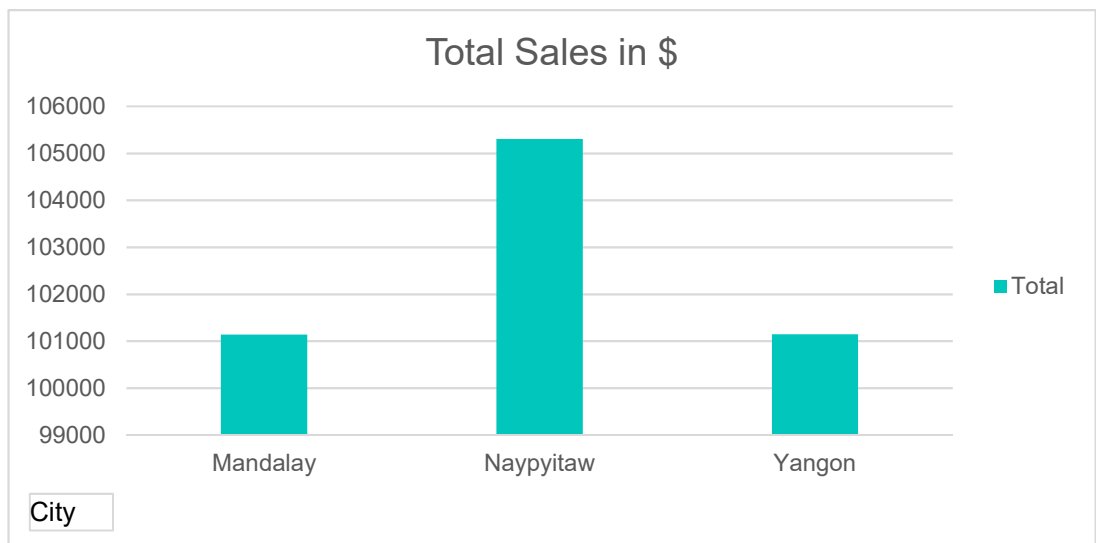
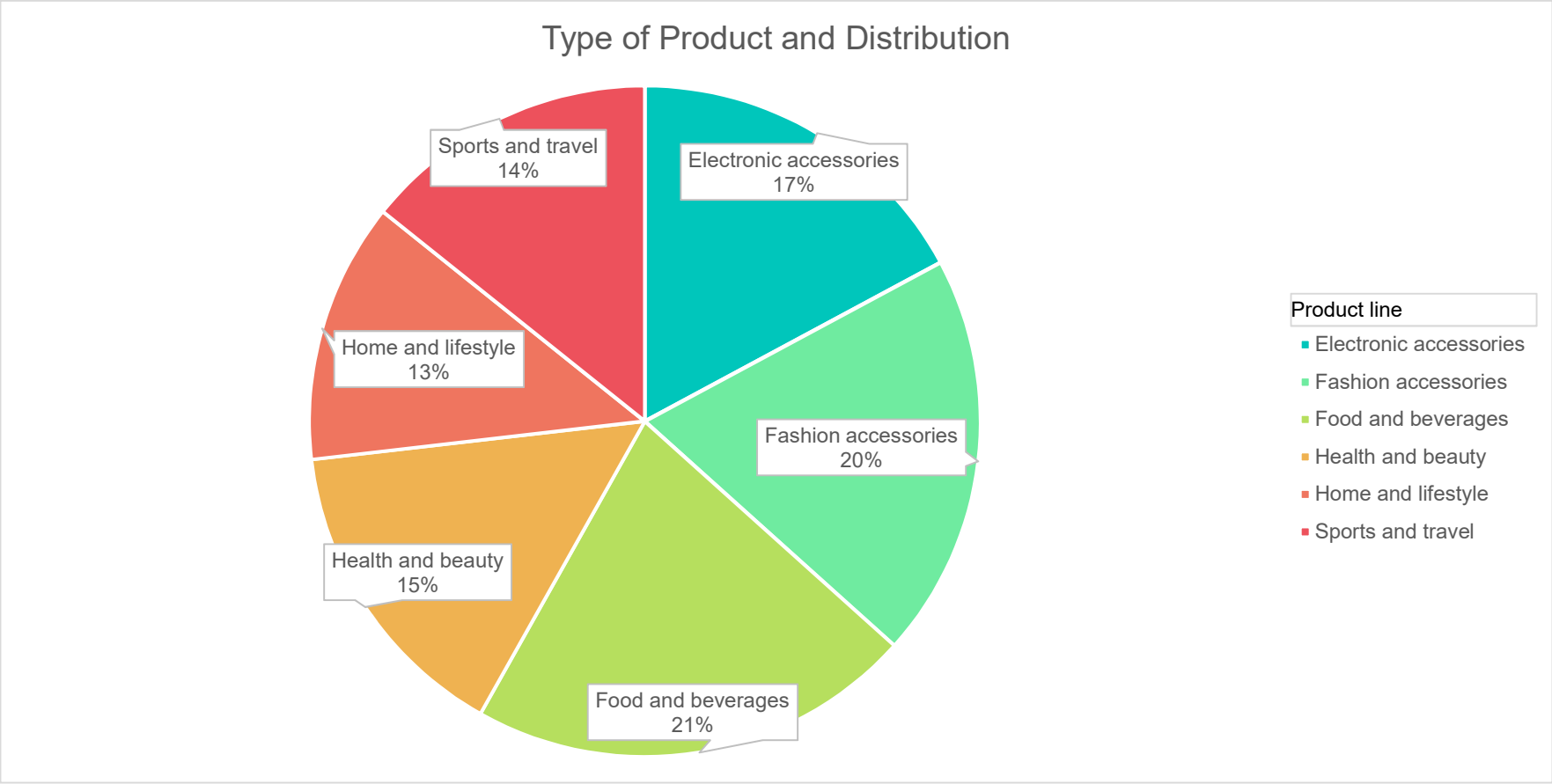
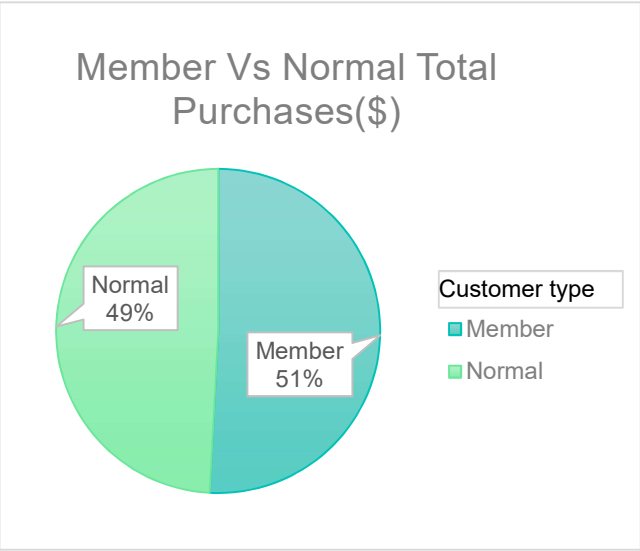


