

Supermart Grocery Sales

All

Sales

Customer Behaviour



14.96M

Total Sale



3.75M

Total Profit



10K

Total Order



1.50K

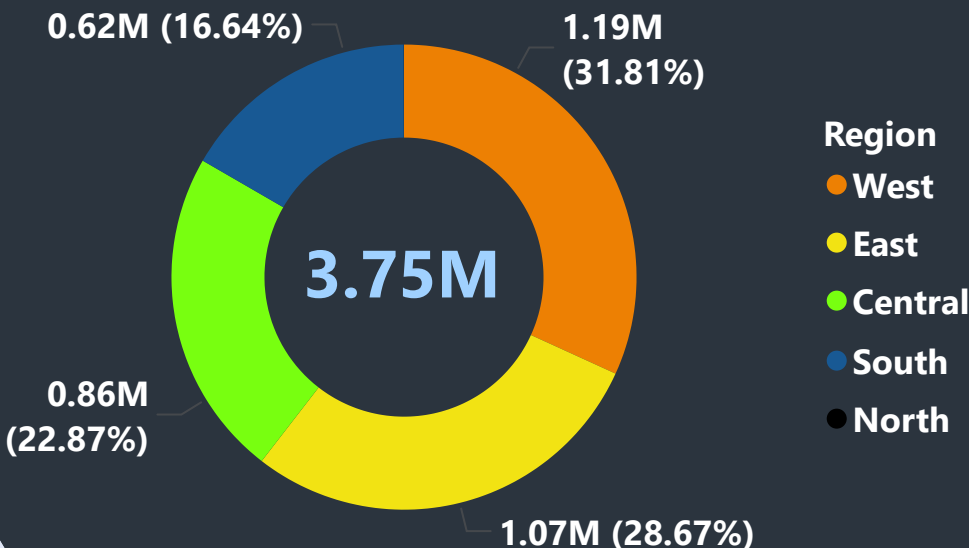
Avg Sale Per Order



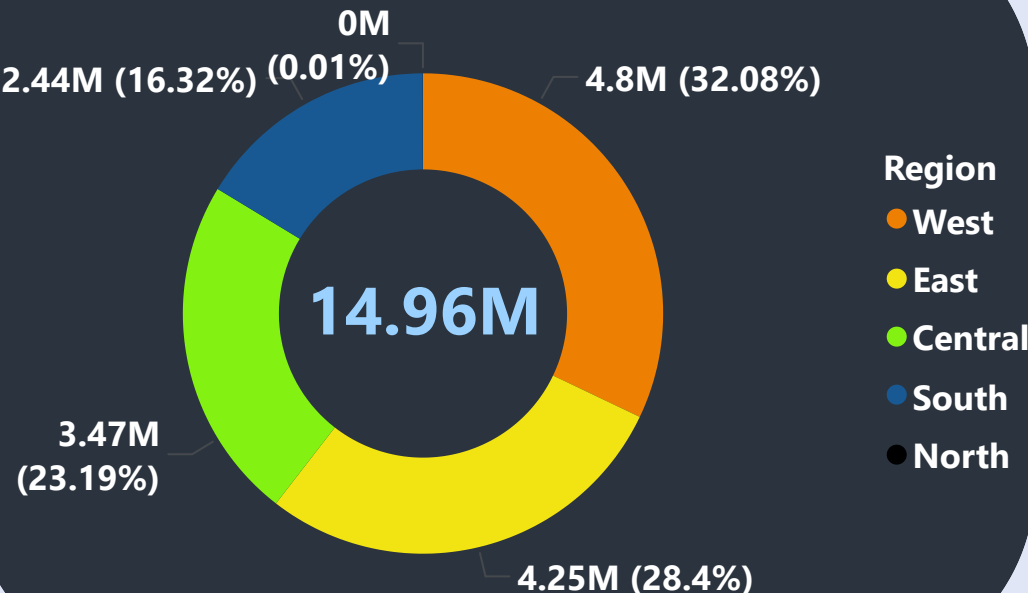
49.57%

yoy %

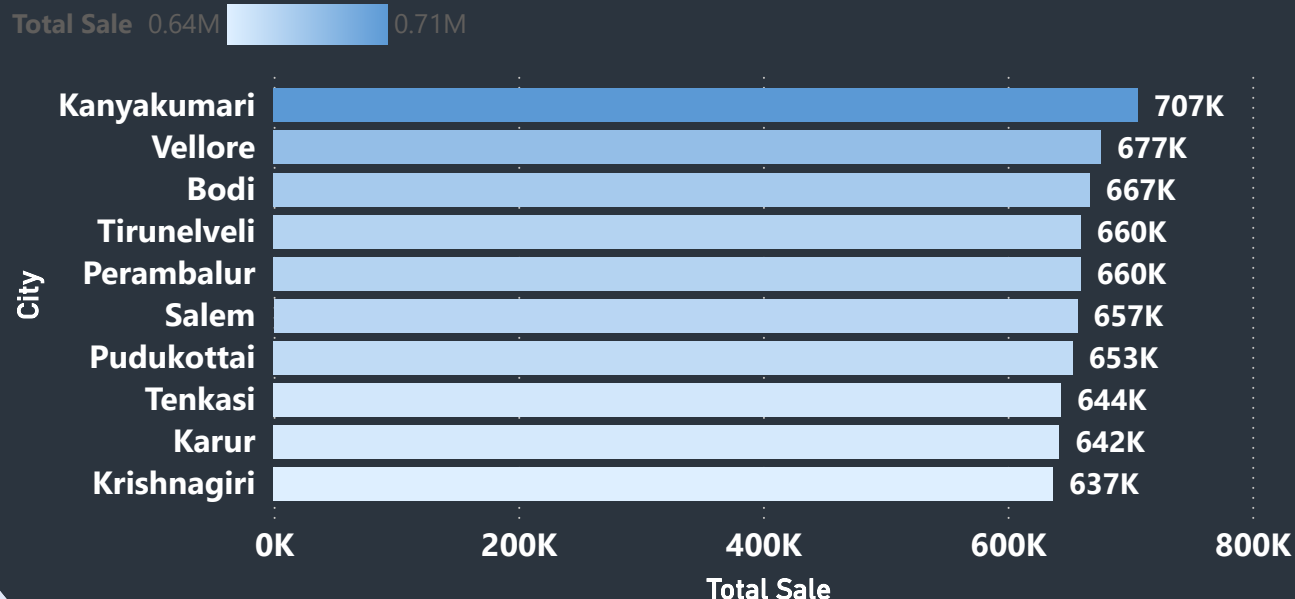
