

# Supermarket Sales Analysis Report

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## 1. Overview

This report provides an in-depth analysis of sales performance for a supermarket over a three-month period. The data encompasses various metrics such as total sales, unit price, gross income, customer demographics, product lines, branches, payment methods, and time-based purchasing patterns.

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## 2. Key Metrics

- Total Unit Price: 54.79K
  - Gross Income: 14.94K
  - Total Sales: 313.76K
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## 3. Customer Analysis

- Customer Types:
    - Normal: 498 (50.25%)
    - Member: 493 (49.75%)
  - Gender Distribution:
    - Female: 496 (50.05%)
    - Male: 495 (49.95%)
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## 4. City-Wise Sales

- Yangon: 339 (34.21%)
  - Mandalay: 330 (33.3%)
  - Naypyitaw: 322 (32.49%)
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## 5. Branch Performance

- Branch A: 330 (33.3%)
  - Branch B: 339 (34.21%)
  - Branch C: 322 (32.49%)
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## 6. Branch and Customer Type (Sales Total)

All branches show similar total sales, with both customer types contributing almost equally.

- Branch B has the highest sales (~54K)
  - Branch C has the lowest (~51K)
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## 7. Sales by Product Line and Gender

- Top Performing Product Lines:
    - Food and Beverages: Highest sales (F: 32K, M: 23K)
    - Health and Beauty: Strong performance, especially by females (F: 31K, M: 19K)
  - Least Performing Product Lines:
    - Home and Lifestyle had relatively lower male participation (M: 22K)
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## 8. Quantity Sold by Product Line

- Top Quantity:
    - Electronic Accessories: 971 units
    - Food and Beverages: 942 units
  - Lowest Quantity:
    - Health and Beauty: 854 units
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## 9. Sales by Branch and Payment Method

- Most Popular Branch:
    - Branch C (41K total sales)
  - Preferred Payment Methods:
    - Credit Card & E-wallet: 342 each (34.51%)
    - Cash: 307 (30.98%)
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## 10. Sales Trend by Time

- peak activity observed around:
  - 12:00 PM: Highest (42 transactions)
  - Consistent spikes seen around 10 AM, 2 PM, and 6 PM
- Lowest activity post 8 PM

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## 8. Conclusion

The supermarket demonstrates a balanced performance across branches, customer types, genders, and cities. Food and beverages and electronic accessories are the top-selling product lines. Digital payment methods (Credit Card & E-wallet) are slightly more preferred than cash. Sales are highest during midday, suggesting a potential for time-based promotions to maximize sales during slower hours.