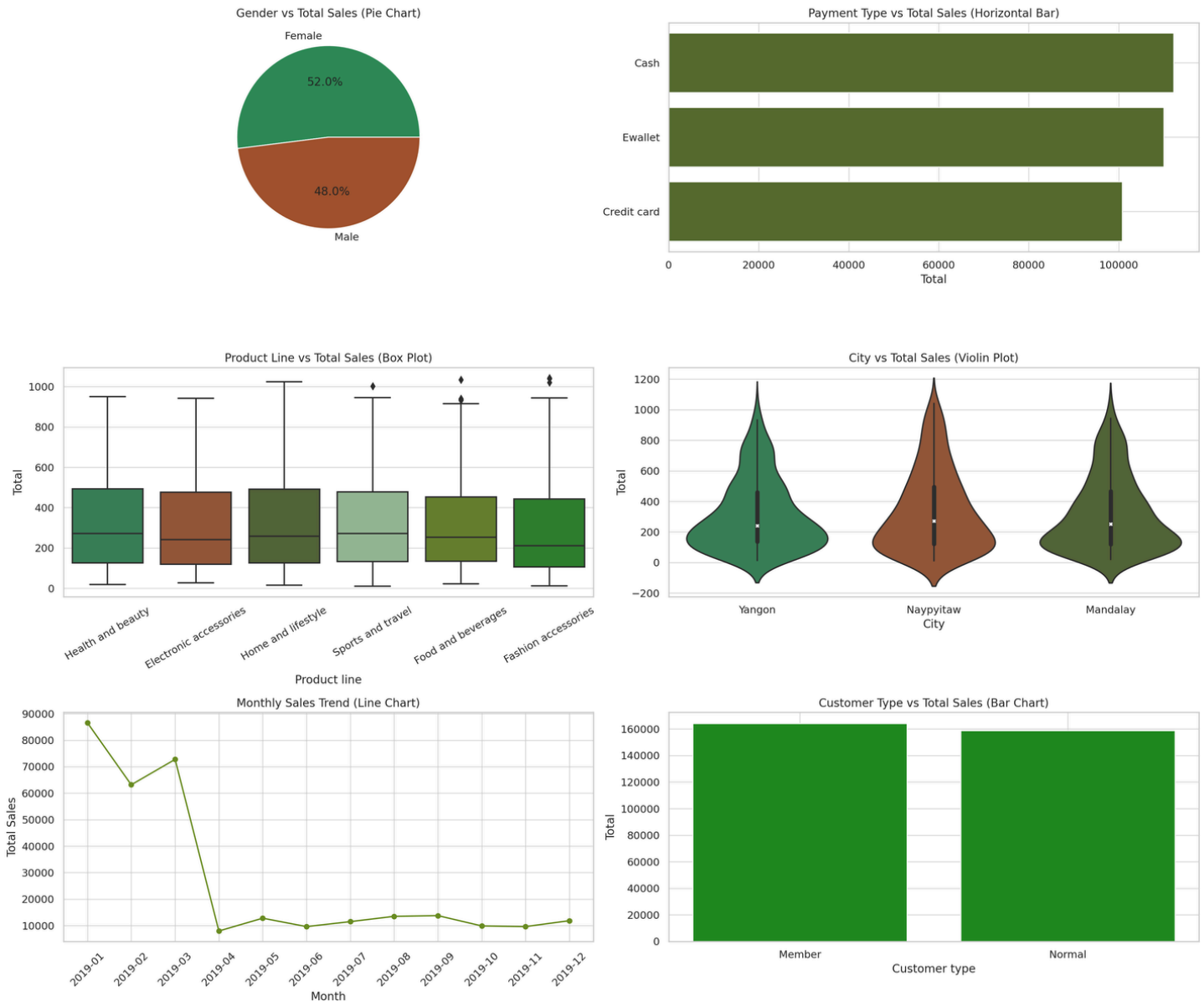


# Super Market Sales Dashboard



# Supermarket Sales Dashboard

This dashboard offers valuable insights into the sales performance of a supermarket chain across various aspects, utilizing a variety of visualizations.

## Charts Included:

### 1. Gender vs Total Sales (Pie Chart)

- **Type:**
  - Pie Chart
- **Insight:**
  - Illustrates the proportion of total sales 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, E-wallet, and Credit Card.**
- **Observation:**
  - All payment methods are used nearly equally, though
    - **Cash**
    - appears to be slightly more dominant.

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

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

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

- **Type:**
  - Violin Plot
- **Insight:**
  - Illustrates the distribution of total sales across three cities:
    - **Yangon, Naypyitaw,**
    - and
    - **Mandalay.**
- **Observation:**
  - All cities show comparable sales ranges, but
    - **Yangon**
    - and
    - **Mandalay**
    - display 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 notable drop 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 categories significantly contribute, but
    - **Member**
    - customers demonstrate slightly higher total sales.