Total Profit by Region



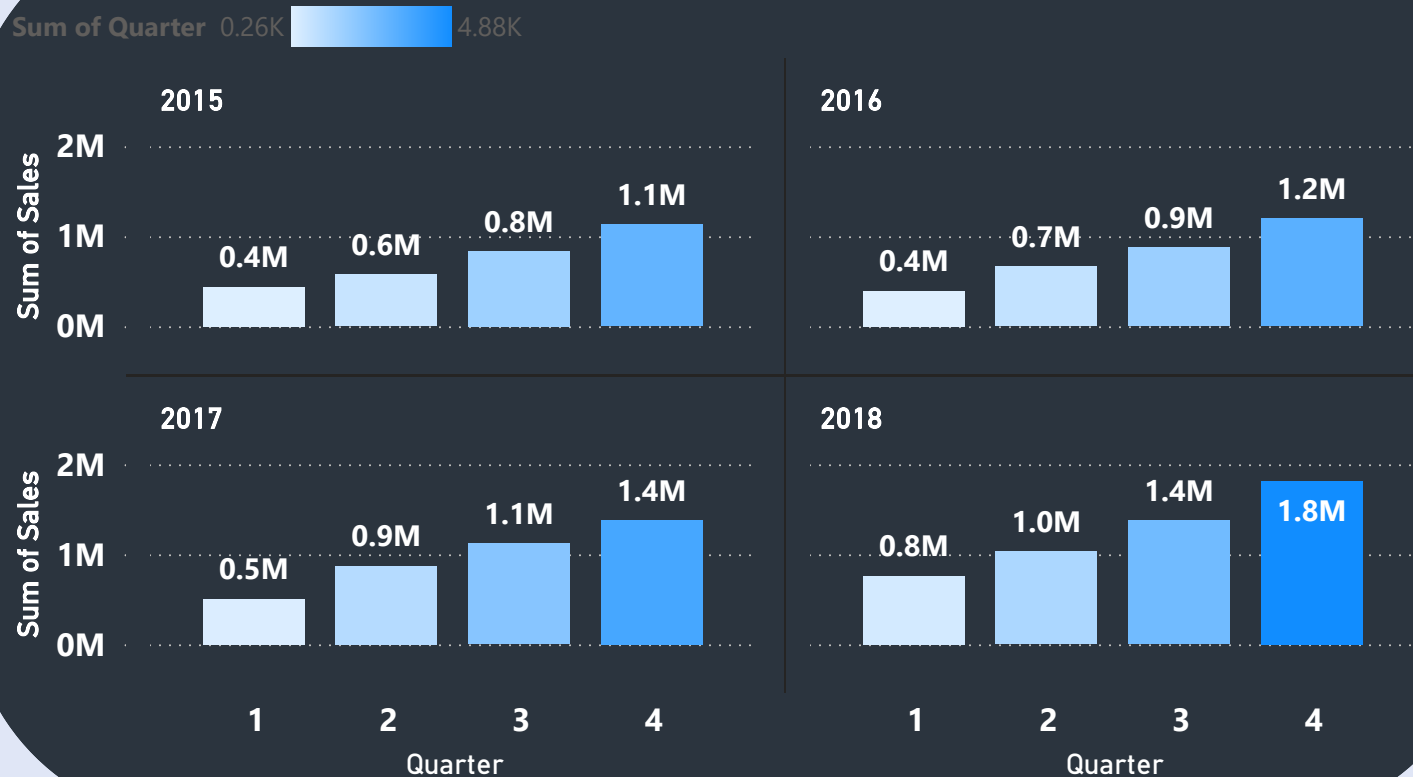
Total Sales by Region



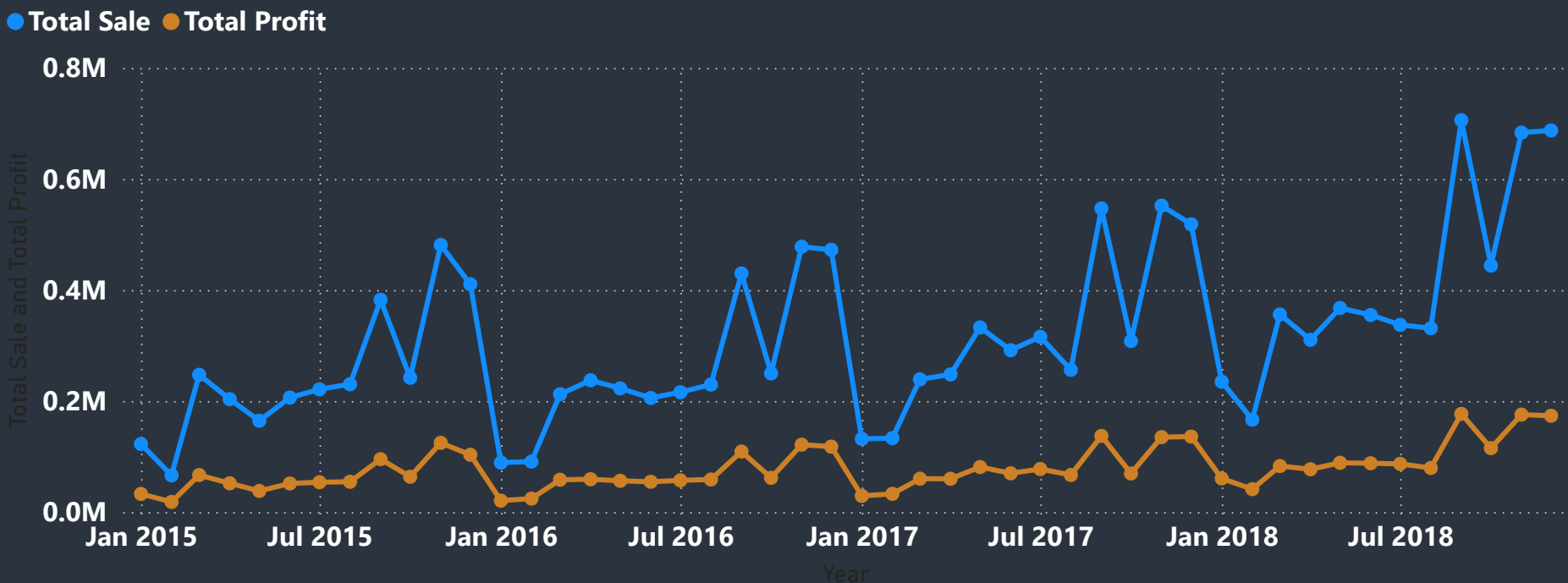
Top 10 Cities by Sales



Quarterly Sale of each year



Monthly Sales and Profit Trends For Each Year



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All

Sales

