

Supermart Sales Analytics Report

Prepared for: Stakeholders

Generated on: March 2026

Purpose: Present insights derived from SQL-based exploratory data analysis and visualizations of Supermart retail performance.

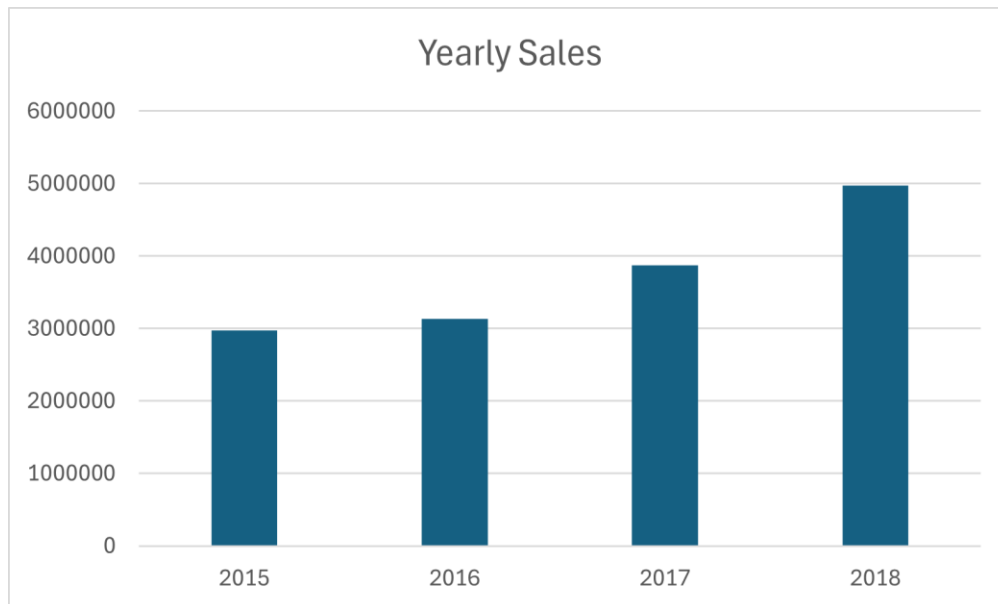
1. Executive Summary

The analysis evaluates sales, profit performance, category contribution, city-wise performance, and year-over-year growth. Key insights reveal consistent growth from 2015 to 2018, strong performance in food-related categories, and concentration of sales in specific high-performing cities. These insights can guide strategic decisions in product allocation, inventory planning, and regional expansion.

KPI	Value
Total Revenue	₹ 14,94,086.00
Total Profit	₹ 1,24,841.00
Avg. Margin (%)	8.36%
Avg. Order Value	₹ 298.82

