



SALES REPORT



AGENDA



01

Introduction

02

Customer Performance

03

Product Performance

04

Sales Performance

05

Recommendations



INTRODUCTION

PURPOSE OF THE REPORT

This report includes an analysis of customer behavior, sales performance, and product trends at Supermarket's branches in Yangon, Naypyitaw and Mandalay.



This dataset could provide valuable insights into optimizing inventory, improving customer service, and understanding sales dynamics.



Supermarket Sales Dashboard

Customer

Product

Sales

Filter By

Gender

Female

Male

Type

Mem...

Normal

City

Mand...

Nayp...

Yangon

Total Customer

975

Total Sales

315.88K

Quantity Sold

5355

Max Rate

10

Customer by Type



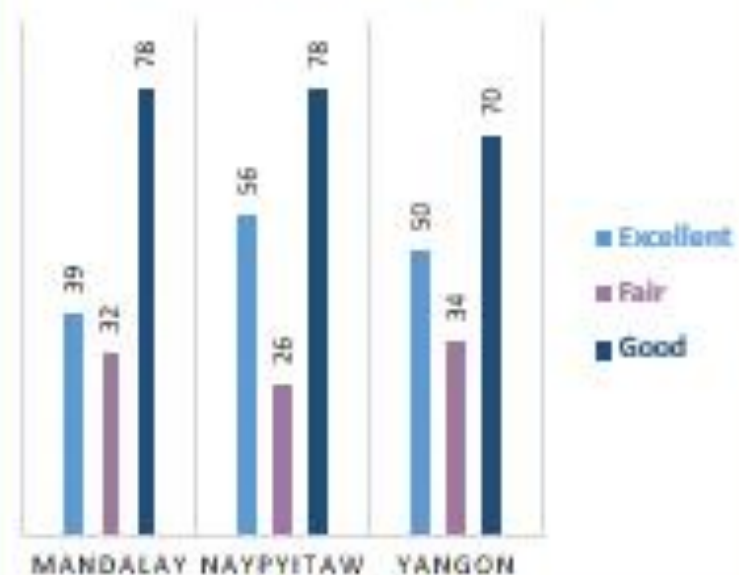
Customer by Gender



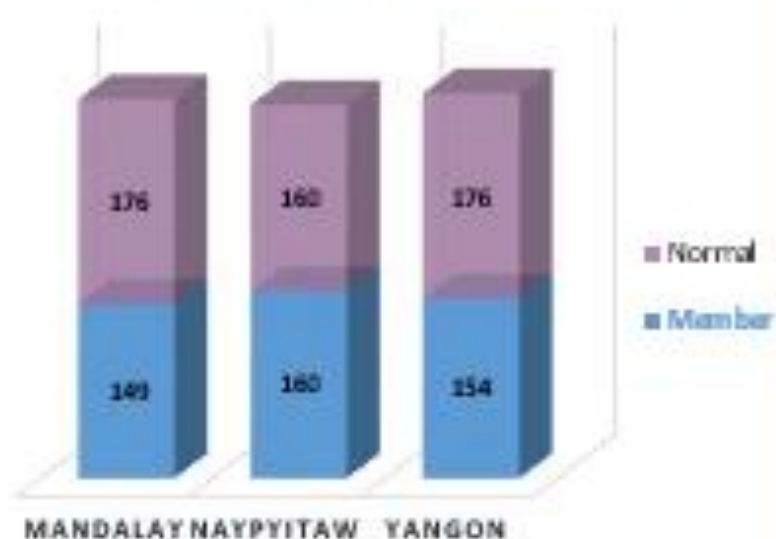
Customer by Shift



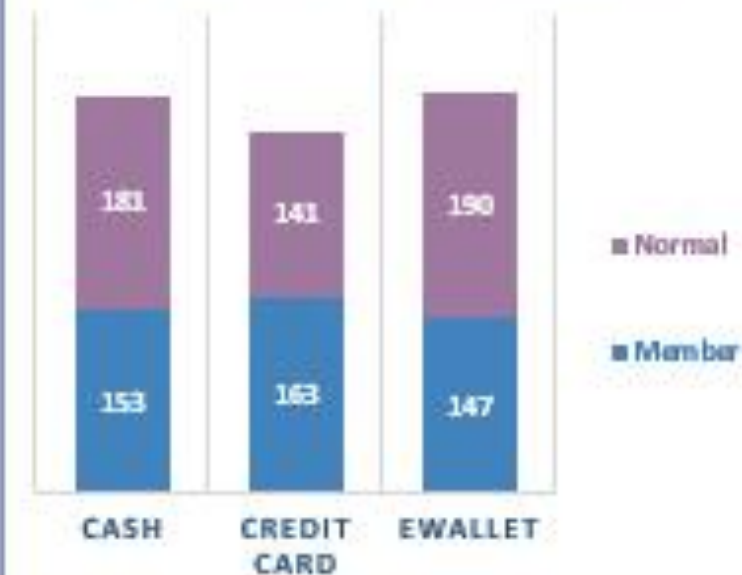
RATING BY CITIES



CUSTOMER BY CITIES

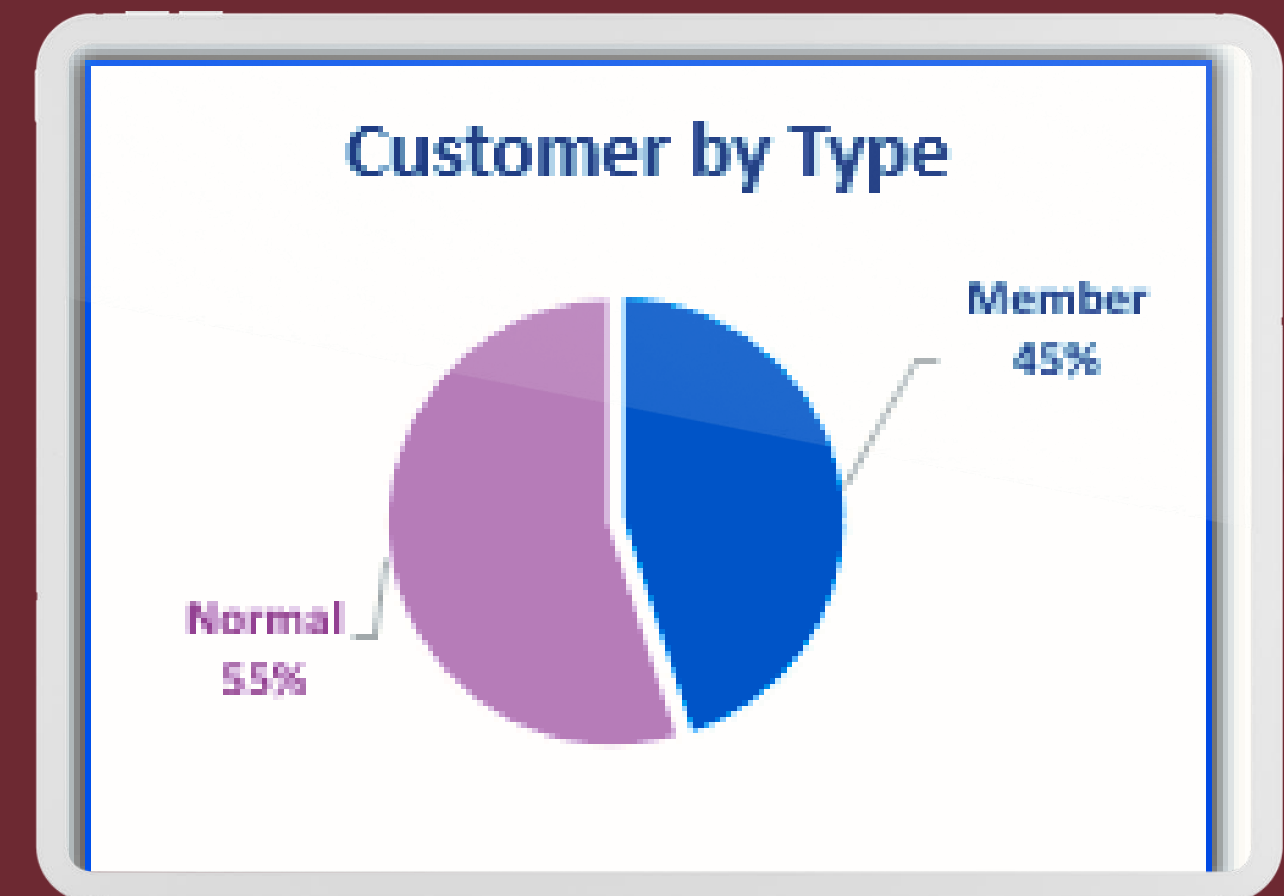


PAYMENT FOR CUSTOMER



CUSTOMER OVERVIEW

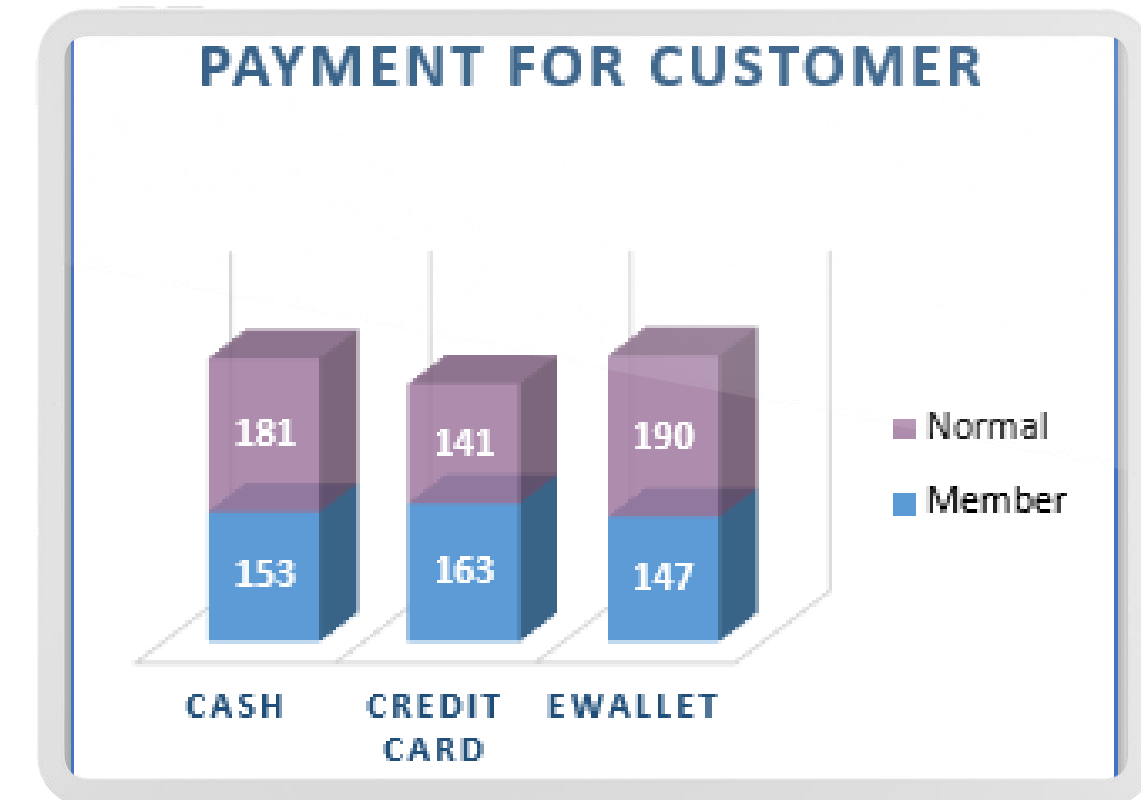
- The customer base is fairly balanced between genders. Additionally, the data shows that 45% of customers are members, while 55% are Normal. These insights provide a snapshot of the customer