

# SUPER MARKET SALES ANALYSIS

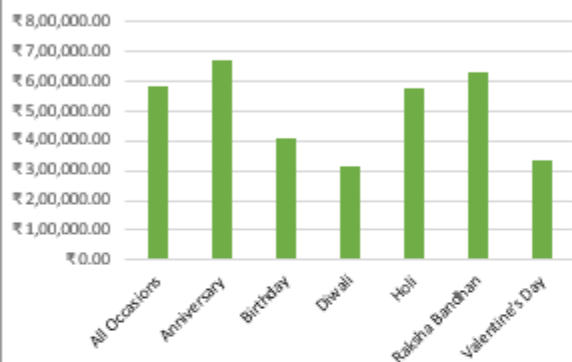
1000  
Total Orders

₹ 35,20,984.00  
Total Revenue

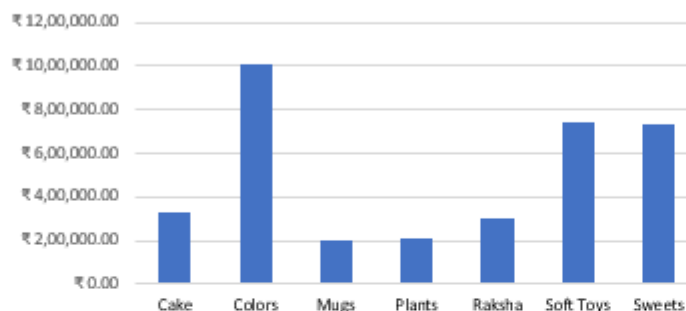
5.53  
Order - Delivery Time

₹ 3,520.98  
Average Customer's  
Spending

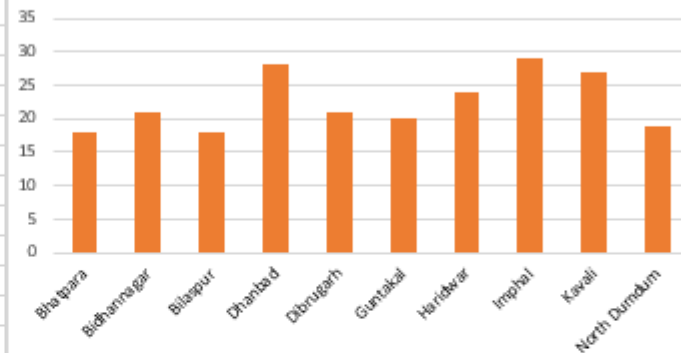
### Occasions vs Revenue



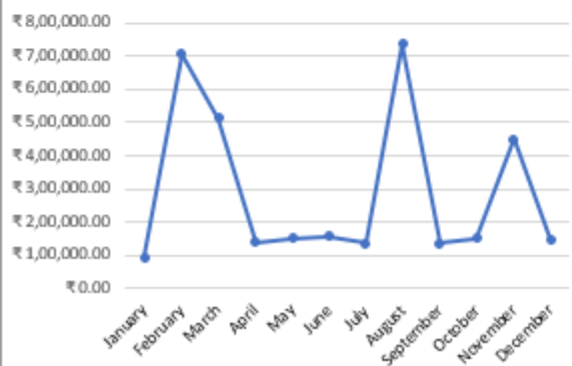
### Category vs Revenue



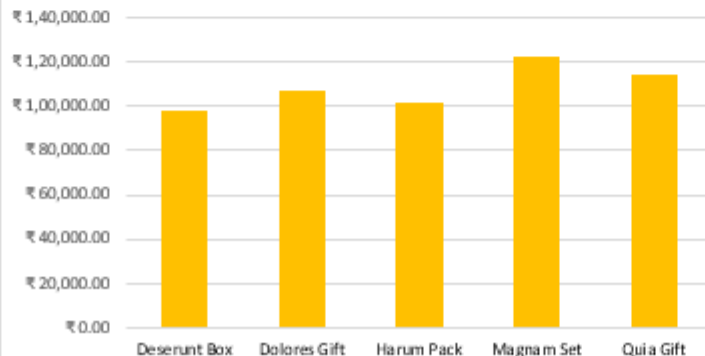
### Top 10 City vs Orders



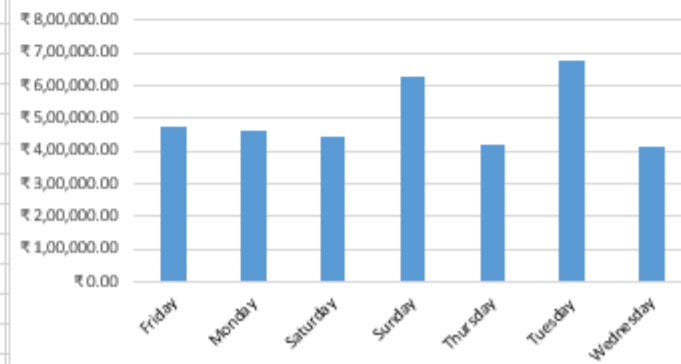
### Month vs Revenue



### Product vs Revenue



### Days vs Revenue



Occasion

All Occasions

Anniversary

Birthday

Diwali

Holi

Order\_Date

All Periods

2023

JAN

FEB

MAR

APR

MAY

JUN

Delivery\_Date

All Periods

2023

N

FEB

MAR

APR

MAY

JUN

JU

# Super Market Sales Summary Report

## Key Metrics

❖ Total Orders	1000
❖ Total Revenue	₹35,20,984
❖ Average Customer Spending	₹3,520.98
❖ Average Delivery Time	5.53 days

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## Key Insights

1. **Occasions Driving Revenue:** Highest sales during Anniversary, Raksha Bandhan, and Holi. Birthday & Diwali generate relatively lower revenue.
  2. **Category Performance:** Colors lead with the highest revenue, followed by Soft Toys and Sweets. Mugs and Plants contribute the least.
  3. **Top Products:** Magman Set, Dolores Gift, and Quia Gift are top revenue generators. Deserunt Box also performs strongly.
  4. **Monthly Trends:** February & August are peak months for revenue. April to July show a dip in sales.
  5. **Top Cities by Orders:** Strongest demand from Dhanbad, Imphal, and Kulti. Other active cities include Bilaspur, Gandhidham, Guwahati, Hehal.
  6. **Day-wise Sales:** Tuesday and Saturday are the best-performing days. Monday & Wednesday are comparatively weaker.
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## Overall Summary

1. The supermarket achieved over **₹35 lakh in revenue from 1000 orders**.
2. Sales are driven by **festive occasions and popular gift categories**.
3. The business can focus on expanding **high-demand categories (Colors, Soft Toys, Sweets)** and boost weaker months with **targeted promotions**.