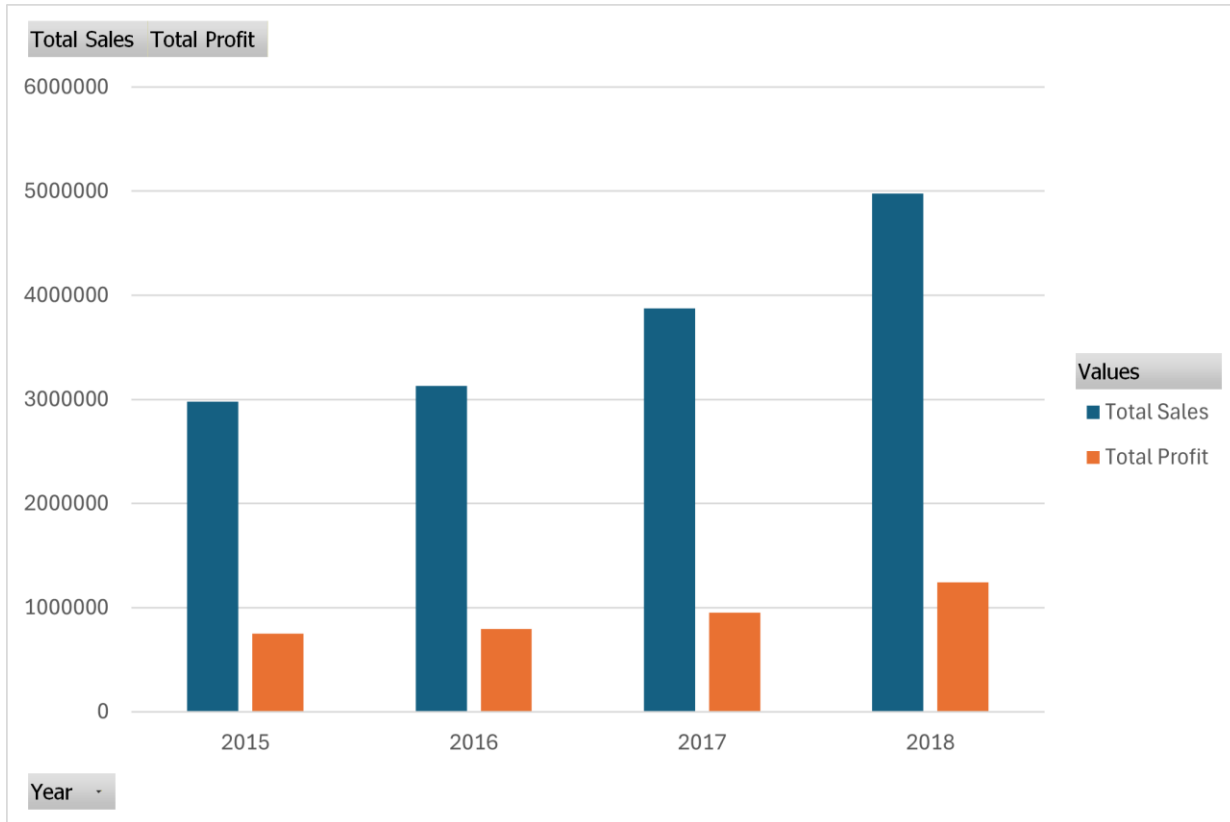
2. Yearly Sales Growth

The yearly sales visualization shows a continuous upward trend between 2015 and 2018. This indicates steady business expansion and growing customer demand.



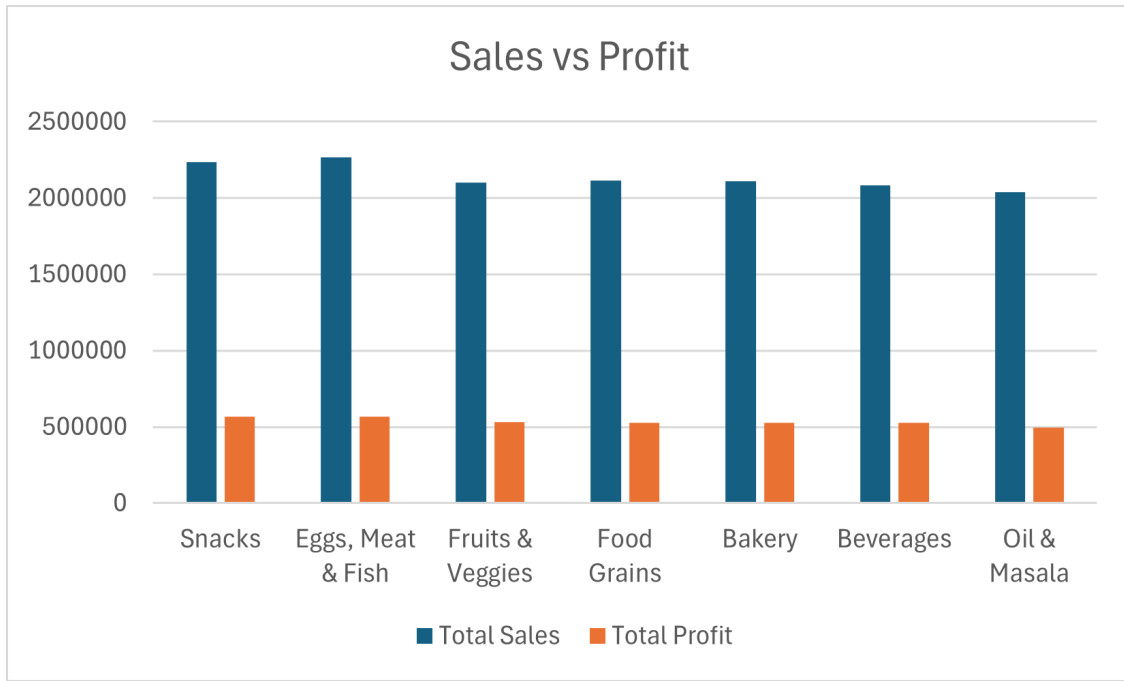
3. Year-over-Year Sales and Profit Comparison

This chart compares total sales and profit across years. Both metrics increase annually, indicating improved operational efficiency and successful revenue growth strategies.