demographics and membership distribution, which can inform targeted marketing and customer engagement strategies.
- The customer base is nearly evenly split between normal and member customers, which shows that the supermarket's loyalty program (members) is moderately successful.



CUSTOMER OVERVIEW CON..

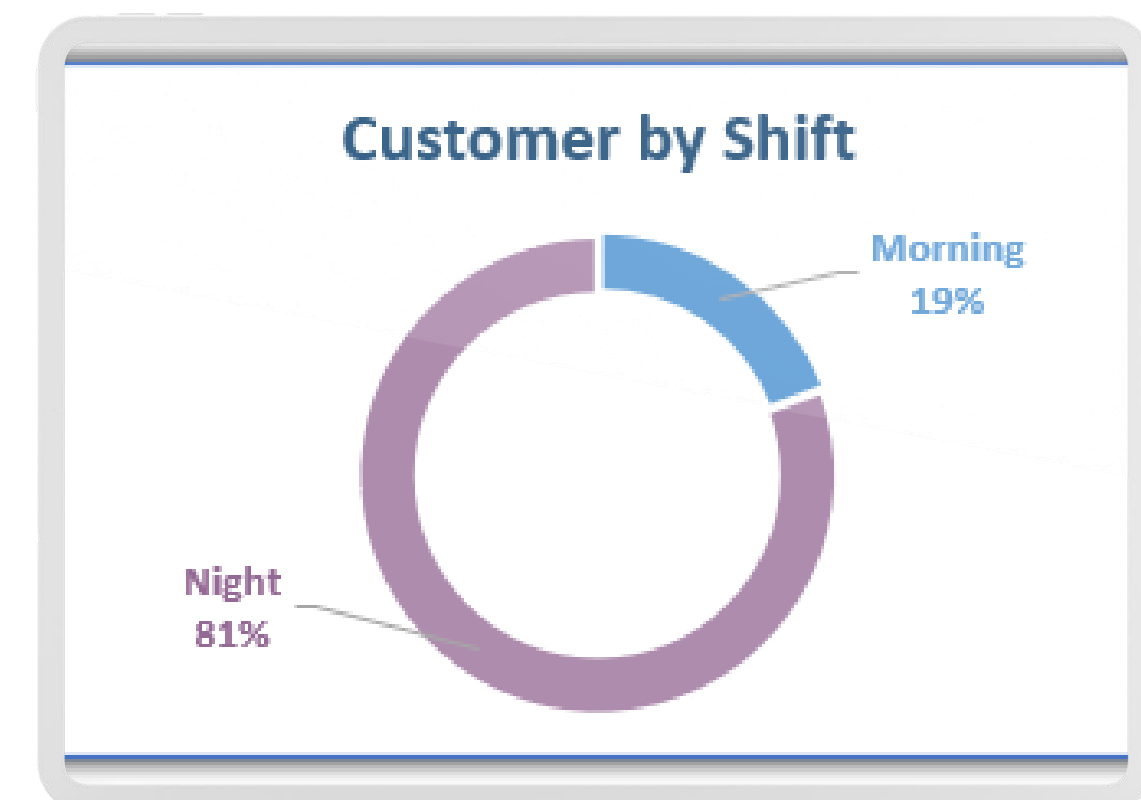
Payment type favored

- After analyzing the data, we found that the preferred payment method differs between customer types.
- "E-Wallet" is the most favored payment option among normal customers, while members show a strong preference for using "credit cards"



