EXECUTIVE SUMMARY

DATA ANALYSIS ON SUPERMARKT XYZ ACROSS 3 MAJOR CITIES.

From data gathered across Abuja, Lagos and Port Harcourt below are insights to help understand sales trends and determine growth.

Sales Record:

Lagos branch record the highest sales record with Abuja branch following closely

Product line:

Insights show that food and beverage, fashion accessories and electronic accessories are the most bought product

It is worth noting gender has significant role in quantity and product line purchased.

Rating:

High customer satisfaction is seen across all branches with an average rating of 8 seen in the 75 percentile range.