SUPERMARKET SALES ANALYSIS





City

Mandalay

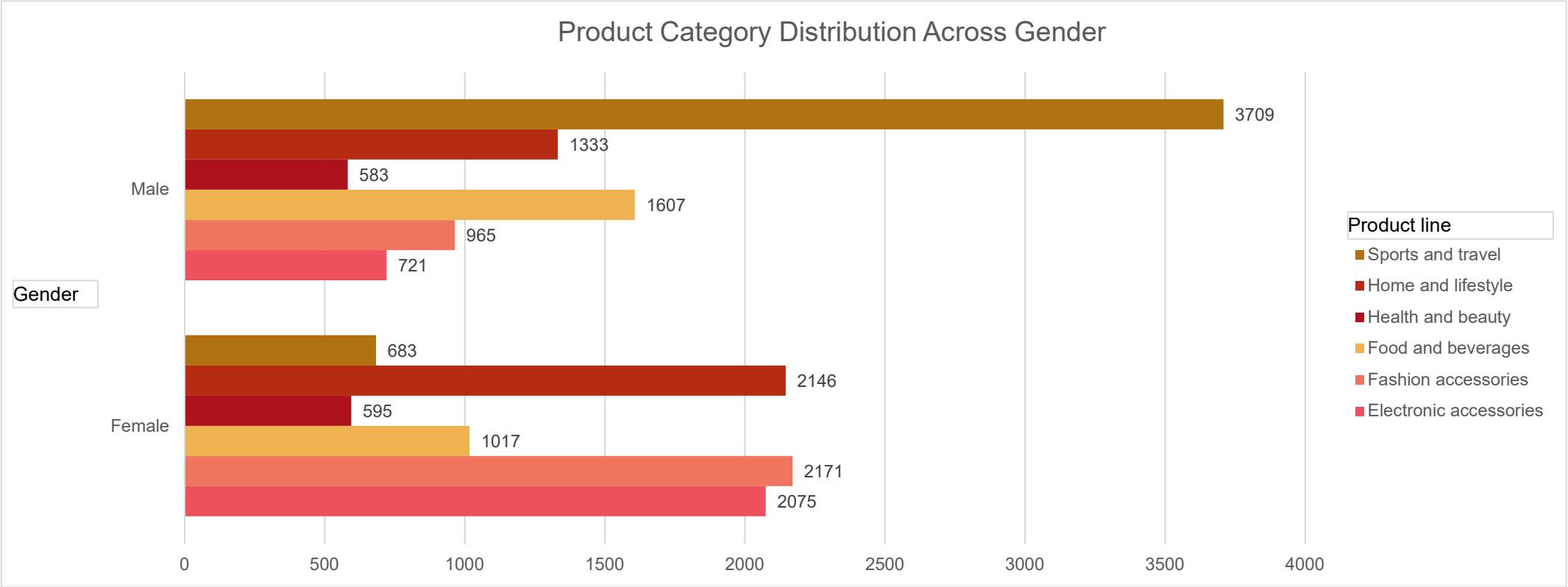
Naypyitaw

Yangon

Customer type

Member

Normal



Months

Jan

Feb

Mar

City

Mandalay

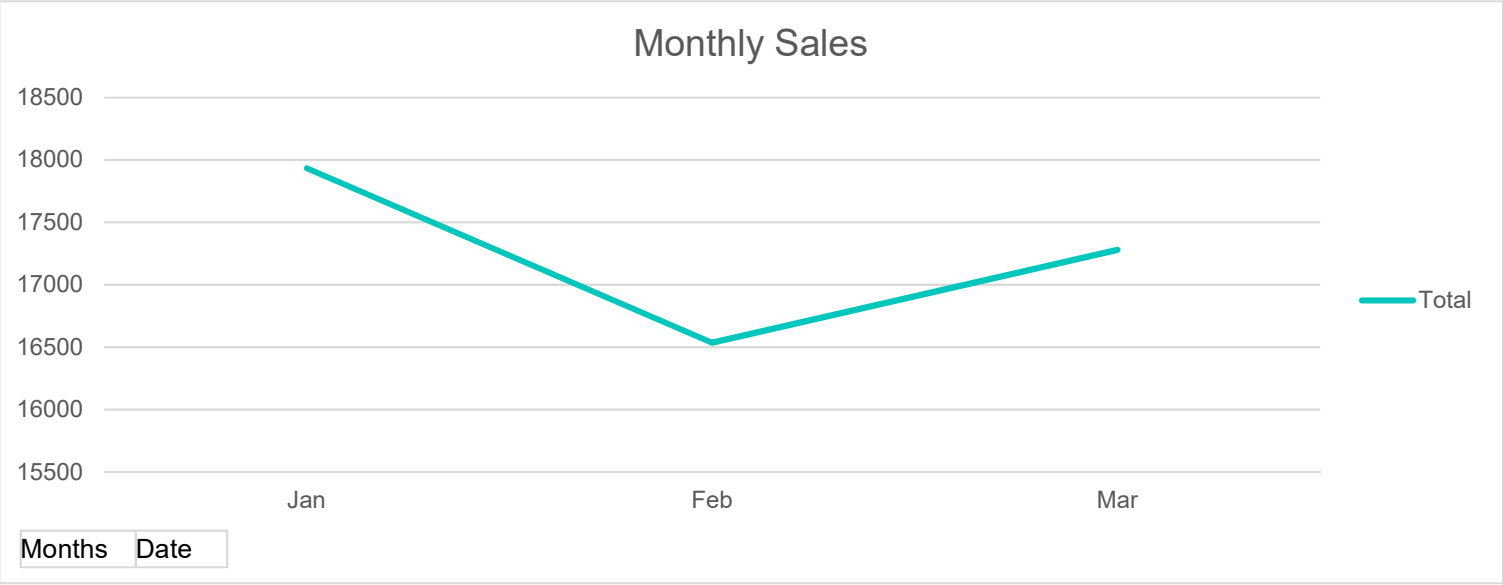
Naypyitaw

Yangon

Customer type

