

# **Business Insights Report**

## **Supermarket Sales Project**

### **NTI Capstone Project**

#### **Team Members :**

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## **Summary:**

The dataset represents 1,006 transactions across three supermarket branches, and analyzes key metrics such as sales, customer demographics, product categories and payment methods.

## **Approach:**

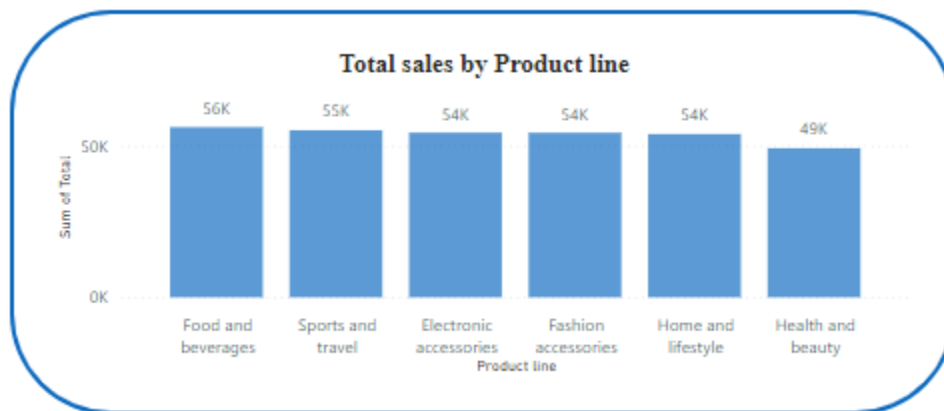
The project approach is to understand the data provided after cleaning it, and to answer some questions using some cards and charts for explaining more informations about this data to provide a comprehensive view of supermarket performance across multiple dimensions from which we can make appropriate recommendations for the future.

### Q. NO. 1: Key insights?

Total Sales after tax	Total Sales before tax	Total Quantities	Avg. Rating
322.97K	307.59K	5510	6.97

- These metrics indicate good sales
- The Avg. Rating indicates the need for improvement in customer satisfaction, as the average rating is less than 7.

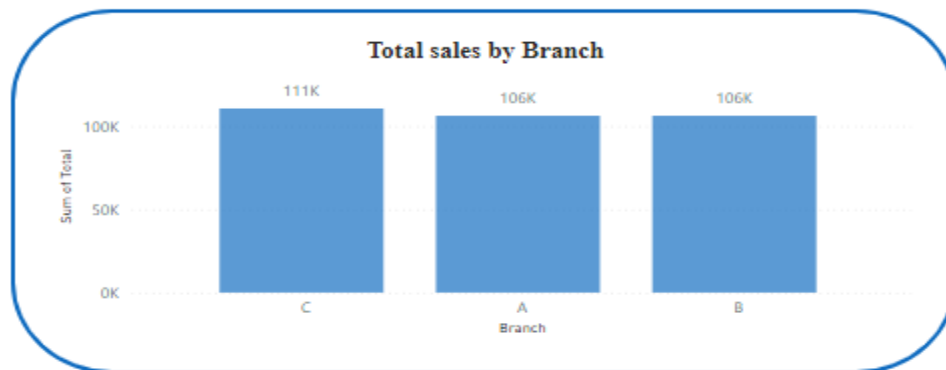
### Q. NO. 2: What is the top-selling product line?



This chart indicate that top-selling product line is **Food and beverages = 56.14k**

**Recommendation:** Focus on promoting underperforming categories such as Health and Beauty with targeted discounts or product bundling to drive sales.

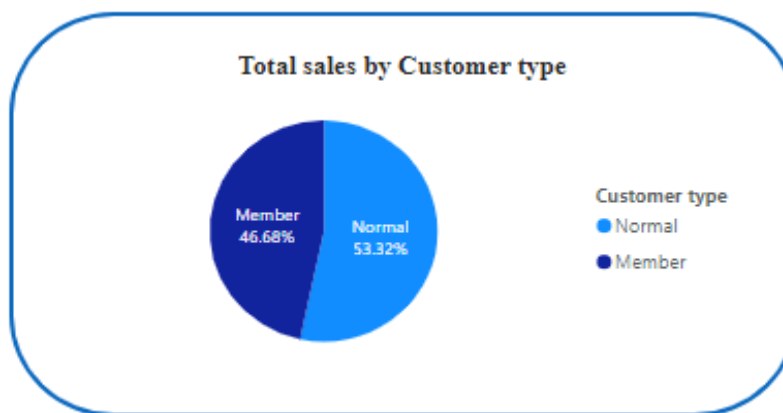
**Q. NO. 3:** What is the top-selling branch?



This chart indicate that top-selling Branch is **C = 110.57k**

**Recommendation:** Investigate what drives higher performance in Branch C, and consider replicating successful strategies in Branches A and B.

