**2011-2014 Documentation for Super market data**

Data Info:

* Data Belongs to USA client
* We have 4 years from 2011 to 2014 data
* All Fields in the data looks like very important
* Total we have 9994 Customer data
* Note: some Customer Might repeat

Basic Info of the Data:

* Total Sales = 23 Lakh
* Total profit = 2.86k
* Total quantity = 37k

Data Insight:

* Customers are divided into 3 types
* Consumers | cooperates | Home Offices
* We have 17 products which comes under 3 categories
* Technology | Furniture | office supplies
* Total 49 states from USA involved with 531 branches
* 4 Regions Involved [East | West | South | Central ]

**Suggestions for Client:**

* We are getting very Low Sales because we have only 17 products and that too which are non-repeated products at least week wise

**Product Suggestion:**

* Please Add Daily Usage Products
* Vegetables
* Soft drinks
* Groceries -> USA related
* Kitchen vessels
* Ice creams
* Dairy products
* Fruits
* Clothing
* Toys
* Stationary

**Group of Customer:**

* Discount Monthly 1 times will increase in the Consumers
* IBM -> Coupons to HR’s -> Employees -> Friday
* Credit card Cash backs
* 50% 50% offer -> cooperate candidates
* 1+1 Offer
* Advisement In metros |
* Online delivery APP
* Close all unwanted 39 Braches and only do Above improvements in 10 Best Braches
* California | New York | Texas | Washington ETC.