

Project Summary: Supermarket Sales Insights: Q1 Performance Dashboard

Objective:

The project analyzes first-quarter (Q1) supermarket sales data to uncover trends, customer behavior, and top-performing products. It aims to provide actionable insights through a Power BI dashboard.

Key Findings:

1. **Total Sales Performance:**
 - The total sales for Q1 amounted to **\$323,000**, with **5,510 items sold**.
 - The **total cost of goods sold (COGS)** was **\$308,000**, resulting in a **gross income of \$15,380**.
 2. **Sales by Location:**
 - **Naypyitaw** led in total sales, followed by **Yangon** and **Mandalay**.
 3. **Customer Type:**
 - **Members** contributed slightly more to sales than **Normal** customers.
 4. **Branch Performance:**
 - Branch **B** outperformed the others, while Branch **C** had the lowest sales.
 5. **Payment Methods:**
 - Sales were evenly distributed across payment methods (**Cash, E-wallet, and Credit Card**) with no dominant preference.
 6. **Top 5 Products by Sales:**
 - **Food and Beverages** topped the list, followed by:
 - Sports and Travel
 - Electronic Accessories
 - Fashion Accessories
 - Home and Lifestyle
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Result:

A Power BI dashboard was developed to visualize these insights, enabling stakeholders to:

- Identify high-performing locations, branches, and product categories.
- Understand customer preferences.
- Strategize promotions and inventory management based on Q1 sales trends.