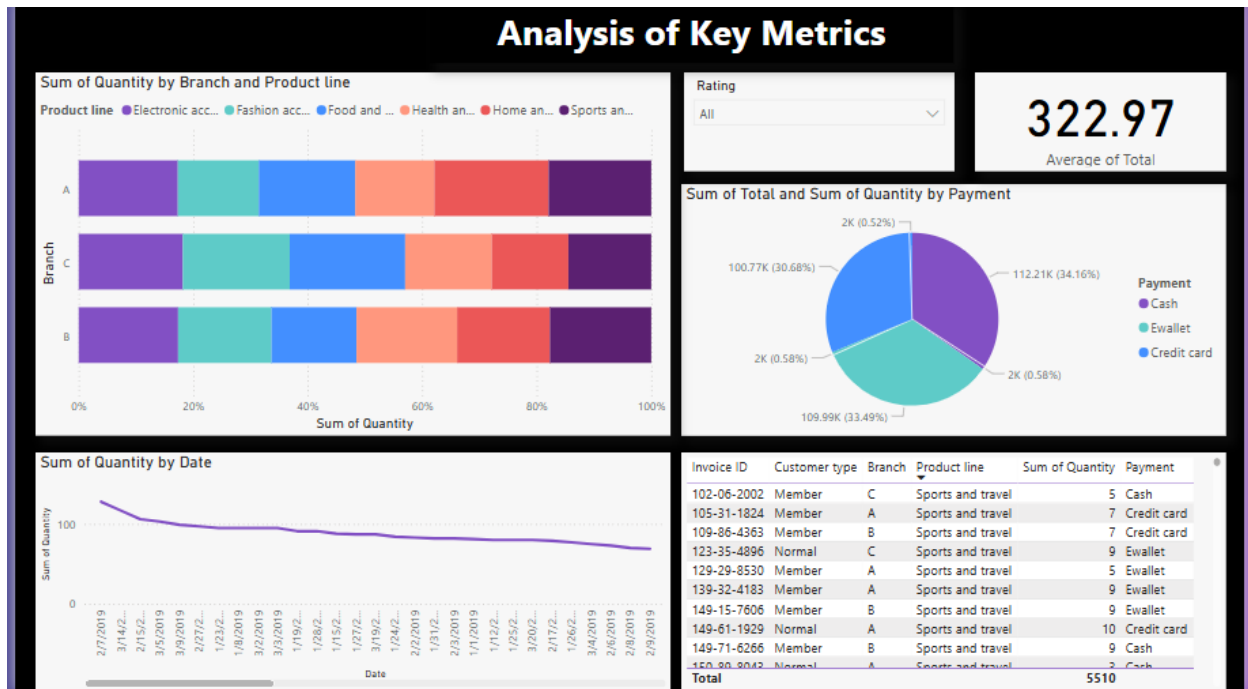


Assignment No :- 2



• Key Findings and Insights from the Supermarket Income Analysis Dashboard :

1. Branch & Product Performance:

- Branches A, B, and C have a balanced product mix.
- Sports & Travel, Electronics, and Food are top-selling categories.
- **Action:** Optimize stock and marketing per branch.

2. Payment Preferences:

- E-wallet (34.16%) and Credit Card (33.4%) dominate, while cash is less preferred.
- **Action:** Promote digital payments with discounts or cashback.

3. Sales Trend Over Time:

- Sales declining gradually, indicating seasonal effects or competition.
- **Action:** Run promotions to boost sales.

4. Customer & Product Insights:

- Sports & Travel products have high demand.
- Members may contribute more to sales.
- **Action:** Improve loyalty programs & focus on best-sellers.

5. Average Sales Value (322.97):

- This is the benchmark for sales performance.
- **Action:** Offer bundled products to increase revenue.