Member

Normal



Product line

Electronic accesso...

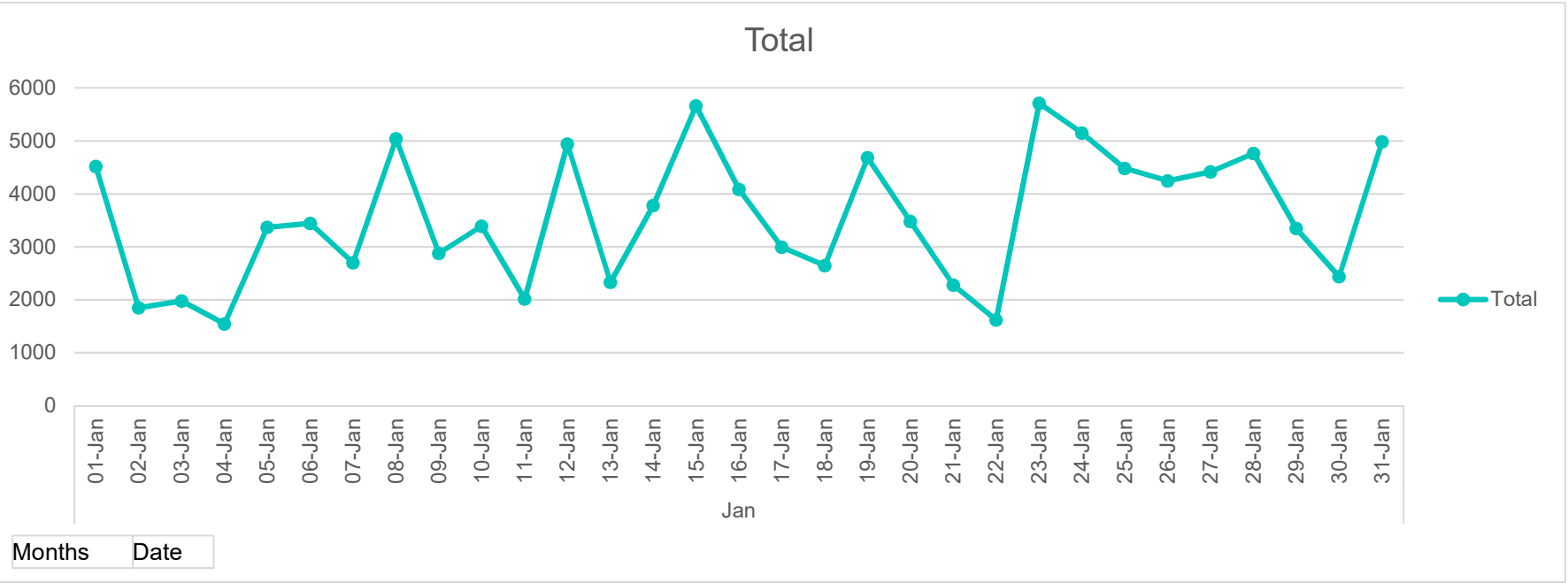
Fashion accessories

Food and beverages

Health and beauty

Home and lifestyle

Sports and travel



Months

Jan

Feb

Mar

Product line

Electronic accesso...