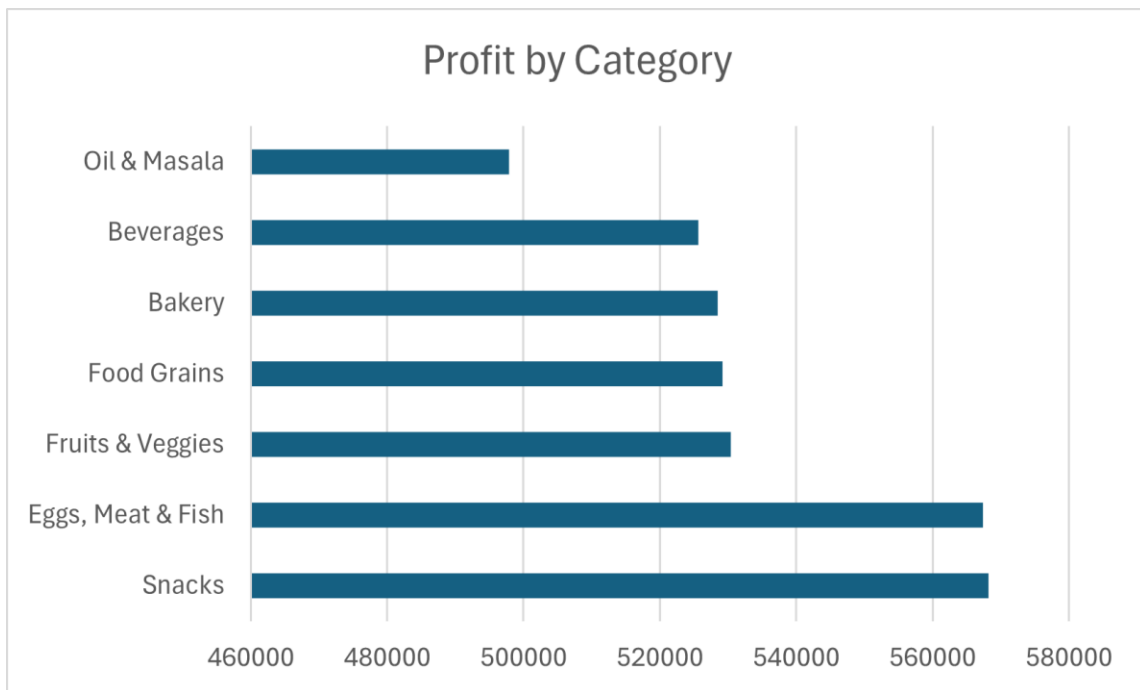
4. Category Strategy Analysis

The category performance chart highlights revenue and profitability across product categories. Snacks and Eggs, Meat & Fish generate the highest profits and sales volumes. These categories should be prioritized for promotional campaigns and inventory optimization.



