**Introduction**

This report analyses supermarket sales data to gain insights into sales performance across different product lines, regions, customer types, payment methods, and other important metrics. The report highlights key findings such as top-selling products, sales trends, and profitability, which can guide business decisions.

**Key Findings**

**1. Top-Selling Products**

* **Insight**: The top-selling product category is **Electronic accessories** with a total quantity of **971**, followed by **Fashion accessories** (902) and **Food and beverages** (952).
* **Visual**: Include a bar chart from Power BI showing the total quantity sold for each product line.

**2. Sales by Region**

* **Insight**: Sales are almost equally distributed across regions, with **Naypyitaw** leading with **110,568.71**, followed closely by **Yangon** and **Mandalay**.
* **Visual**: Include a map or bar chart to show total sales by region.

**3. Monthly Sales Trend**

* **Insight**: Sales peaked in **January** with a total of **95,436.24**, followed by a drop in **February**. The lowest sales were observed in **April** (5,483.76).
* **Visual**: Include a line chart to show sales trends over each month.

**4. Sales Performance by Customer Type**

* **Insight**: **Members** account for a slightly higher share of total sales (**164,223.44**) compared to **Normal** customers (**158,743.31**).
* **Visual**: Include a bar chart to compare total sales by customer type.

**5. Sales by Payment Method**

* **Insight**: **Cash** transactions account for **112,206.57**, while **Ewallet** and **Credit card** account for **109,993.11** and **100,767.07**, respectively.
* **Visual**: Use a pie chart or bar chart to show sales by payment method.

**6. Most Profitable Product Line**

* **Insight**: The most profitable product category is **Food and beverages**, generating **2,673.56** in gross income, followed by **Electronic accessories** (2,587.50).
* **Visual**: Include a bar chart showing the gross income by product line.

**7. Average Customer Ratings by Product Line**

* **Insight**: **Fashion accessories** received the highest average rating (**1251.2**), followed closely by **Food and beverages** (**1237.7**).
* **Visual**: Use a bar chart or column chart to show the average ratings for each product line.

**Recommendations**

* **Product Line Focus**: Given that **Electronic accessories** and **Fashion accessories** are top sellers, consider increasing inventory or marketing efforts in these categories to boost sales further.
* **Customer Engagement**: Since **Members** generate higher sales, focusing on loyalty programs or member-exclusive offers could help increase sales from normal customers.
* **Sales Growth Opportunity**: Despite the drop in sales in **April**, investigate seasonal trends and promotional strategies to increase sales during slower months.
* **Profitability Focus**: Focus on promoting more **Food and beverages**, which has the highest gross income, ensuring these products are available in all regions.

**Conclusion**

This report reveals that product categories like **Electronic accessories** and **Fashion accessories** are driving sales growth, with **Food and beverages** being the most profitable. Understanding these trends, focusing on customer loyalty, and leveraging the best-performing payment methods will help maximize sales and profitability. Additionally, the **monthly sales trends** indicate opportunities for targeted promotions during off-peak months.