



ACE MART

# **SUPERMARKET ANALYSIS**

by Sanya Virmani





# Objective

**Analyze the dataset and represent the findings in the form of visuals.**

Make a Dashboard for the board members including all the necessary details. Represent the findings, insights in a report and generate a strategy according to the data, all the products which might sell best in the targeted market including all the references of the research.



# Findings

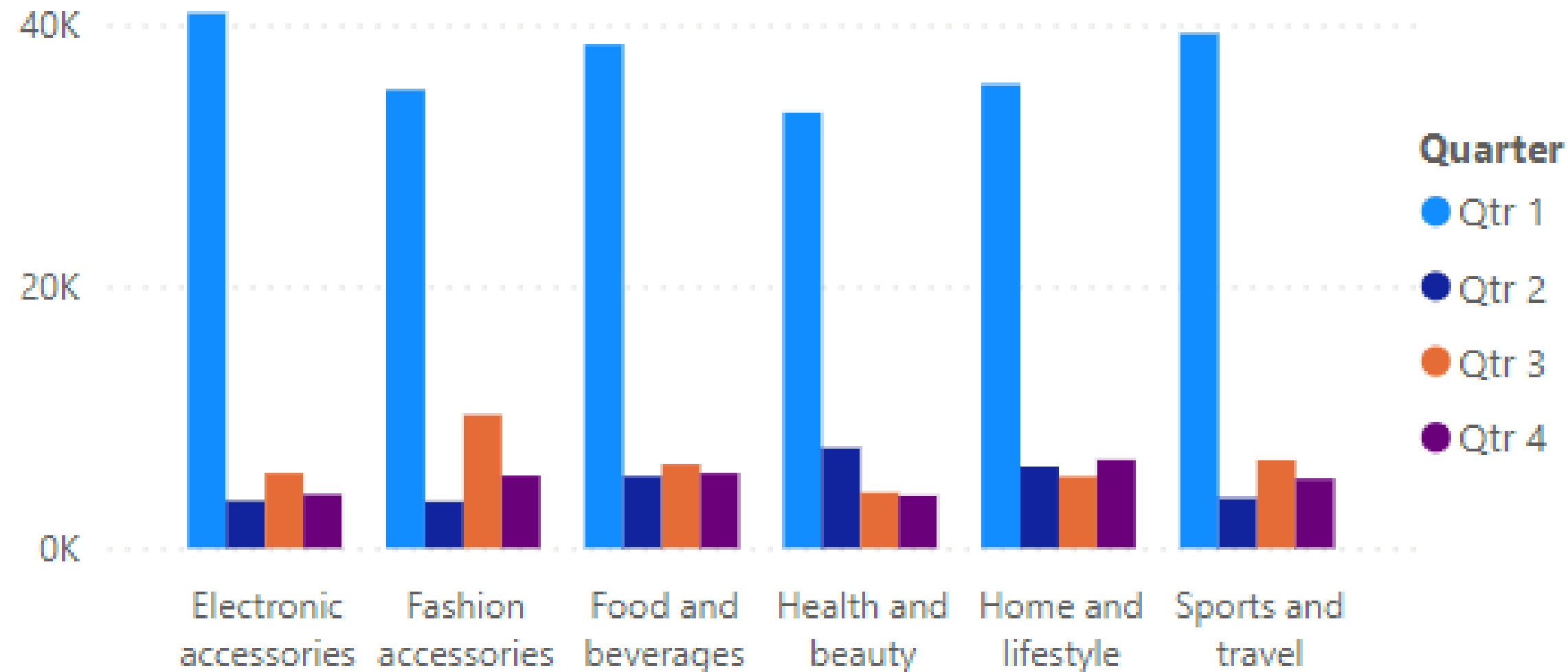


- What is highest sales based on city?
- What is the spending pattern of females and males and in which category do they spend a lot?
- Which product line has got the highest income and lowest income?
- Monthly & Hourly Sales Analysis of the products.
- Show the types of payment methods of sales.

# ROADMAP

- 1 Import the dataset in PowerBI
- 2 Study the dataset and find objectives
- 3 Analyse the dataset and find some questions
- 4 Data transformation as per requirement
- 5 Find the insights from the visuals
- 6 Make dashboard using important visuals

