Supermarket Sales Dashboard Insights

The Dashboard contains data of three different cities namely Mandalay, Naypyitaw and Yangon. Our problem statement is to increase the revenue of the stores and for this we gathered following insights:

1. In city Mandalay, Evening time is the best to focus as we are making our revenue from that time while city Naypyitaw and Yangon are running best in Afternoon.
2. In all the city, Mandalay, people are handy towards Credit Cards especially females; Naypyitaw is generating revenue via Cash majorly by females and in Yangon, males are more comfortable towards E-wallet.
3. Out of the three stores, Yangon, Naypyitaw and then Mandalay are performing well in this order respectively.
4. In the city, Mandalay, Healthy and beauty segment among Males and Food and Beverages among Women is bringing majority of the revenue. Same goes for the females in the city Naypytiaw but in Yangon, Home and lifestyle products is generating revenue especially by females.
5. The members of the supermarket bring more revenue than normal although not much very huge difference.

Some of the suggestions which can help supermarket to grow its revenue are listed below:

1. In the city Mandalay, card machines should always be in working conditions.
2. Specific day slots which generate more revenue must be more taken care of.
3. The product line which brings more revenue can be increased by giving suitable discounts.
4. The membership offers must be improved as current ones are not bringing significant difference with respect to normal ones.
5. Using the forecasting, we observed that trend line is stable to Rs 3,384 sum of revenue for next fifteen days.