

ABC Mart: Q1 2019 Sales & Profitability Analysis

Total Sales was

\$3,22,967

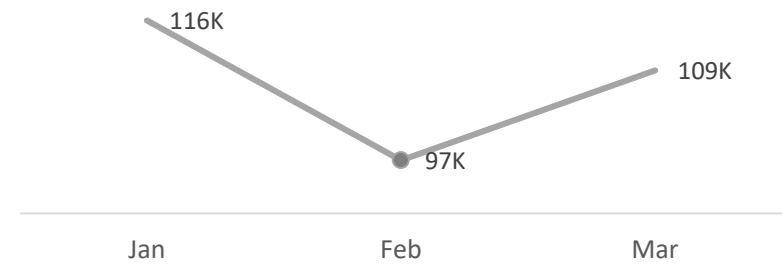
for the First Quarter

Total Gross Margin was

\$15,379

for the First Quarter

According to the Sales data...

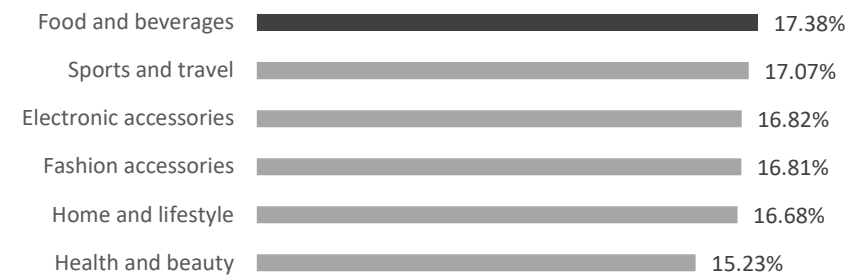


There was a dip in the sales in Feb

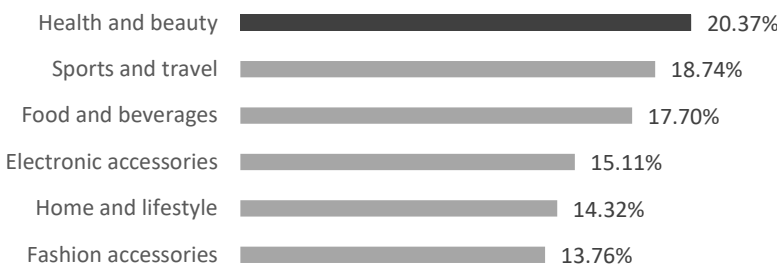
Key Recommendation:

Based on the Q1 sales analysis, the primary recommendation is to shift promotional focus from maximizing revenue to maximizing profitability by launching a targeted marketing campaign for "Food and beverage" items during the 7 PM sales peak.

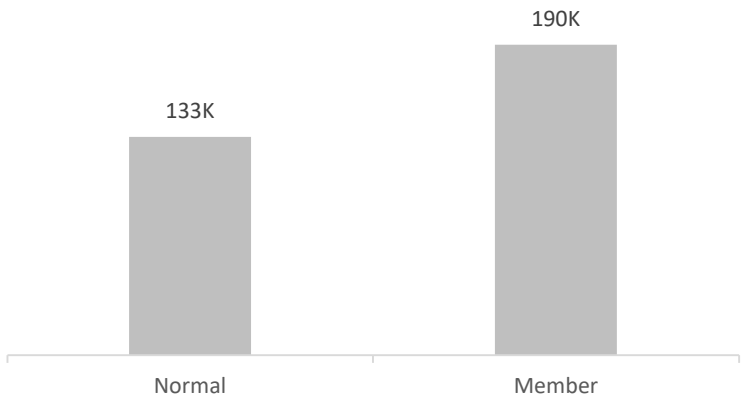
Food and beverages are the Top-Performing Product Line in Sales