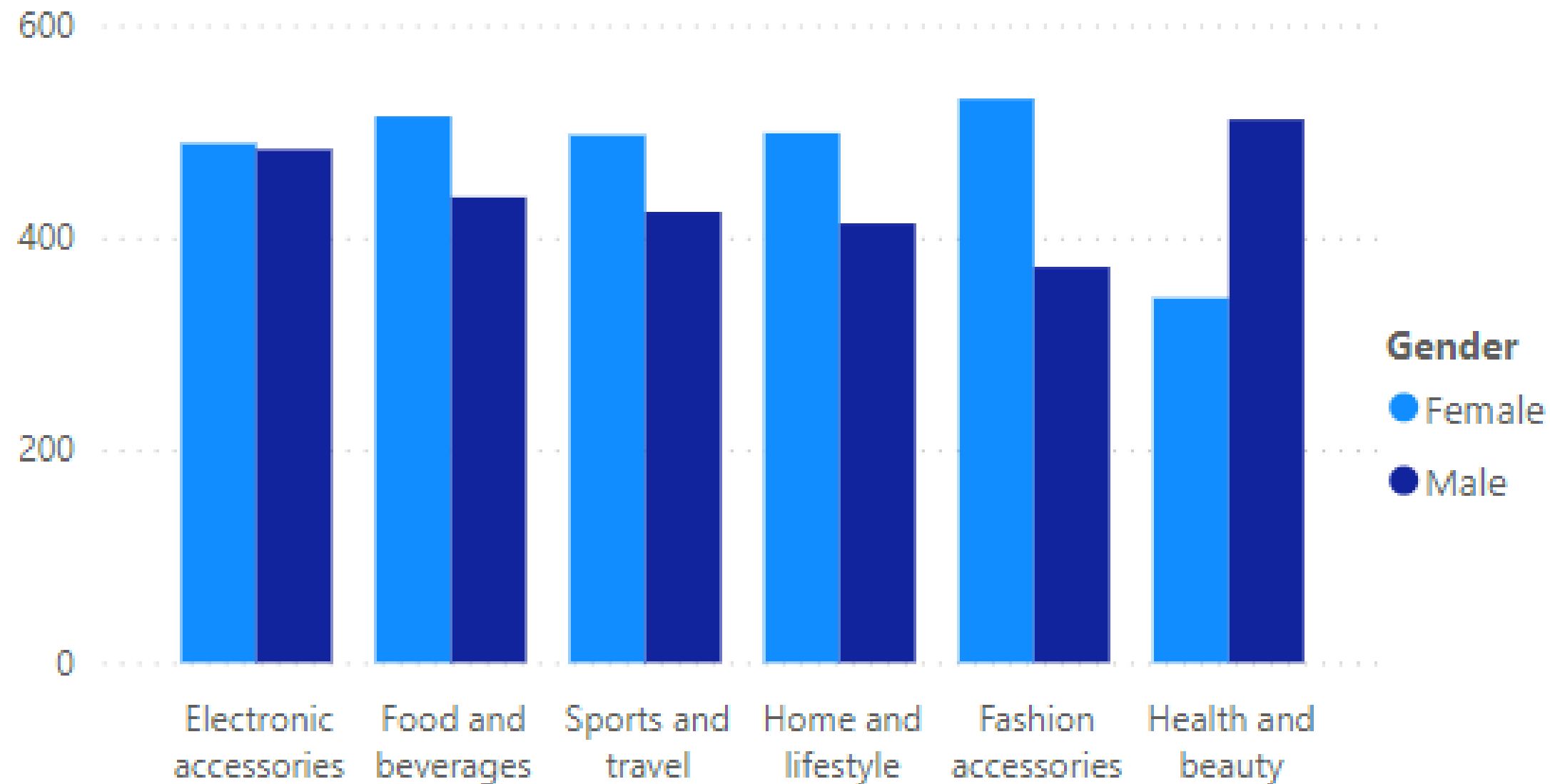
# Quarterly Sales Report



» All the products are generating good sales in **1st quarter**.

» Compared to other products, **Fashion Accessories** are generating good sales in **3rd quarter**.