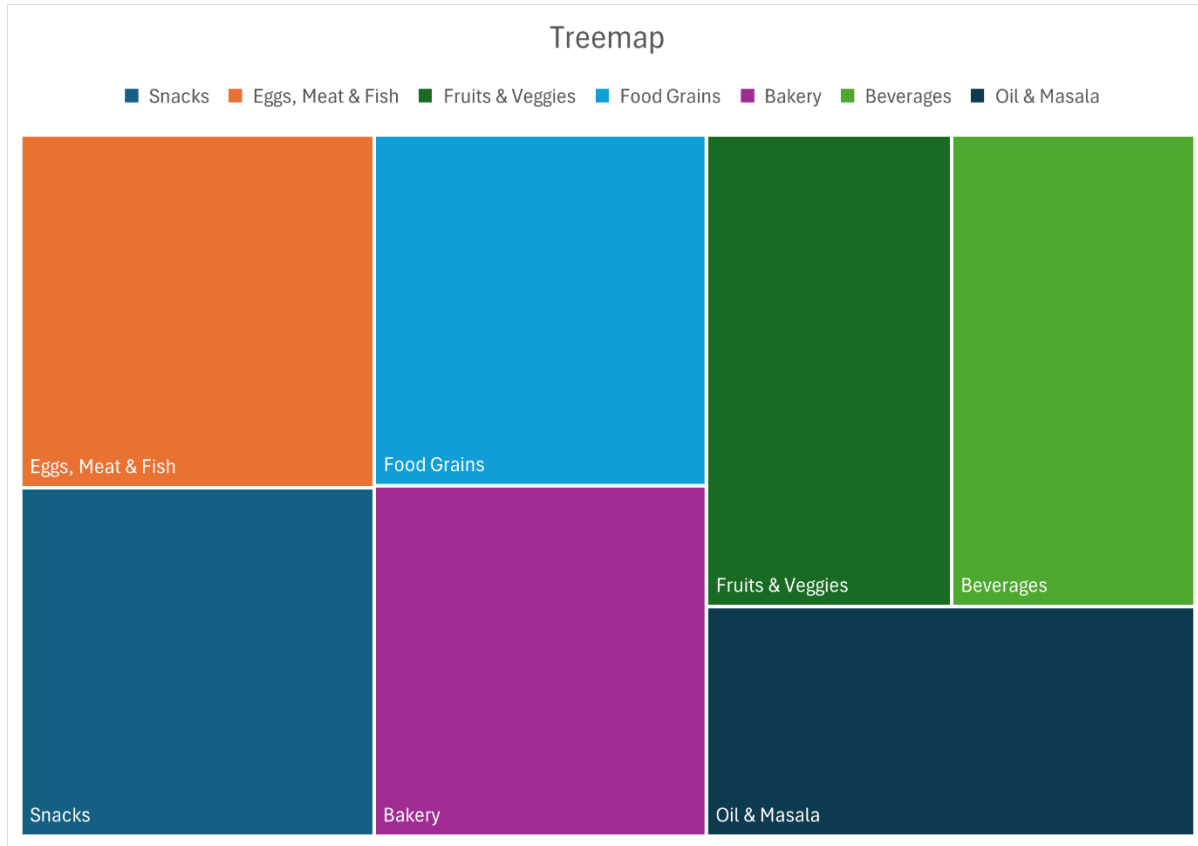
5. Profit by Category

This visualization focuses specifically on profitability by category. It reinforces that Snacks and Eggs, Meat & Fish provide the strongest profit margins. Oil & Masala appears to have relatively lower profitability compared to other categories.



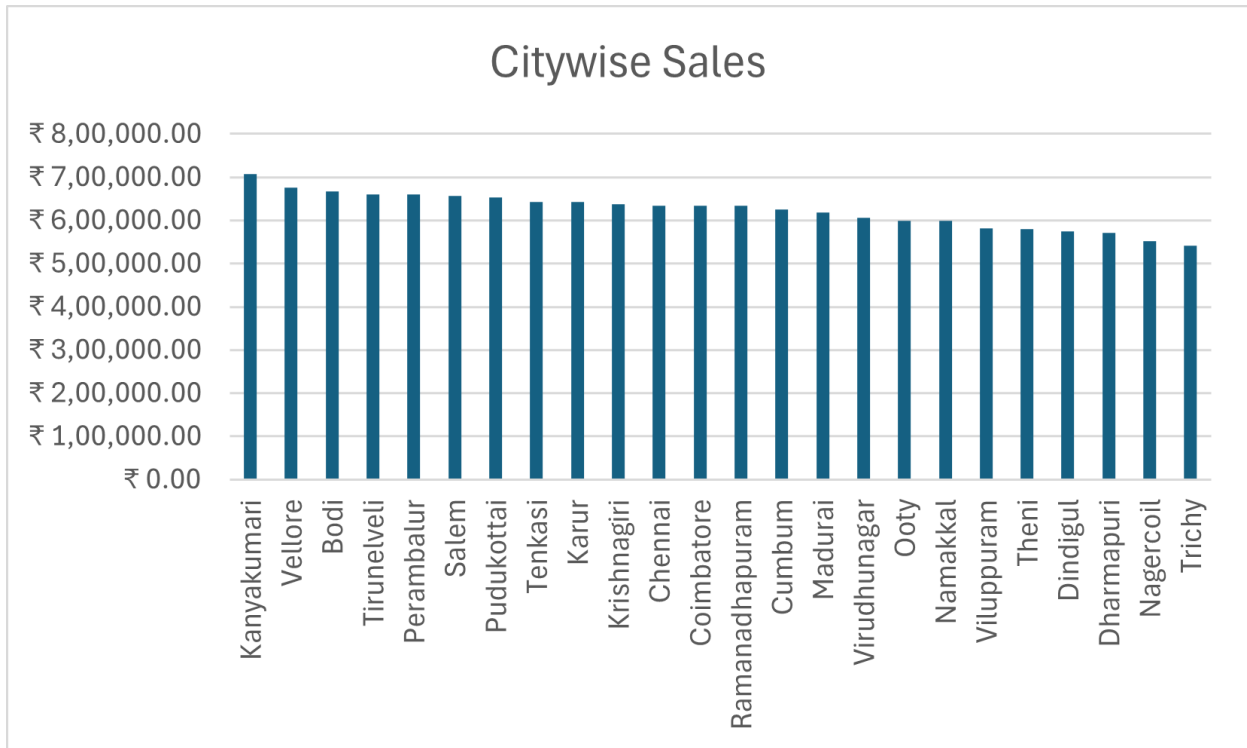
6. Category Distribution (Treemap)