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14.96M

Total Sale



3.75M

Total Profit



9994

Total Order



1.50K

Avg Sale Per Order



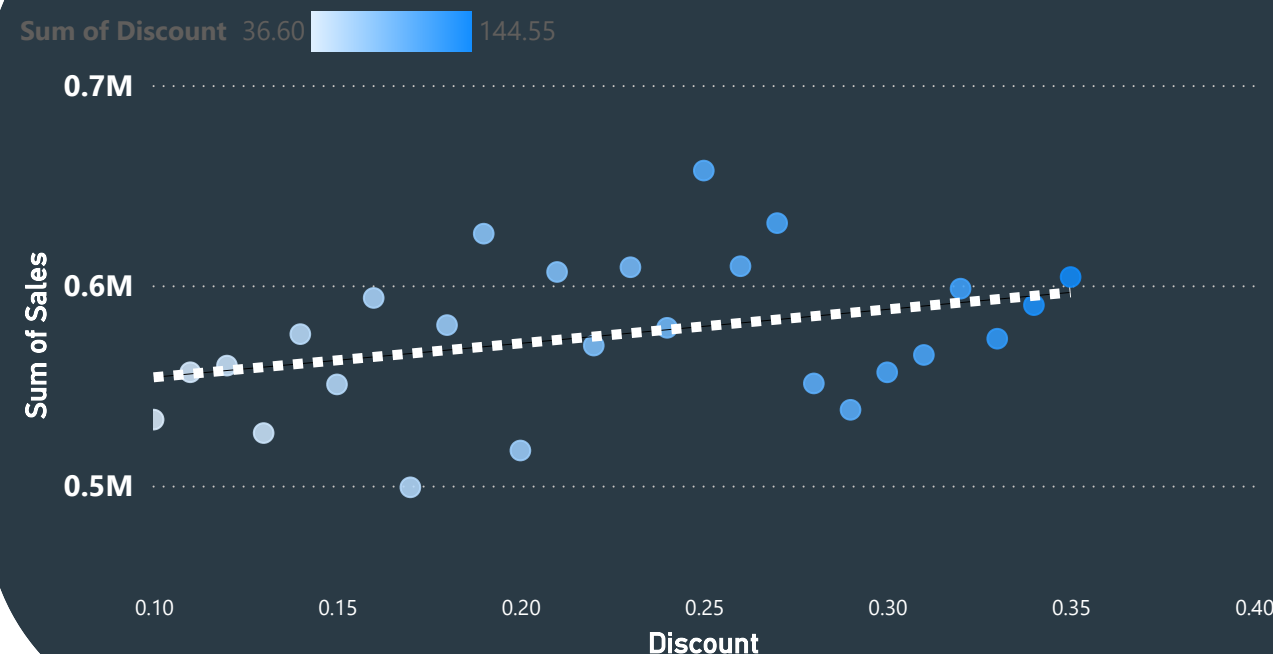
49.57%

yoy %

Sales and Discount:

There is a positive correlation between sales and discounts. As the discount increases, sales