Customers While Shift

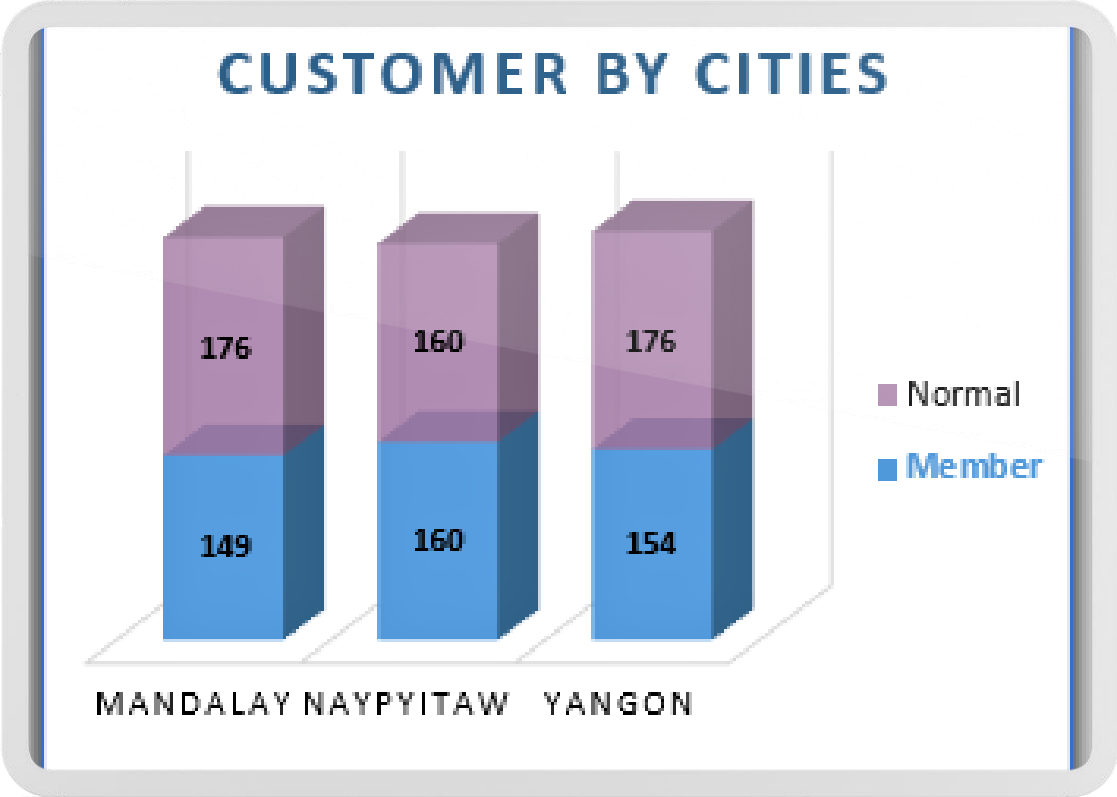
- Most transactions occur during the night shift, suggesting that late shopping hours are more popular among customers. This could reflect customer preferences or specific promotions during night hours.



CUSTOMER OVERVIEW CON..