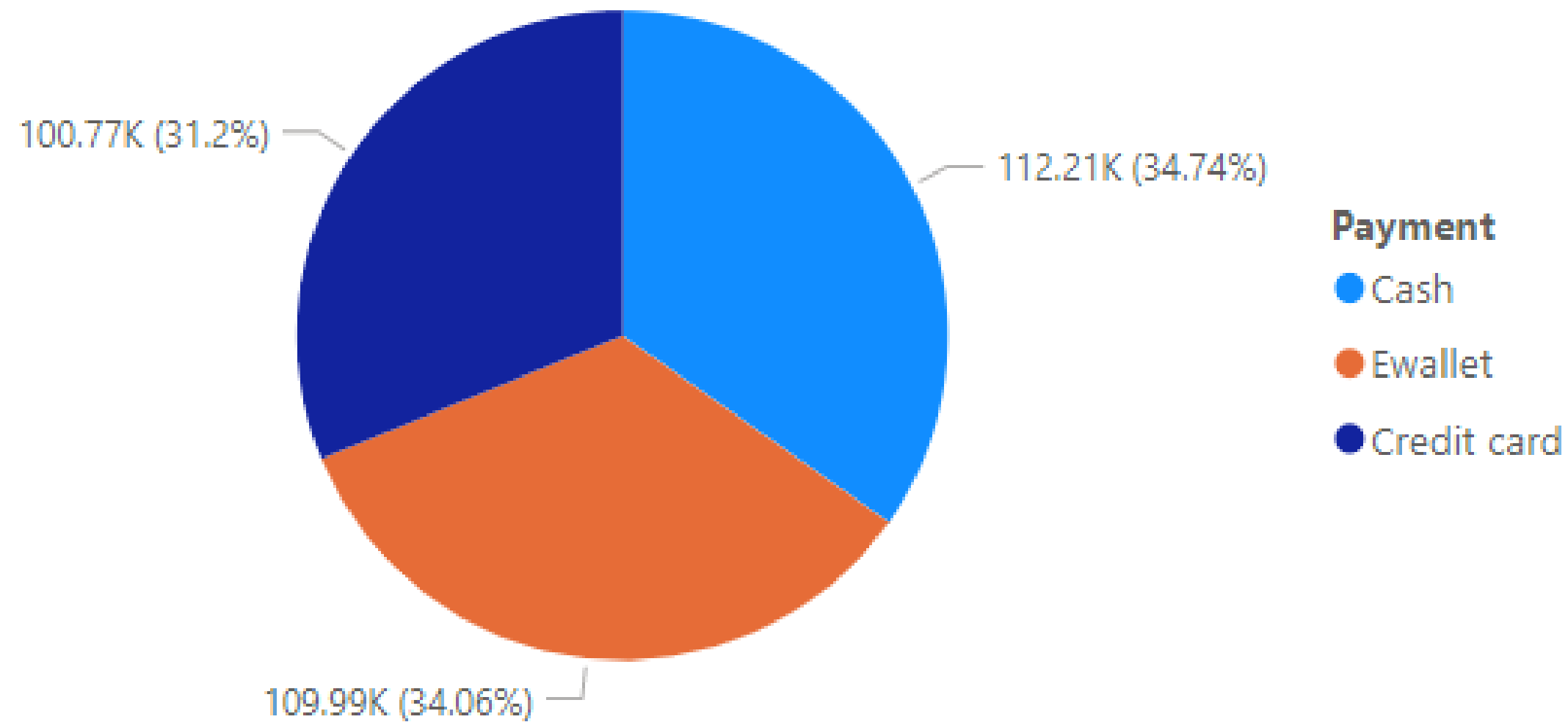
# Gender Wise Product Sales



» Female customers are buying more **Fashion Accessories** than male customers.

» On the other hand, **Male customers** are purchasing **Health and Beauty products** more than females.

# Payment Method



» 34% customers are still using **cash** while paying.





# SUPERMARKET SALES ANALYSIS

Month

All

Gender

Female

Male

Branch

A

B

C

Customer type

☐ Member

☐ Normal

1000

Total Customers

5510

Total Quantity Sold

323K

Total Sales (Inc. Taxes)