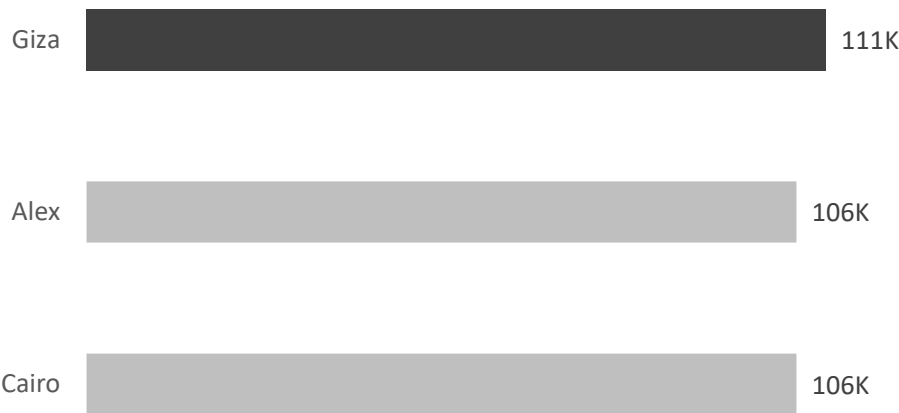
While, most of the profit is generated by Health and beauty



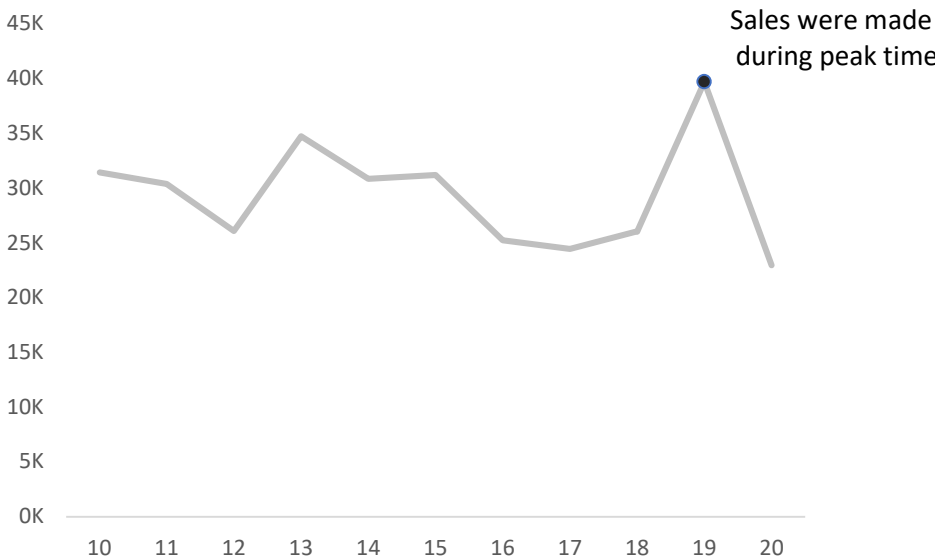
Member Type customers are contributing to Total Sales 18% more than Normal Type customers



Top Performer Branch according to Total Sales

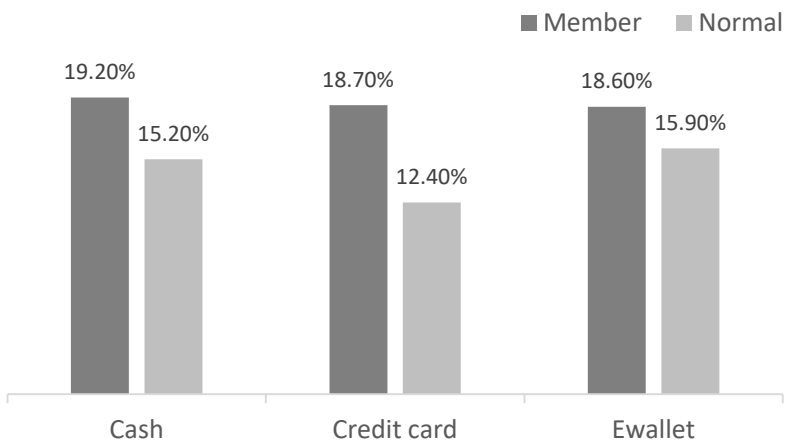


Sales Peak in the Evening, around 7 PM



Around 12% of the Sales were made during peak time

Preferred Payment Methods



Member Type Customers generally use all methods While Normal Type Customers prefer to pay with Ewallet