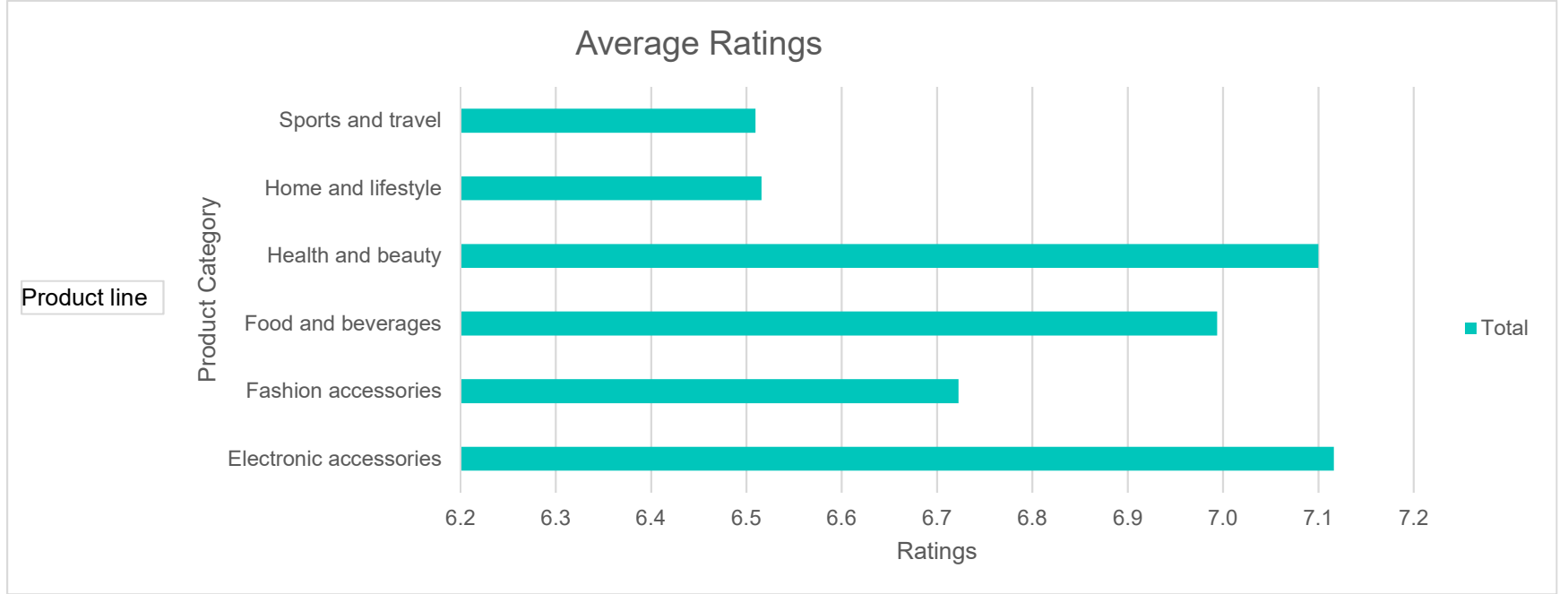
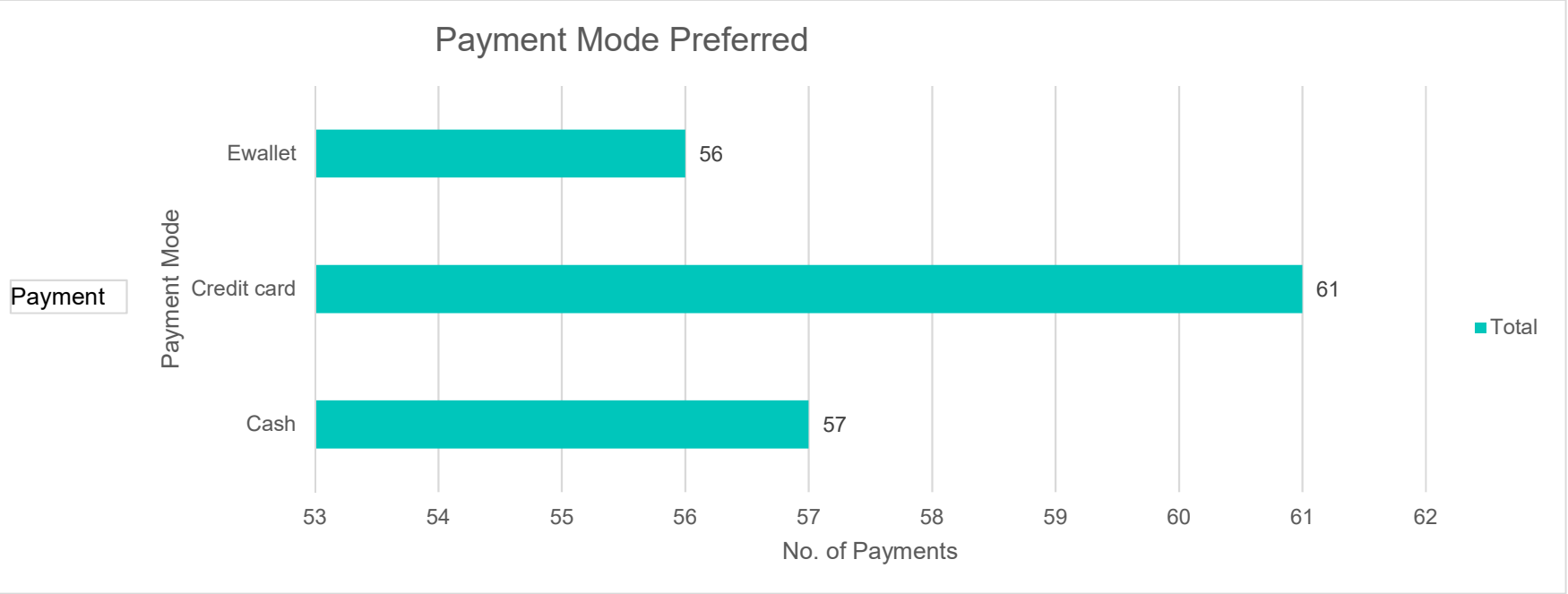
Fashion accessories