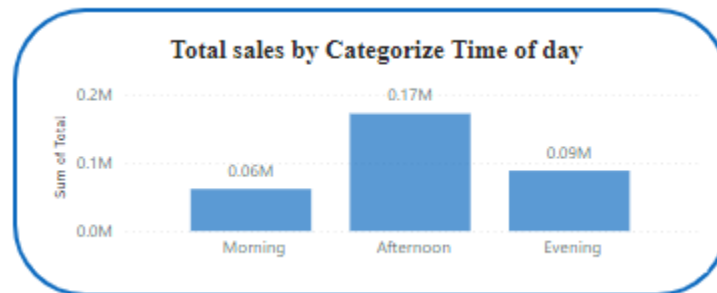
**Q. NO. 4:** What is the perc. of customer loyalty based on type??



This chart indicates the loyalty of normal customers more than member customers.

**Recommendation:** introduce program for member customers to boost loyalty as (offer special discounts, promotions, or loyalty rewards).

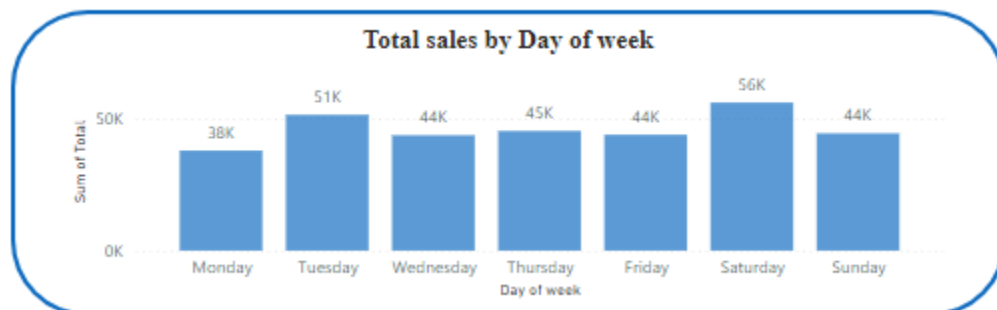
**Q. NO. 5:** What is the top-selling categ. time of day?



This chart indicates that top-selling categ. time of day is **Afternoon = 146.40k**.

**Recommendation:** To boost morning sales, the owner could offer special discounts, promotions, or loyalty rewards for customers who shop in the morning.

**Q. NO. 6:** What is the top-selling Day of week?



This chart indicates that top-selling Day of week is **Saturday = 56.12k**. (Customers might be more inclined to shop on weekends (Saturday) due to more free time or special weekend promotions , Popular products might be more available or better stocked on these days, leading to higher sales.)

**Recommendation:** Try to make popular products available on the days with lower sales.

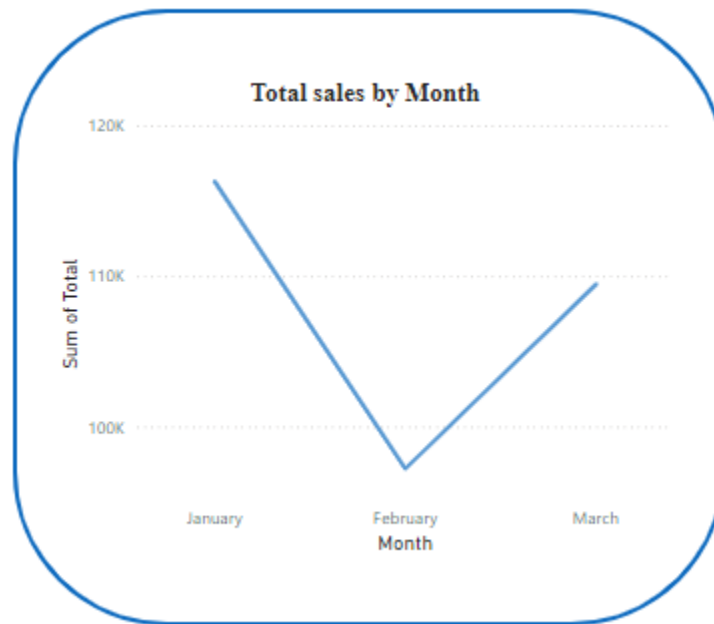
**Q. NO. 7:** What is the relation between Product line and Branch based on Quantity?

Relation between Product line and Branch by sum of Quantity			
Product line	A	B	C
Electronic accessories	322	316	333
Fashion accessories	263	297	342
Food and beverages	313	270	369
Health and beauty	257	320	277
Home and lifestyle	371	295	245
Sports and travel	333	322	265

High values indicate that the branch sells more quantities of this product line, while low values indicate that the branch sells fewer quantities of this product line.

**Recommendation:** Examine what the successful branch is doing differently or more effectively in their sales approach. Apply similar strategies in the underperforming branch, including marketing tactics, product placement, or customer engagement techniques.

**Q. NO. 8:** What is the top-selling month?



- January may have benefited from post-holiday sales or new year promotions, while February often sees a drop after holiday shopping peaks. March could mark a return to normal or seasonal increases.
- February is a shorter month (28/29 days), which naturally results in fewer sales days compared to January and March.

**Recommendation:** In February, introduce special promotions, discounts, or limited-time offers to attract customers.