The treemap visualization illustrates the proportional contribution of each category to overall sales. It provides a quick understanding of which categories dominate revenue generation.



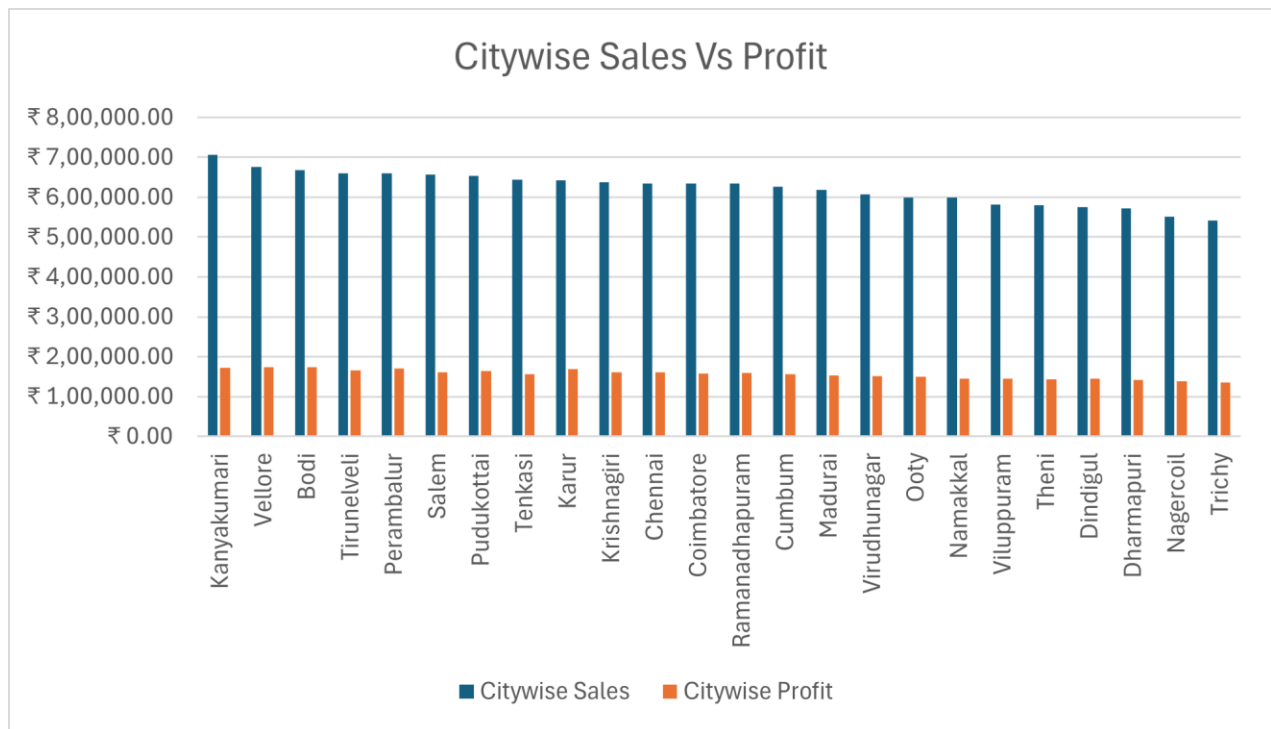
7. City-wise Sales Distribution

This chart displays total sales by city. Kanyakumari leads in sales performance, followed by Vellore and Bodi. Cities with lower sales volumes may represent opportunities for marketing and distribution expansion.