Food and beverages

Health and beauty

Home and lifestyle

Sports and travel



Customer type

Member

Normal

Product line

Electronic accessories

Fashion accessories

Food and beverages

Health and beauty

Home and lifestyle

Sports and travel

City

Mandalay

Naypyitaw

Yangon



Months

Jan

Feb

Mar

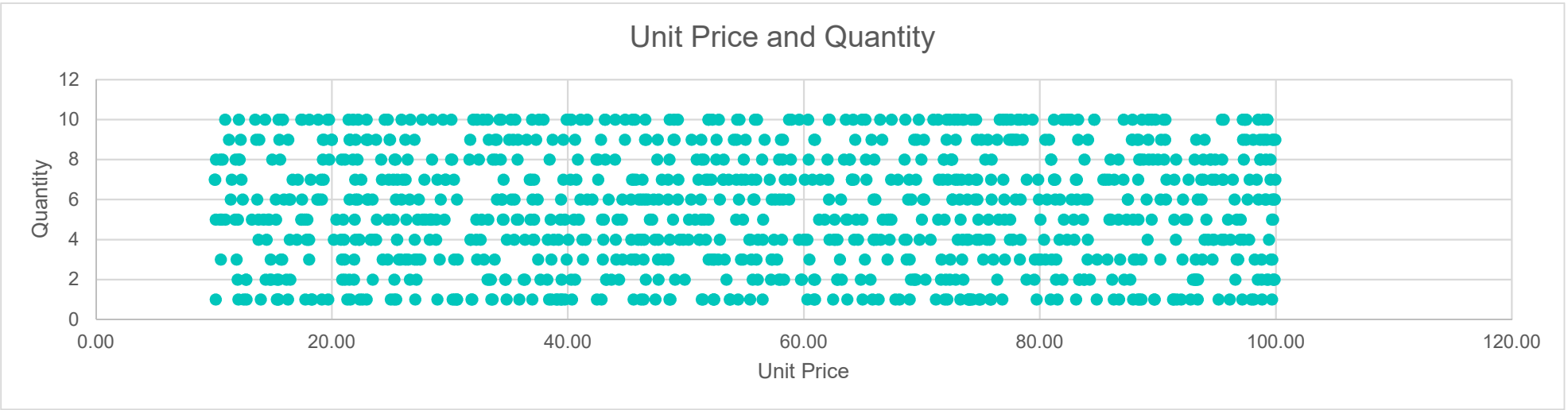
Apr

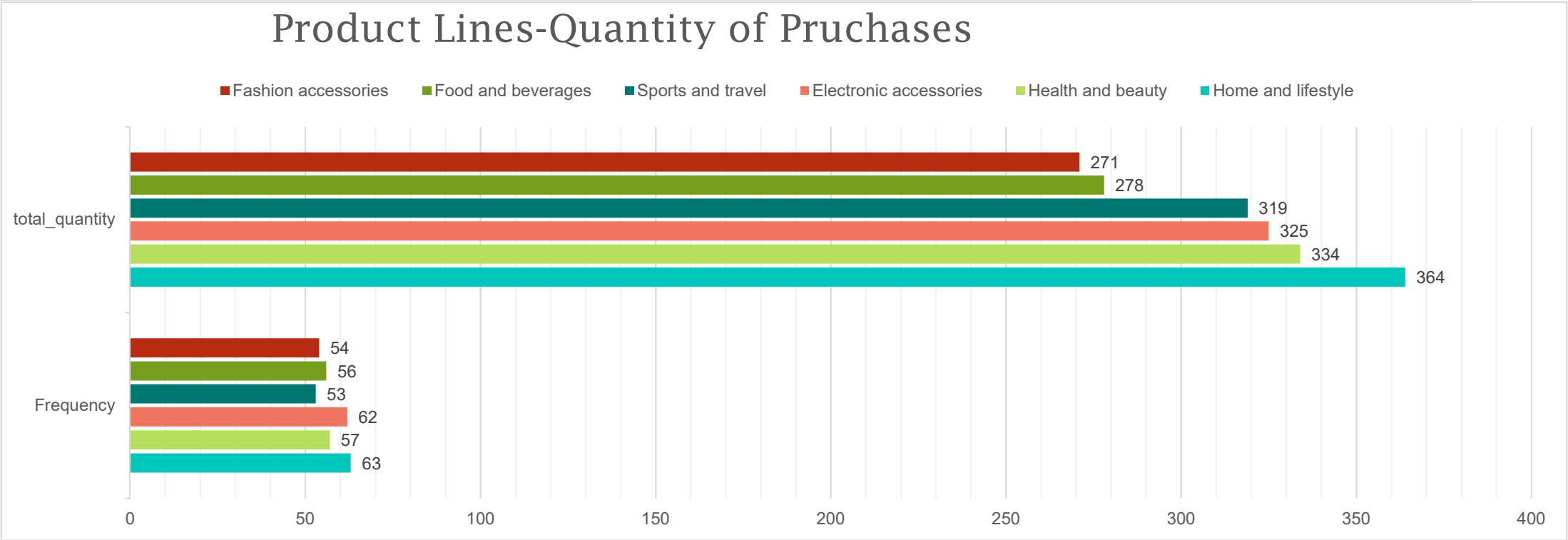
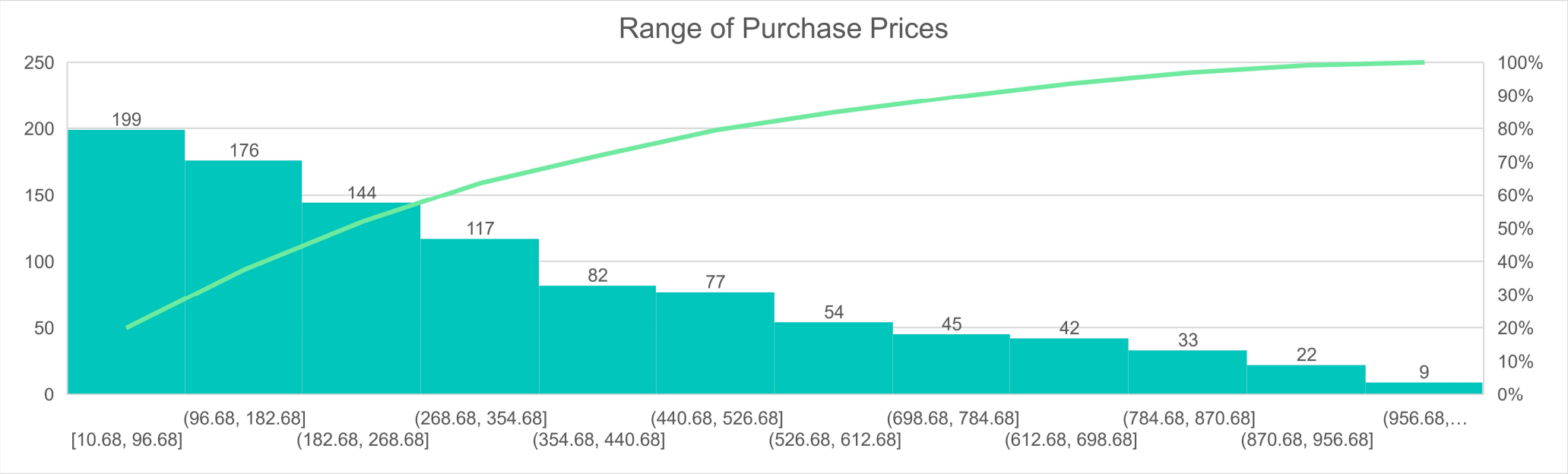
City

