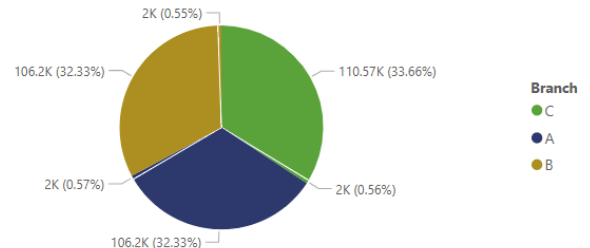


ASSIGNMENT 2

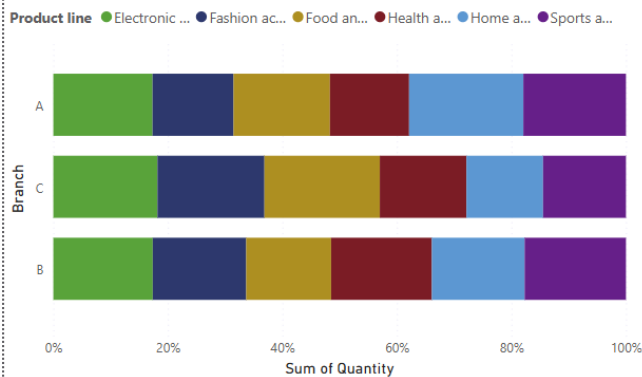
To analyze key metrics and provide insights into trends, performance and sales.

Invoice ID	Customer type	Branch	Product line	Sum of Quantity	Payment
101-17-6199	Normal	A	Food and beverages	7	Credit card
101-81-4070	Member	C	Health and beauty	2	Ewallet
102-06-2002	Member	C	Sports and travel	5	Cash
102-77-2261	Member	C	Health and beauty	7	Credit card
105-10-6182	Member	A	Fashion accessories	2	Ewallet
105-31-1824	Member	A	Sports and travel	7	Credit card
106-35-6779	Member	A	Home and lifestyle	2	Cash
109-28-2512	Member	B	Fashion accessories	6	Ewallet
109-86-4363	Member	B	Sports and travel	7	Credit card
Total				5510	

Sum of Total and Sum of Quantity by Branch



Sum of Quantity by Branch and Product line



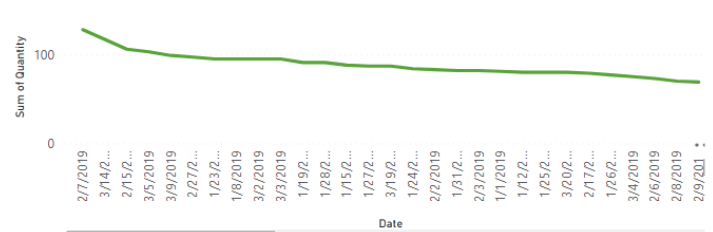
6.97

Average of Rating

322.97

Average of Total

Sum of Quantity by Date



Key Findings and Insights from the Supermarket Income Analysis Dashboard

1. City-Wise Sales & Payment Trends:

- Sales are almost the same in Naypyitaw, Yangon, and Mandalay. (around ₹106K - ₹110K)
- Members and normal customers spend similarly.

2. Payment Method Trends:

- Most customers prefer Credit Cards (₹112.21K)
- Cashless payments are more popular than cash.

3. Sales Trends Over Months:

- a. Sales were highest in Jan-April but dropped after May.
- b. This could be due to seasonal demand changes.

4. Best and Worst Selling Product Categories:

- a. Food & Beverages made the most profit (₹2,674).
- b. Health & Beauty had the lowest income (₹2,343), meaning fewer people buy these products.

5. Overall Income Performance:

- a. Total **5510** units of Quantity is sold
- b. Total ₹322.97K are earned from all sales
- c. Total ₹15.38K is gross income earnings after product costs.
- d. Total 4.76% is gross margin