Excel Capstone Project

March 2022

Invoice Summary of Ondoor Supermarket Retail Performance

► The Invoice statement is based on different Category of Product purchses made by costumers on different branches in different cities based on other classification.

► The data set contains historical data of total revenue generated in different cities by class, category & Months.

► It will help us to analyse the data of total gross income generated in different months on different branches of the supermarket.

► Source of data - https://www.kaggle.com/aungpyaeap/supermarket-sales
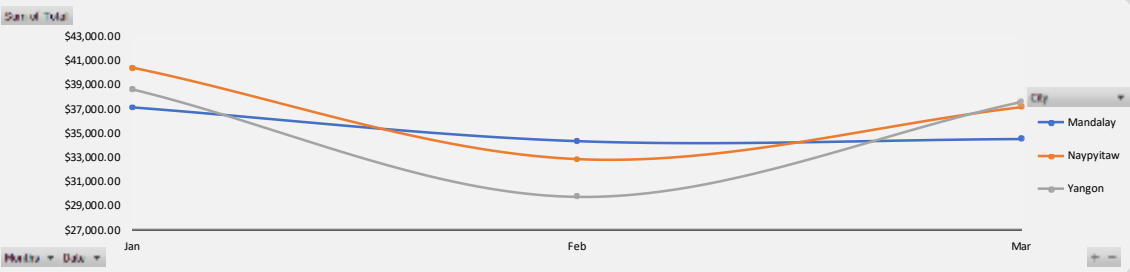
Problem Statements Overview

► Sales Trend by Month.

► Total revenue generated.

► Total gross income by month.

► How much Percentage of Revenue by Customer type- Normal & Member

► How much Percentage of Revenue by Gender.

► How much Percentage of Revenue by Payment type- Ewallet, Cash, Credit Card

► Sales count by Invoice amount.

► Quantity sales per Product line.

► Total Revenue per Product line.

► Rating by customers based in different product line.

► Total Income Genrated from different cities.

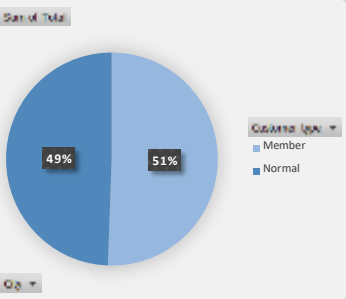► Total cost of good sales form different cities.

Summary of this Project

▶ The growth of supermarkets in most populated cities are increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

▶ The purpose of this project is to Analyse the market trend data with invoice summary provided.

▶ The outcome helps to know the income generated form different propective with respect to gender, class, city, etc.
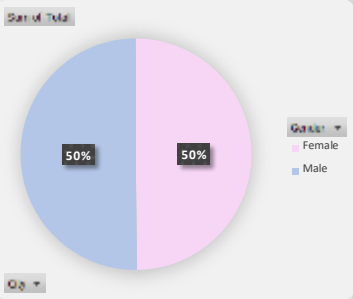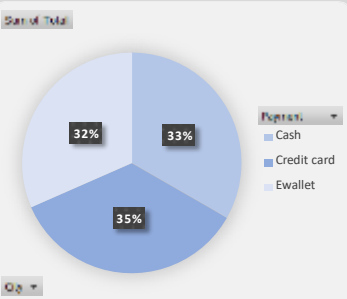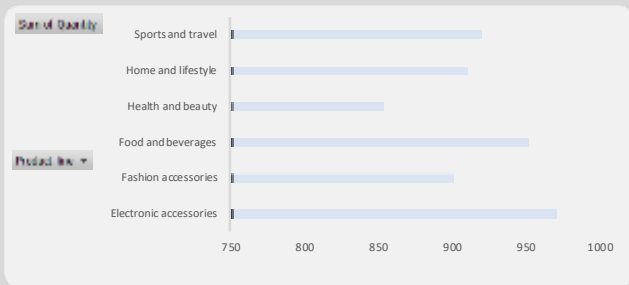
Supermarket Performance Dashboard