Mandalay

Naypyitaw

Yangon





Calculated Reports

Monthly Total Sales

Month	Total Sales
January	116291.868
February	97219.374
March	109455.507
Total Sales	322966.749

Payment Mode Preferred based on Price

Payment Mode	Total Price	No. of transactions
Cash	112206.57	344
Credit card	100767.07	311
Ewallet	109993.11	345

Product Line Analysis by Quantity Total Price and % share of the Purchase Price

Product Line	Quantity	Total Price	% Sales Share
Home and lifestyle	911	53861.913	16.68
Health and beauty	854	49193.739	15.23
Electronic accessories	971	54337.5315	16.82
Sports and travel	920	55122.8265	17.07
Food and beverages	952	56144.844	17.38
Fashion accessories	902	54305.895	16.81
	5510	322966.749	100.00

Range of Ratings

Ratings	Count
Very Poor	0
Poor	0
Fair	153
Good	346
Very Good	335
Excellent	166

Key Insights

- > January has highest sales and February has least sales.
- > March has a good start.
- > Cash and E-wallet has more preference.
- > The ratings are group as follows: range
- > Good and very good are most common ratings.
- > Sports and Travel , Food and beverages has more sales.
- > This aids to 17% shares each out of total sales.
- > Health and Beauty products have 15%shares which is the least.
- > Electronic goods has maximum purchase quantity(971).
- > Naypyitaw city has highest total sales.
- > Members have slightly more purchases than normal customers
- > On applying filter we observe that Yagan city purchase includes 53% by Male and 47% female.
- > Naypyitaw has significant male purchases.
- > Male are keen on sports and travel purchases, and food and beverages.
- > Females have significant fashion accessories, electronics and home and lifestyle purchase.
- > Purchases involving food and beverages prefer credit card the most.
- > Mandalay City people have given more ratings to electronic accessories and health and beauty section.
- > Timings of purchases for categories in January month at Naypytaw shows spike in health and beauty purchases at morning 10:00 & 15:00hrs.
- > Fashion accessories has more purchase during mornings and evenings.
- > Lower brackets of prices has higher purchases and costly price brackets have lesser purchases.
- > Changing filters can aid in in-depth insights.

This is non interactive sample of the interactive excel dashboard of the project.