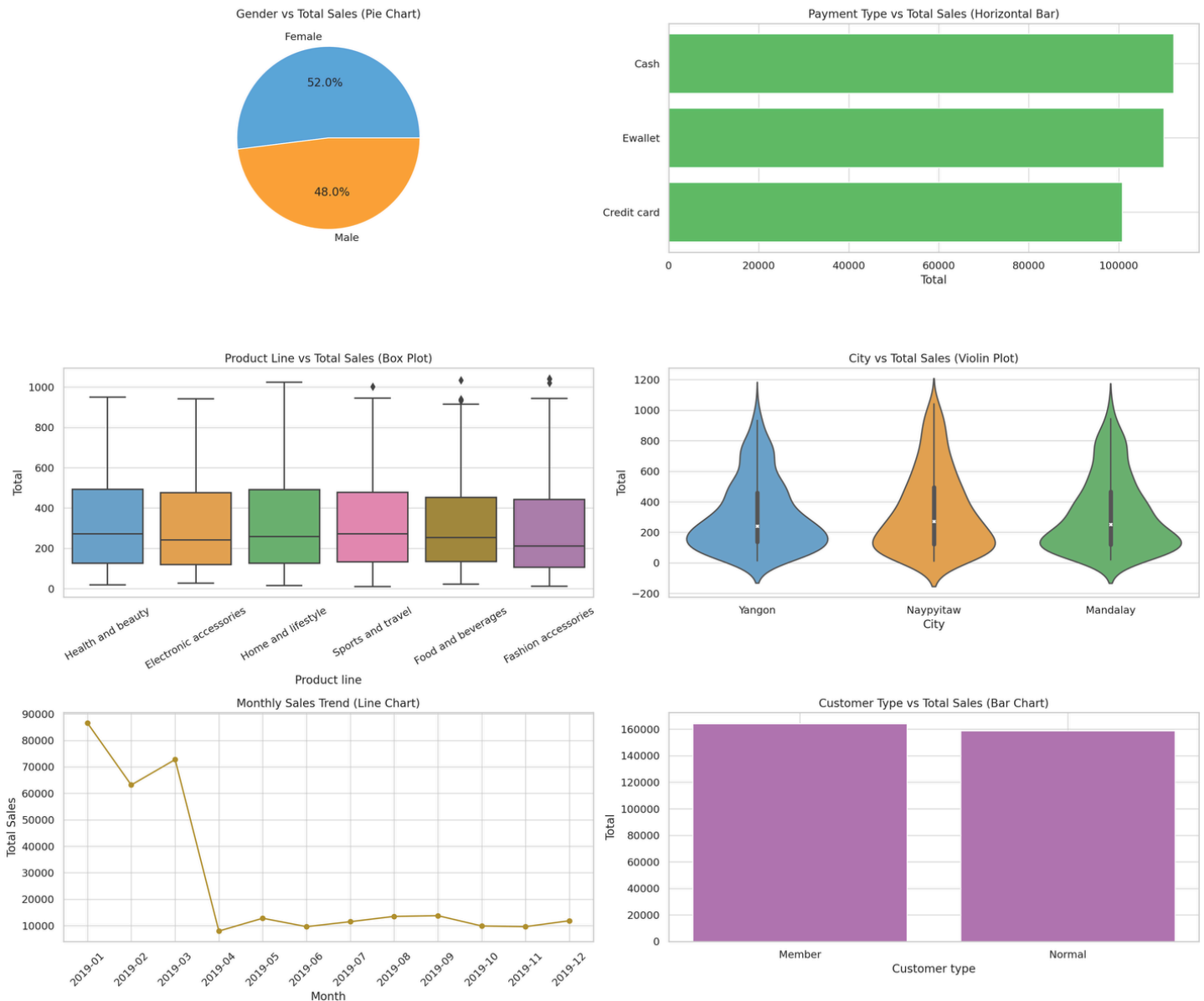


Super Market Sales Dashboard



Supermarket Sales Dashboard

This dashboard provides valuable insights into the sales performance of a supermarket chain through various dimensions and diverse visualizations.

Charts Included:

1. Gender vs. Total Sales (Pie Chart)

- **Type:** Pie Chart
- **Insight:** Displays the proportion of total sales divided by gender.
- **Observation:** Sales are almost evenly split between
 - **Female (52%)**
 - and
 - **Male (48%)**

- customers.

2. **Payment Type vs. Total Sales (Horizontal Bar Chart)**

- **Type:** Horizontal Bar Chart
- **Insight:** Compares total sales across various payment methods:
 - **Cash, Ewallet, and Credit Card.**
- **Observation:** All payment methods are utilized almost equally, but
 - **Cash**
 - appears to be slightly more prevalent.

3. **Product Line vs. Total Sales (Box Plot)**

- **Type:** Box Plot
- **Insight:** Illustrates the distribution, spread, and outliers of total sales among different
 - **product lines.**
- **Observation:** Categories such as
 - **Food and Beverages, Fashion Accessories,**
 - and
 - **Sports and Travel**
 - exhibit higher variability and noticeable outliers in sales.

4. **City vs. Total Sales (Violin Plot)**

- **Type:** Violin Plot
- **Insight:** Represents the sales distribution across three cities:
 - **Yangon, Naypyitaw,**
 - and
 - **Mandalay.**
- **Observation:** All three cities display similar sales ranges, but
 - **Yangon**
 - and
 - **Mandalay**
 - show a slightly higher density in mid-range sales.

5. **Monthly Sales Trend (Line Chart)**

- **Type:** Line Chart
- **Insight:** Monitors the sales trend throughout the months of 2019.
- **Observation:** The peak sales occurred in
 - **January and March,**
 - followed by a sharp decline in April. After April, sales remained relatively stable with minor fluctuations.

6. **Customer Type vs. Total Sales (Bar Chart)**

- **Type:** Vertical Bar Chart
- **Insight:** Compares total sales between
 - **Member**
 - and
 - **Normal**
 - customers.
- **Observation:** Both customer types contribute significantly, but
 - **Member**
 - customers show a slightly higher total in sales.