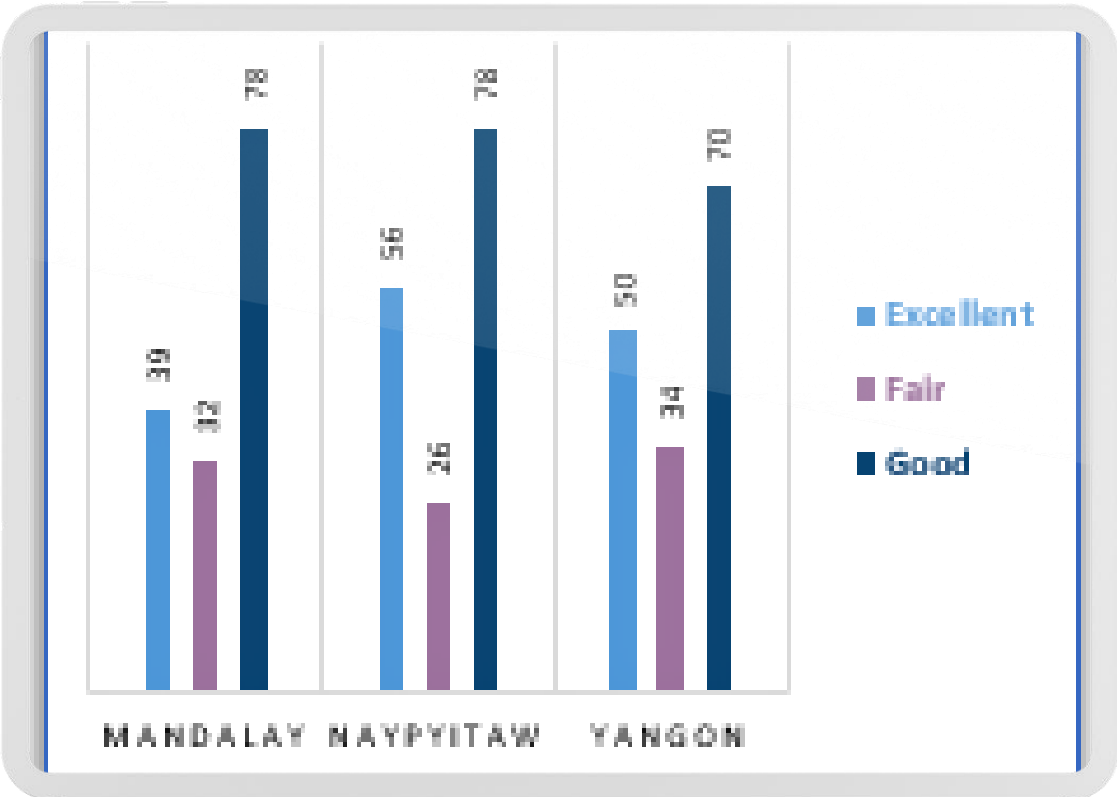
Customer In different Cities

- Mandalay has a balanced mix of Normal (149) and Member (176) customers.
- Naypyitaw shows a similar balance (160 Normal, 160 Member).
- Yangon also follows this trend (154 Normal, 186 Member)
- All cities have a nearly equal mix of normal and member customers. However, Naypyitaw has slightly more member customers, which may suggest a stronger loyalty program performance in this city.



Rating of Customers

- Customer satisfaction is highest in Naypyitaw, indicating that the service or product offerings may be better aligned with customer expectations in this city compared to Mandalay and Yangon.





