

EXECUTIVE SUMMARY

APRIL 2021

XYZ COMPANY

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INTRODUCTION

This report contains findings, processes and insights from an analysis of the three major branches to determine the company's growth and understand sales trends.

PROCESSES

Data Collection

First-party data was collected from the recorded sales information of the three branches from the months of January to March. This data was instrumental in arriving to the insights presented in this report.

Data Analysis

Exploratory analysis of the data was carried out using Python libraries (pandas) to clean and explore the data.

Descriptive analysis: This was done to identify what has already happened in the company. From this analysis, the following were determined:

- ❖ The city with the highest gross income is Port Harcourt
- ❖ The branch and city with the highest sales record is Branch A and Lagos respectively
- ❖ The most used payment method is Epay
- ❖ The highest sold product line is Fashion accessories product line
- ❖ The lowest sold product line is Health and body product line
- ❖ The most used payment method in the branches is Epay for Branches A and B, then Cash for Branch C.
- ❖ The branch with the lowest rating is Branch C

Diagnostic analysis: This was done to understand why some things happened in the company. From this analysis, the following were determined:

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- ❖ Does customer type affect the gross income of the supermarket?
 - ❖ Does the time of day, especially the hour affect the amount of sales in each branch?
 - ❖ What time of day did the supermarket record its highest?
 - ❖ What gender and customer type visited the supermarket during the 14th hour?
 - ❖ Does the gender contribute to high sales at the 14th hour?
 - ❖ What month recorded the highest sales?
 - ❖ What month did the cities record their highest sales?
 - ❖ What products did customers spend more on during the past months?
 - ❖ Does the gender, customer type and product line affect rating?

Data Visualization

The findings were communicated and presented using chart visualizations from Python visualization libraries (Seaborn and Matplotlib). The charts were generated as:

- ❖ Bar plot
- ❖ Count plot
- ❖ Box plot
- ❖ Point plot

INSIGHTS

The following insights and observations were deduced from the analysis:

- ❖ The lower the unit price, the more quantity sold and the higher the unit price, the lesser the quantity sold
- ❖ Members purchase more goods from the supermarket than Normal customers.
- ❖ At the 14th hour (2.00PM), more quantities of products were sold, more purchases were made, therefore leading to a corresponding increase in the overall gross income.
- ❖ The Male gender gives high ratings than the female ratings, which means the male gender is more satisfied with the services of the supermarket

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- ❖ In the month of January, Abuja and Lagos had their highest total price of goods purchased by the customers, leading to Abuja and Lagos having a higher increase in gross income compared to other months.
 - ❖ In the month of March, Port Harcourt had its largest quantities of products purchased and the highest total price of goods purchased by the customers, leading to a higher increase in gross income compared to other months.
 - ❖ Food and beverages, Fashion accessories and Home and lifestyle product lines received lower ratings than the other product lines.

SOLUTION APPROACH

The company should take the following approaches to increase sales and company's growth:

- ❖ Customer surveys and suggestion box system should be implemented in all the branches so as to get suggestions on how to satisfy them better.
- ❖ An inviting membership subscription plan should be implemented to attract new customers, turn normal customers to members and keep returning customers as members.
- ❖ Product lines with low gross income should have exciting offers attached to them. Offers such as coupons, discounts and promos will attract customers to purchase such items.
- ❖ In conclusion, Since the most used payment platform used by customers is Epay, XYZ Company should create an online presence for all the branches where customers can order for products online, this is sure to increase sales for the company.