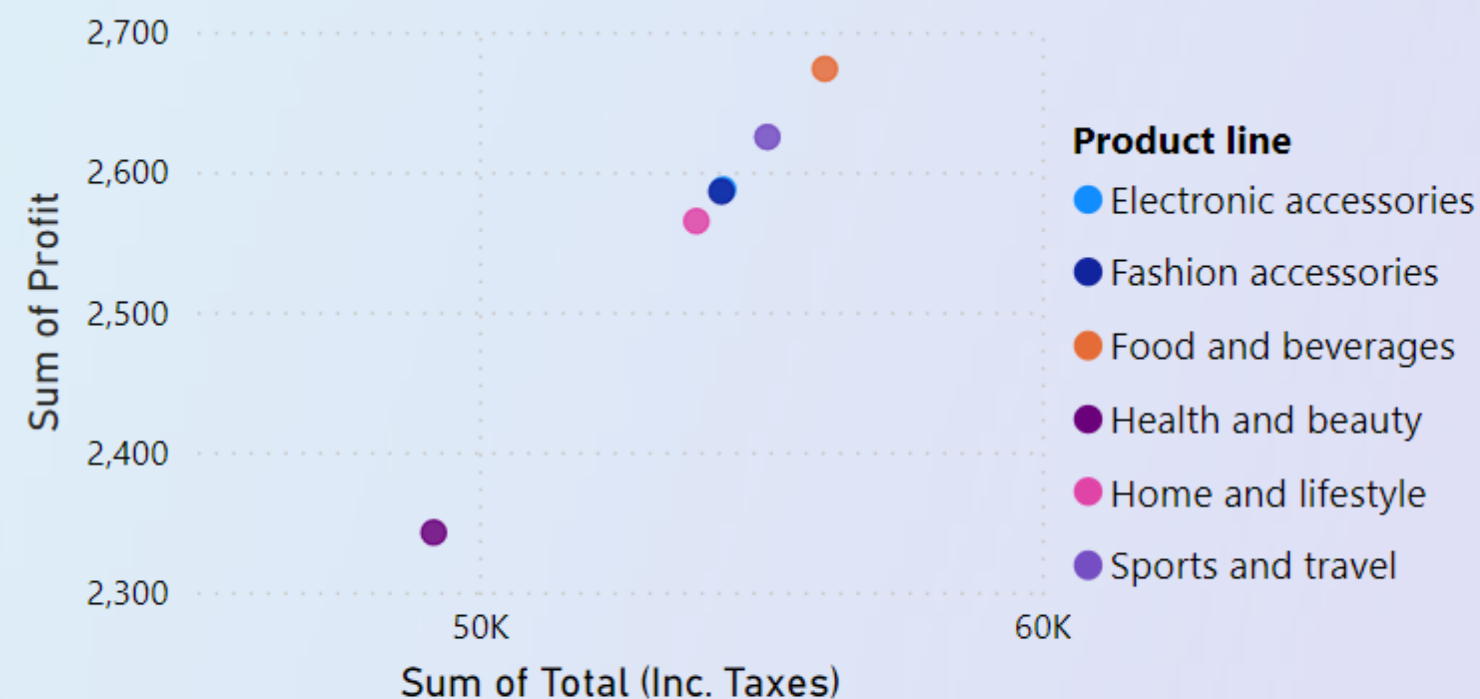
15K

Total Tax Paid

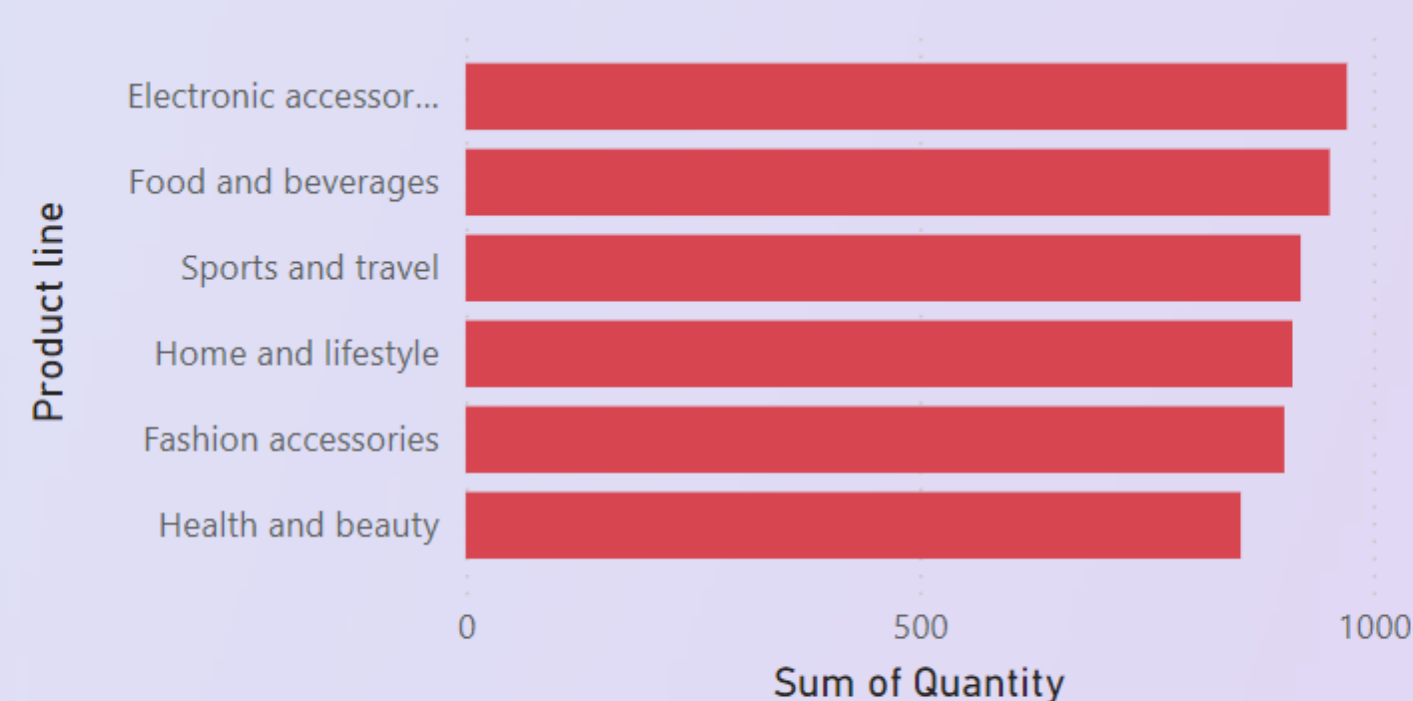
308K

Cost of Goods Sale

Total Sales and Profit by Product line

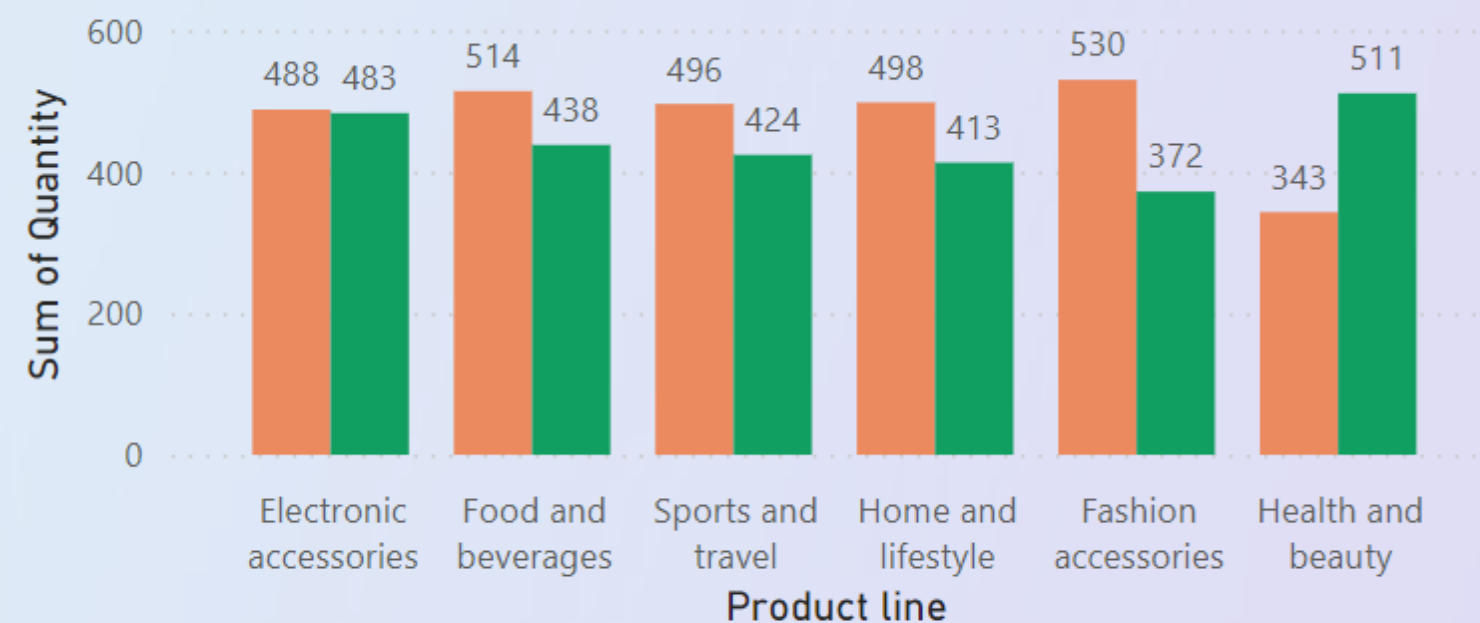


Quantity Wise Product Line

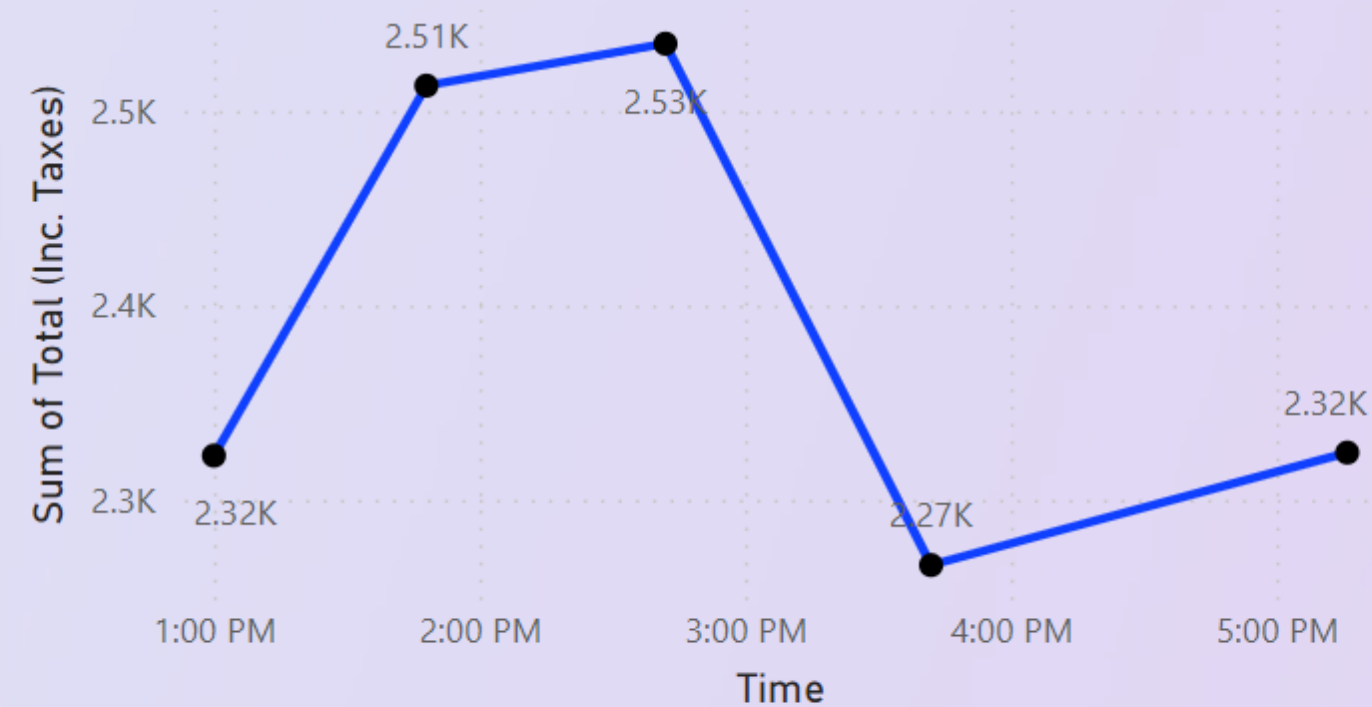


Gender Wise Sales by Product Line

Gender Female Male



Peak Time for Sales







# SUPERMARKET SALES ANALYSIS

Month

All

Gender

Female

Male

Branch

A

B

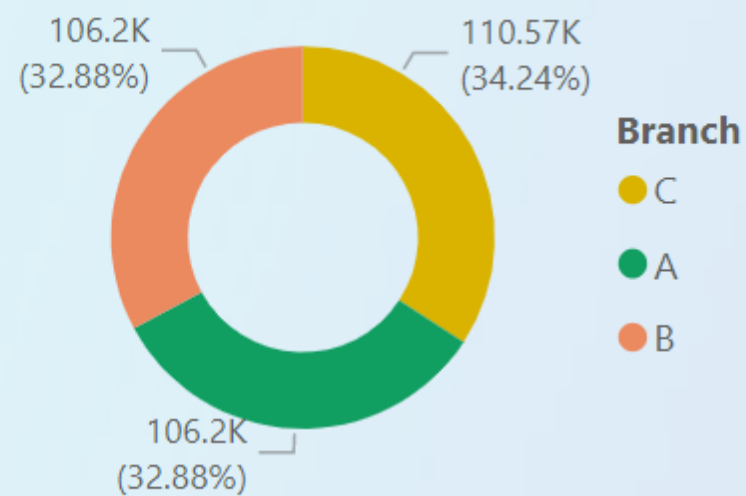
C

Customer type

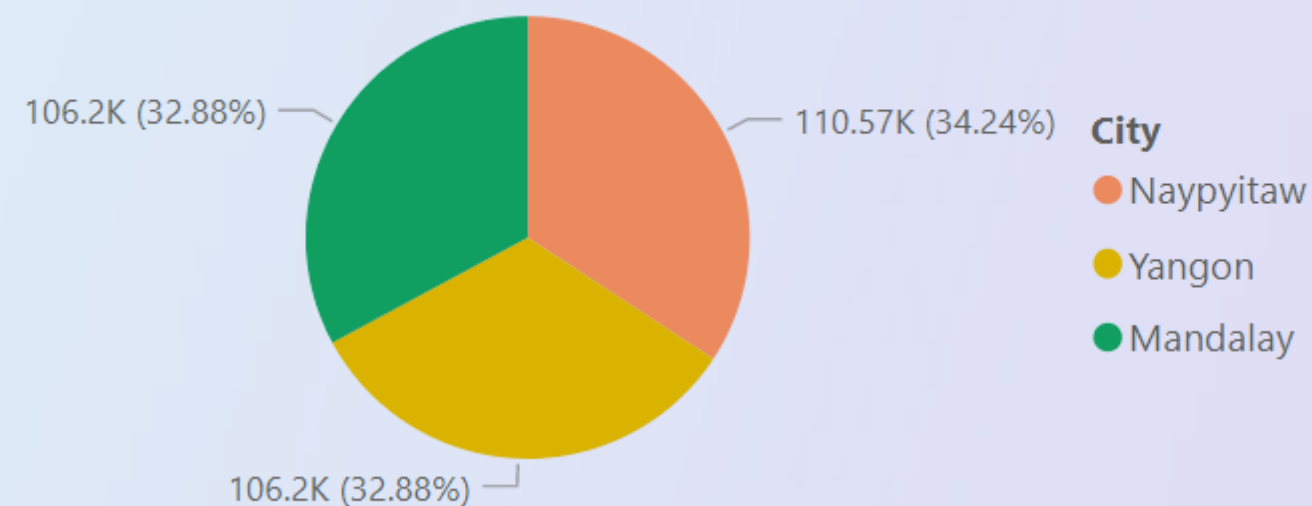
☐ Member

☐ Normal

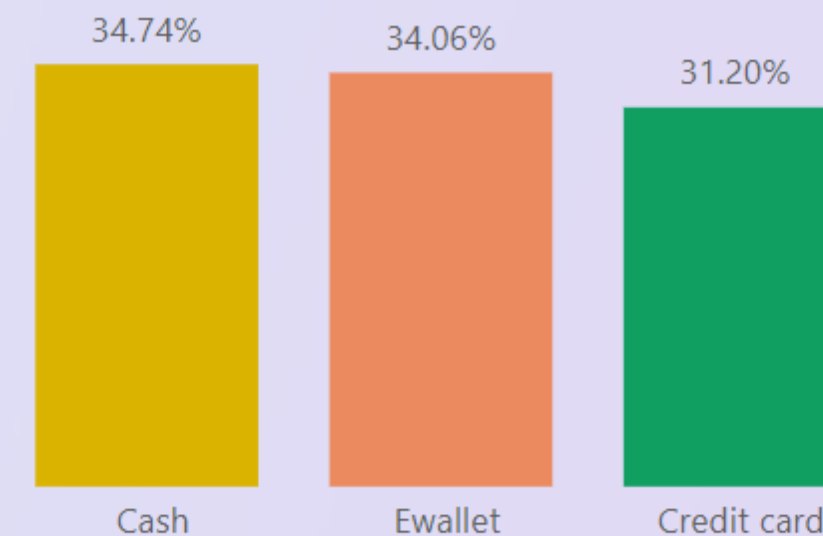
## Total Sales by Branches



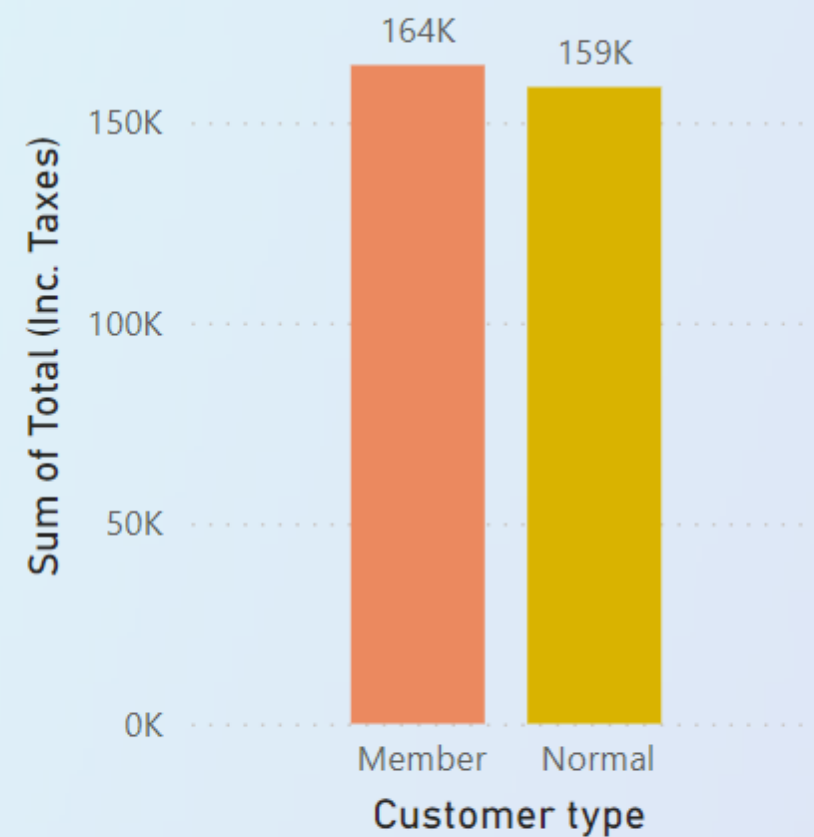