Supermarket Sales Dashboard

Customer

Product

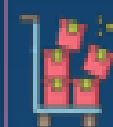
Sales



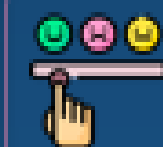
Total Customer
975



Total Sales
315.88K

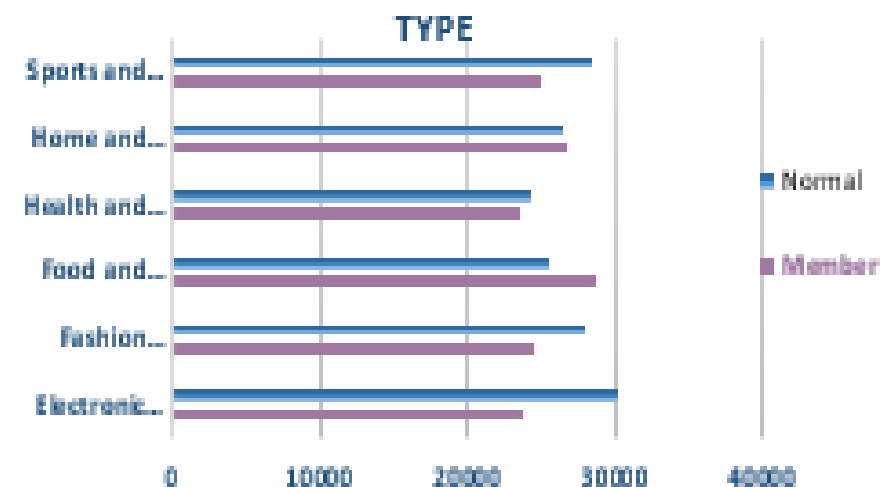


Quantity Sold
5355

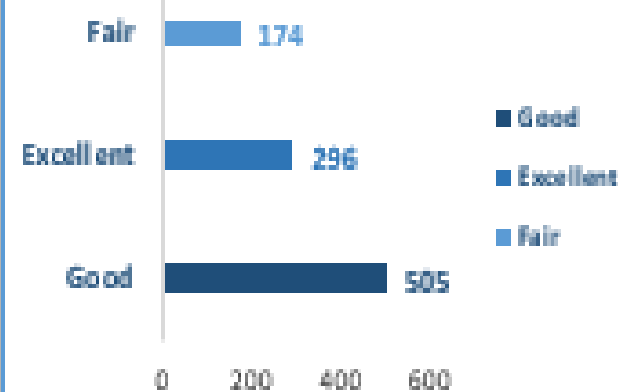


Max Rate
10

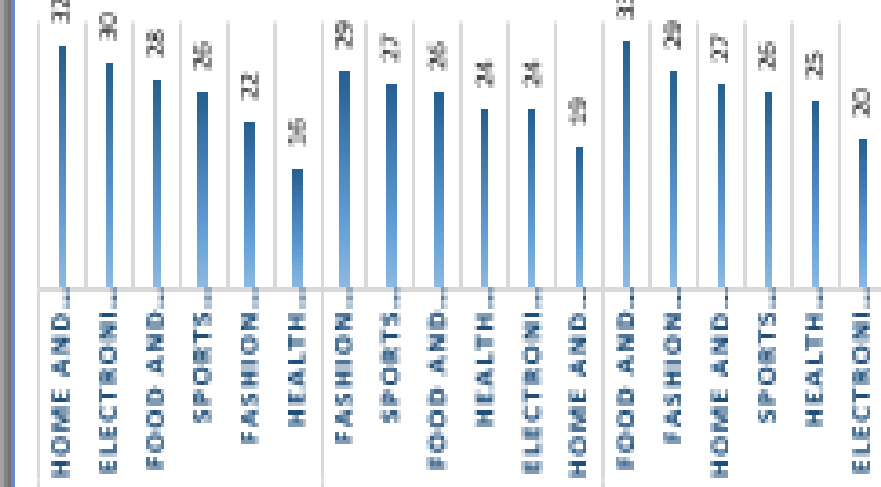
TOTAL SALE OF PRODUCT LINE BY CUSTOMER



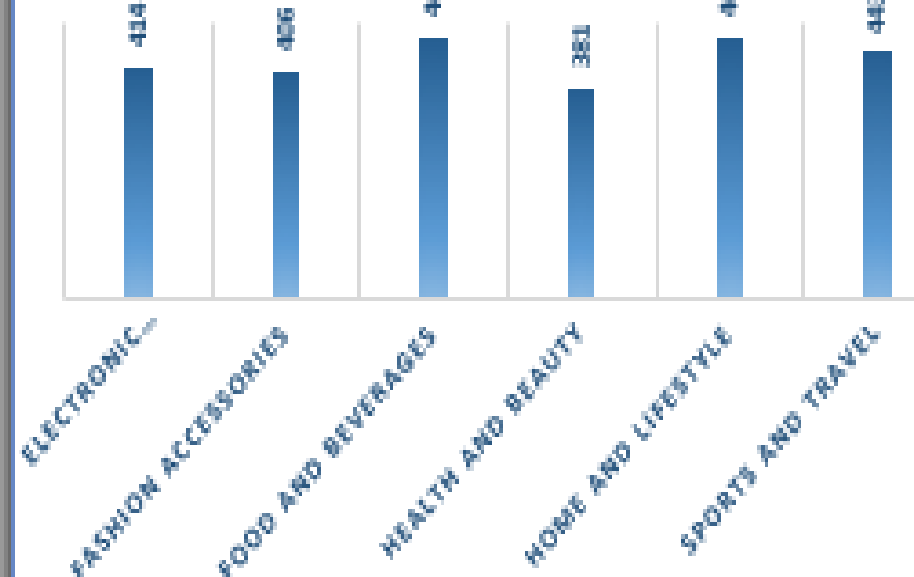
PRODUCT BY RATING



MOST POPULAR PRODUCT BY BRANCH



PRODUCT LINE BY QUANTITY SOLD



RATING BY QUANTITY SOLD



QUANTITY SOLD OF PRODUCT LINE BY SHIFT



Filter By

Gender

Female

Male

Type

Mem...