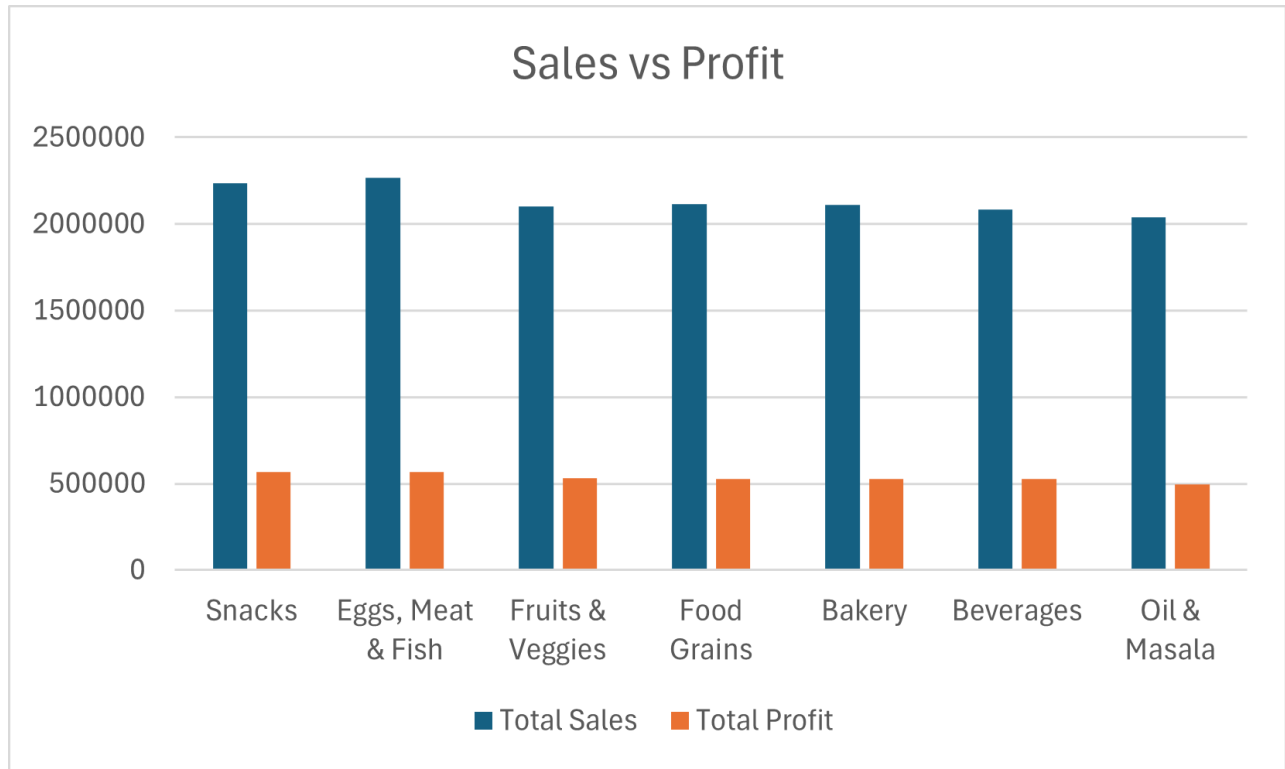
8. City-wise Sales vs Profit

This comparison highlights the relationship between revenue and profitability across cities. It helps identify locations where strong sales may not necessarily translate into high profit margins.



9. Sales vs Profit Category Comparison

This chart compares total sales and profit side-by-side for each category. It allows stakeholders to evaluate whether high-revenue categories also generate proportional profits.



10. Strategic Recommendations

Focus marketing and promotional efforts on high-performing categories such as Snacks and Eggs, Meat & Fish.

Expand distribution and targeted campaigns in lower-performing cities to unlock additional revenue.

Continue monitoring yearly growth trends to ensure sustainable expansion.

Analyse cost structures in categories with lower margins to improve profitability.

Implement data-driven inventory planning based on category demand trends.

- **Push All Categories:** Uniform performance allows balanced promotion across portfolio
- **Expand Geo Focus:** Invest marketing in Vellore/Bodi/Kanyakumari (80% potential)
- **Reclaim Churned VIPs:** Email top 20 inactive customers with ₹3L+ lifetime value
- **Stock Festive Peaks:** Double inventory Oct-Dec based on historical Q4 surge patterns
- **Test Discount Expansion:** Pilot 35% promotional tier in low-risk categories to drive volume.

11. Methodology

The analysis was conducted using SQL-based exploratory data analysis on the Supermart order dataset. Aggregations such as SUM, AVG, GROUP BY, and window functions were used to compute key metrics. The results were exported to CSV and visualized using Excel or BI tools to support business insights.