Sales Trend

Sum of Total

$43,000.00	
$41,000.00	
$39,000.00	
$37,000.00	
$35,000.00	
$33,000.00	
$31,000.00	
$29,000.00	
$27,000.00	

City

— Mandalay
— Naypyitaw
— Yangon

Jan   Feb   Mar

Months ▼   Date ▼

Customer Type

Sum of Total

49%   51%

Customer type ▼
☑ Member
☑ Normal

Qg ▼

Customer Gender

Sum of Total

50%   50%

Gender ▼
☑ Female
☑ Male

Qg ▼

Payment Type

Sum of Total

32%   33%   35%

Payment ▼
☐ Cash
☐ Credit card
☐ Ewallet

Qg ▼

Months: Jan | Feb | Mar

City:
Mandalay
Naypyitaw
Yangon

Products:
Electronic accessories	Fashion accessories
Food and beverages	Health and beauty
Home and lifestyle	Sports and travel

Quantity Per Product Line

Sum of Quantity

Sports and travel
Home and lifestyle
Health and beauty
Food and beverages
Fashion accessories
Electronic accessories

Product line ▼

750 800 850 900 950 1000
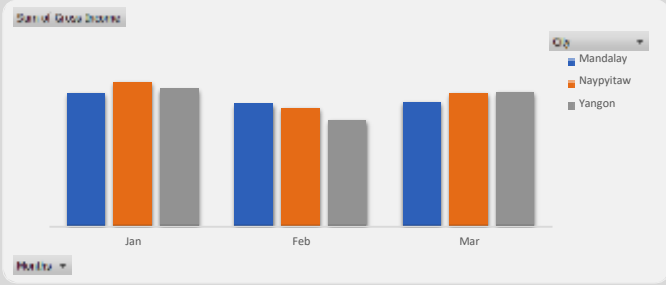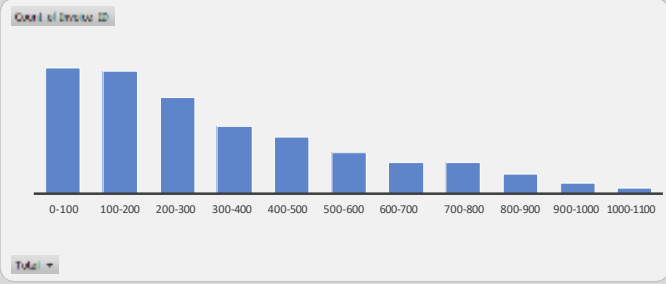
Total Sales	Total COGS
$3,22,966.75	**$3,07,587.38**

Total Gross Income
$15,379.37

Revenue Per Product Line

Sum of Total

Sports and travel
Home and lifestyle
Health and beauty
Food and beverages
Fashion accessories
Electronic accessories

Product line ▼

$45,000.00 $47,500.00 $50,000.00 $52,500.00 $55,000.00 $57,500.00

Gross Income (Monthly)

Sum of Gross Income

Qg ▼
■ Mandalay
■ Naypyitaw
■ Yangon

Jan   Feb   Mar

Months ▼

Sales count by Invoice Amount

Count of Invoice ID

0-100 100-200 200-300 300-400 400-500 500-600 600-700 700-800 800-900 900-1000 1000-1100

Total ▼

Rating

Average of Rating

Sports and travel	6.92
Home and lifestyle	6.84
Health and beauty	7.00
Food and beverages	7.11
Fashion accessories	7.03
Electronic accessories	6.92

Product line ▼

Conclusion of Study

▶ After the analysis this data we can see the Total profit generated from different branches is $15,379.37

▶ The income generated from Mandalay is $5057.03, Naypyitaw is $5265.18, Yangon is $5057.16

▶ The most profitable branch is "Naypyitaw"

▶ The top Rated product category from all branches is "Food & Beverages" with '7.11' rating.

▶ Most sell product category is "Electronic accessories".

▶ Most profitable month is January which generated $5537.71 profit.

▶ We can classify this data according to different class, city, gender, etc from dashboard.

Thank you