## Total Sales by City



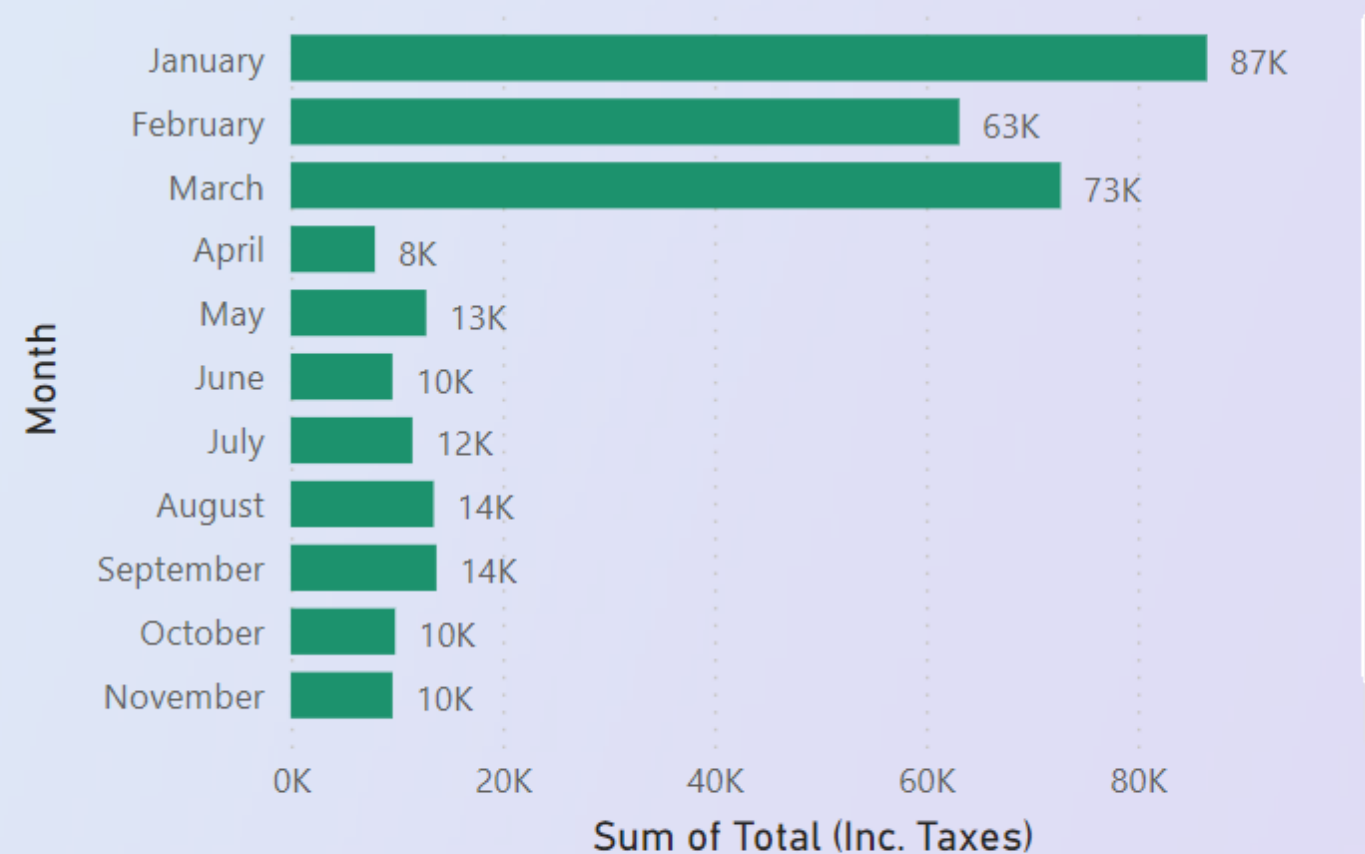
## Shares of Payment Method



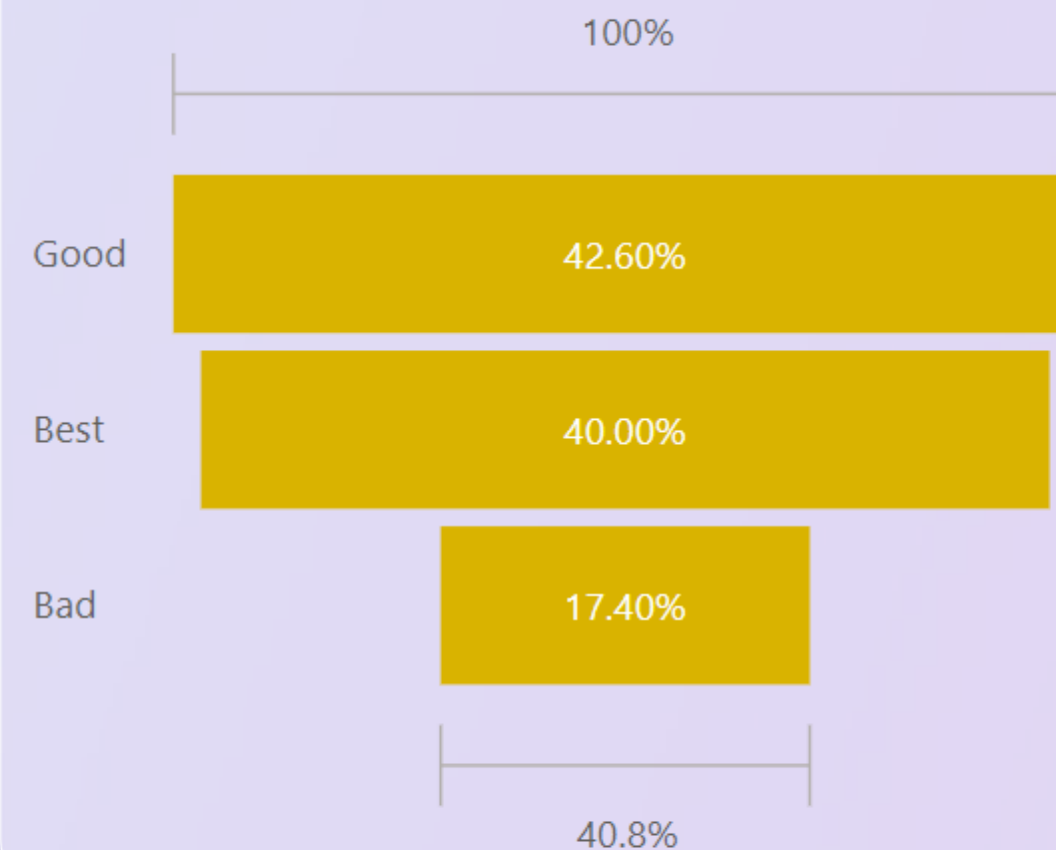
## Sales by Customer Type



## Monthly Sales



## Customer Satisfaction per Ratings



- » The **highest number of sales** was made in the city of **Naypyitaw**.
- » With a very small difference, the payment was made more with **Cash** than EWallet or Card.
- » **Jan, Feb, March** – the sales are at **peak level** in these three months whereas **April** had the **lowest sales**.
- » Sale is highest in the "**Food and beverages**" category.
