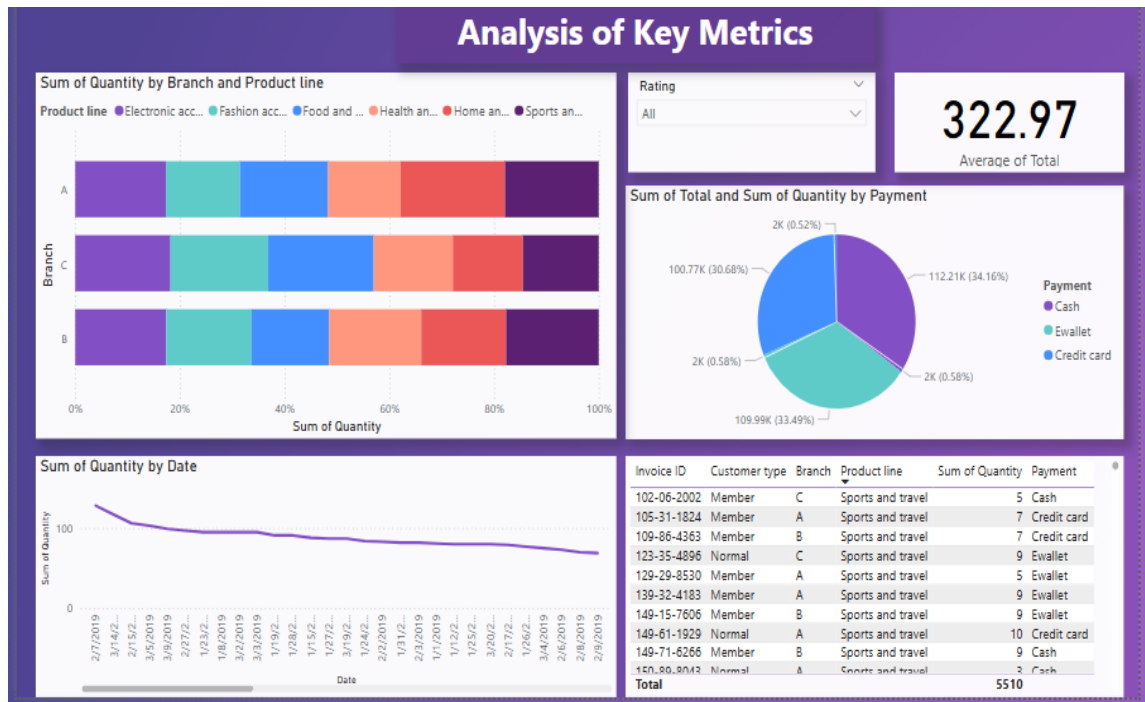


Assignment No :- 2



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

1. Sales Performance by Branch and Product Line

- The stacked bar chart shows the distribution of quantity sold across different branches (A, B, and C) for various product lines.
- All branches exhibit a similar distribution pattern, with a notable presence of Sports and Travel, Electronic Accessories, and Home and Lifestyle products.
- Branch A and C seem to have higher sales in Health and Beauty products compared to Branch B.

2. Payment Method Preferences

- The pie chart indicates that Credit Card (34.16%) and E-wallet (33.49%) are the dominant payment methods.
- Cash transactions (30.68%) account for the least number of sales, suggesting a preference for digital payments.

3. Sales Trend Over Time

- The line chart representing the sum of quantity over time shows a gradual decline in sales.
- This could indicate a seasonal impact, a change in customer behavior, or external factors affecting demand.

4. Average Total Sales Performance

- The average total sales figure is 322.97, providing a benchmark for evaluating individual transaction performance.
- Further analysis could reveal factors influencing higher or lower-than-average sales.

5. Customer Type and Purchase Patterns

- The table analysis suggests that both members and normal customers contribute to sales, with members making frequent purchases.
- This could indicate that the loyalty program is effective, but further analysis is needed to compare spending behavior between customer types.