Normal

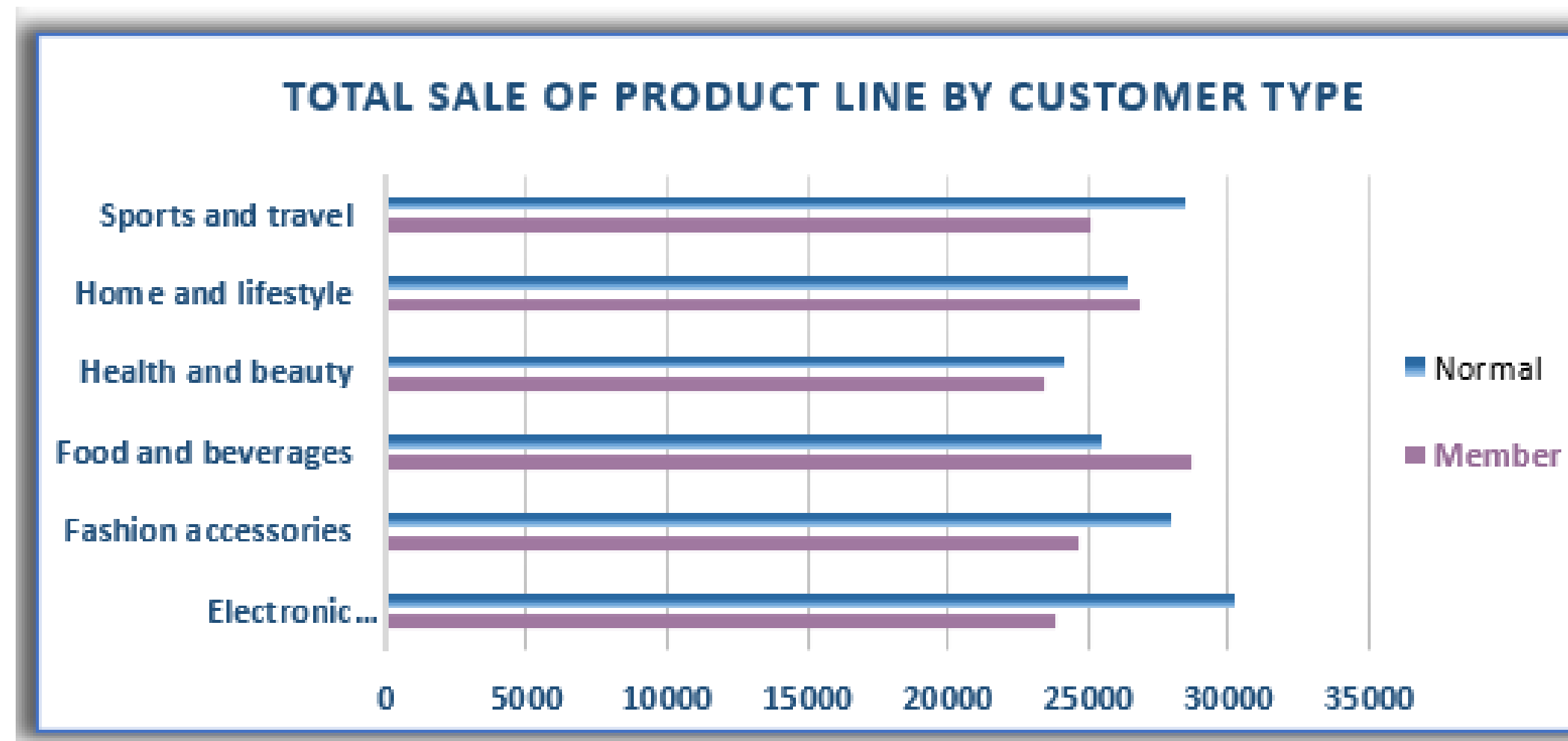
City

Mand...

Nayp...