tend to increase as well, indicating that discounts are effective in driving sales.

Relationship between Sales and Discount



Top 10 Best-Selling Subcategories

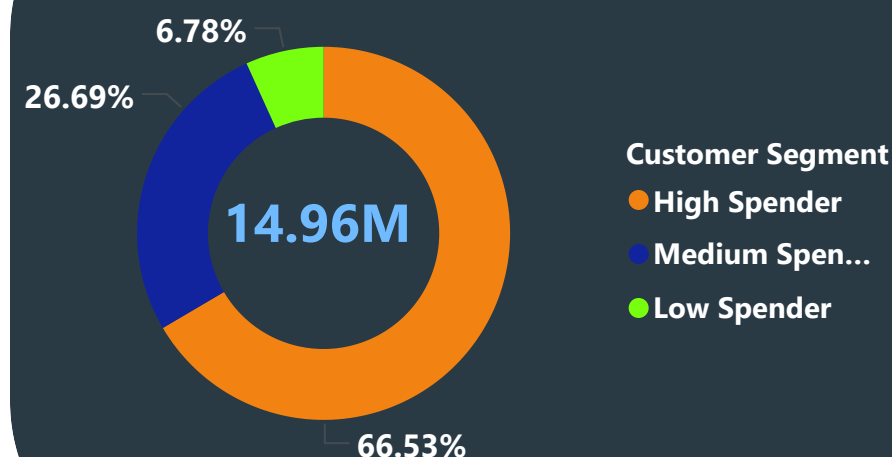


Customer Segment:

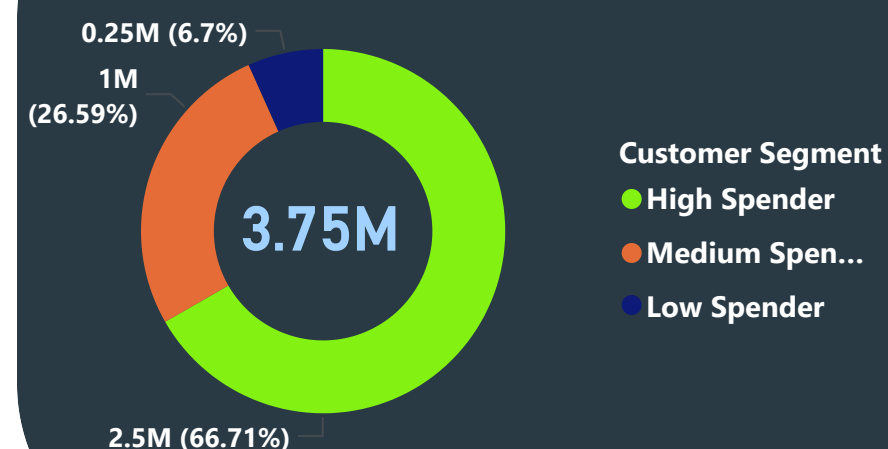
The majority of sales (66.53%) come from the "High Spender" segment, indicating that this group contributes the most to the total revenue.

"Medium Spender" contributes about 26.69% of total sales, while "Low Spender" accounts for 6.78%.

Total Sale by Customer Segment



Total Profit by Customer Segment



Total Orders by Customer Segment