- » **Females** are more interested in purchasing **Fashion accessories** and least in Health and beauty whereas **Males** are more interested in purchasing **Health and beauty** and least in Fashion accessories.
- » **1PM to 3PM** are peak hours for sales in the supermarket.
- » Customers who are **members** make more purchases.
- » In terms of ratings, the supermarket has got **17% BAD** whereas **83% GOOD or BEST**.

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4		Total	
Product line	Total (Inc. Taxes)	Quantity	Total (Inc. Taxes)	Quantity	Total (Inc. Taxes)	Quantity	Total (Inc. Taxes)	Quantity	Total (Inc. Taxes)	Quantity
Electronic accessories	40,885.08	731	3,619.81	77	5,747.07	94	4,085.57	69	54,337.53	971
Fashion accessories	35,029.21	591	3,556.02	66	10,187.31	156	5,533.35	89	54,305.90	902
Food and beverages	38,479.50	647	5,485.85	86	6,438.55	114	5,740.95	105	56,144.84	952
Health and beauty	33,303.74	579	7,659.54	139	4,246.20	70	3,984.26	66	49,193.74	854
Home and lifestyle	35,453.20	564	6,229.57	117	5,458.70	130	6,720.45	100	53,861.91	911
Sports and travel	39,330.84	659	3,817.75	72	6,693.95	105	5,280.29	84	55,122.83	920
<b>Total</b>	<b>222,481.56</b>	<b>3771</b>	<b>30,368.54</b>	<b>557</b>	<b>38,771.78</b>	<b>669</b>	<b>31,344.87</b>	<b>513</b>	<b>322,966.75</b>	<b>5510</b>

# Conclusion

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Strategy generation in line with targeted market in order to increase the sales

- ◆ Among all customers only 50% are member of company's loyalty program (using member card). Company should convince more customers to be part of it so that they can feel important like they are also a part of something special. Make some discounts for customers to become a member.
- ◆ 34% customers are still using cash while paying, According to a survey, customers spend upto 83% more when using a card/ewallet than cash. Company can add new offers and cashback to convince cash users to shift into digital payments.
- ◆ Understanding the customers need.
- ◆ Improvement in product quality which are having less/bad ratings given by customers.