Yangon

PRODUCT LINE

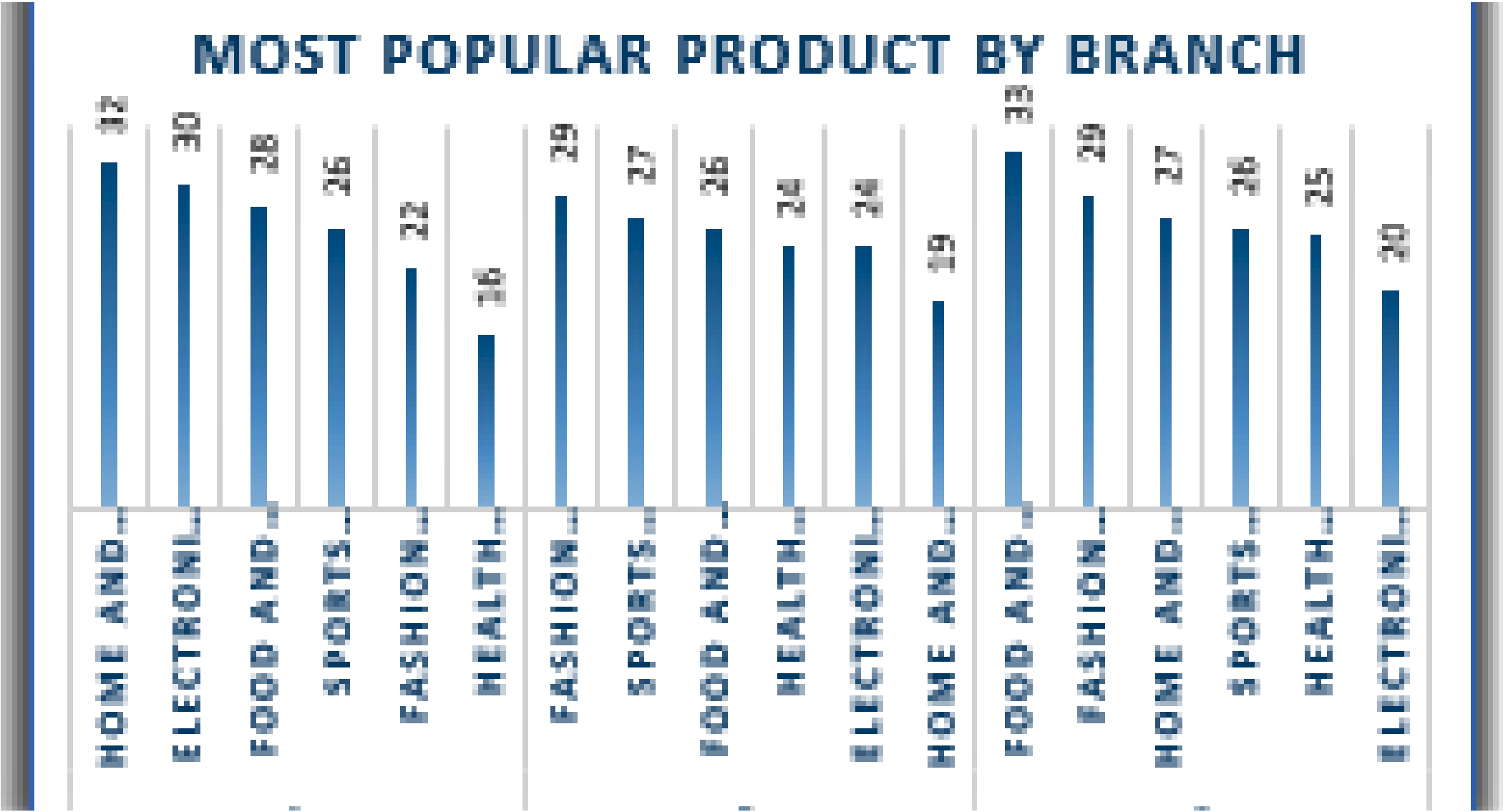


- Member customers tend to spend more on certain categories like (Home and lifestyle) & (food and beverages).
- Normal customers, on the other hand, dominate sales in Electronic accessories and Sports and travel.
- Health and beauty shows comparatively lower total sales for both customer types, suggesting that this category might not be as popular as others.
- Recommendations:
 - Consider offering promotions or bundling options in the Health and beauty and categories to boost their sales.
 - Focus on retaining and attracting more Member customers in the sports and travel category, as it has strong potential for growth.

PRODUCT LINE CON..



- The chart highlights the most popular product categories sold in specific branches
- Yangon Branch
 - The Home and Lifestyle category is the top performer with 64 units sold, making it the most popular product line in this branch.
- Mandalay Branch
 - Sports and Travel is the top performer with 62 units sold, making it the most popular product line in this branch.
- Naypyitaw Branch
 - Food and Beverages is the top performer with 62 units sold, making it the most popular product line in this branch.

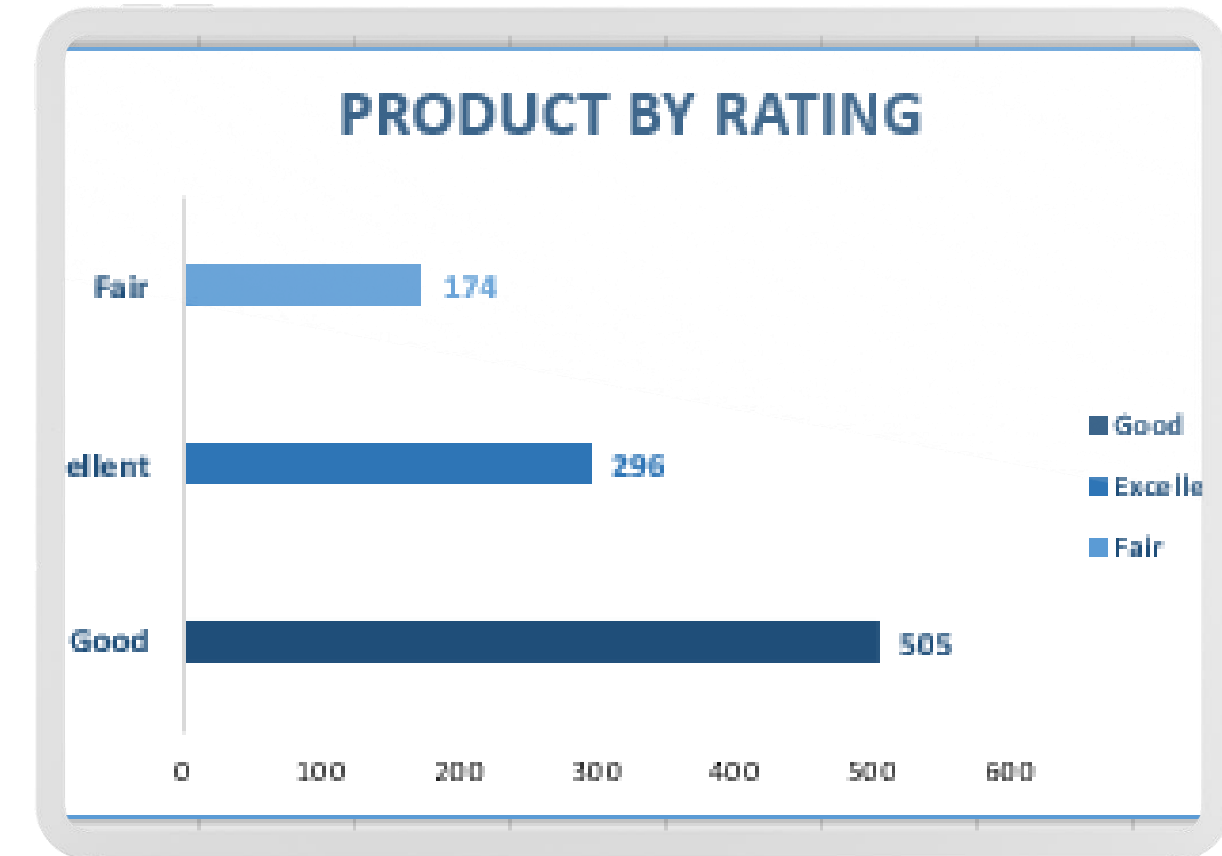


- Recommendation:
 - Increase Inventory for Popular Products: Ensure that branches like Yangon Branch, where Home and Lifestyle are in high demand, are well-stocked with consumable goods to avoid stockouts.

PRODUCT LINE CON..

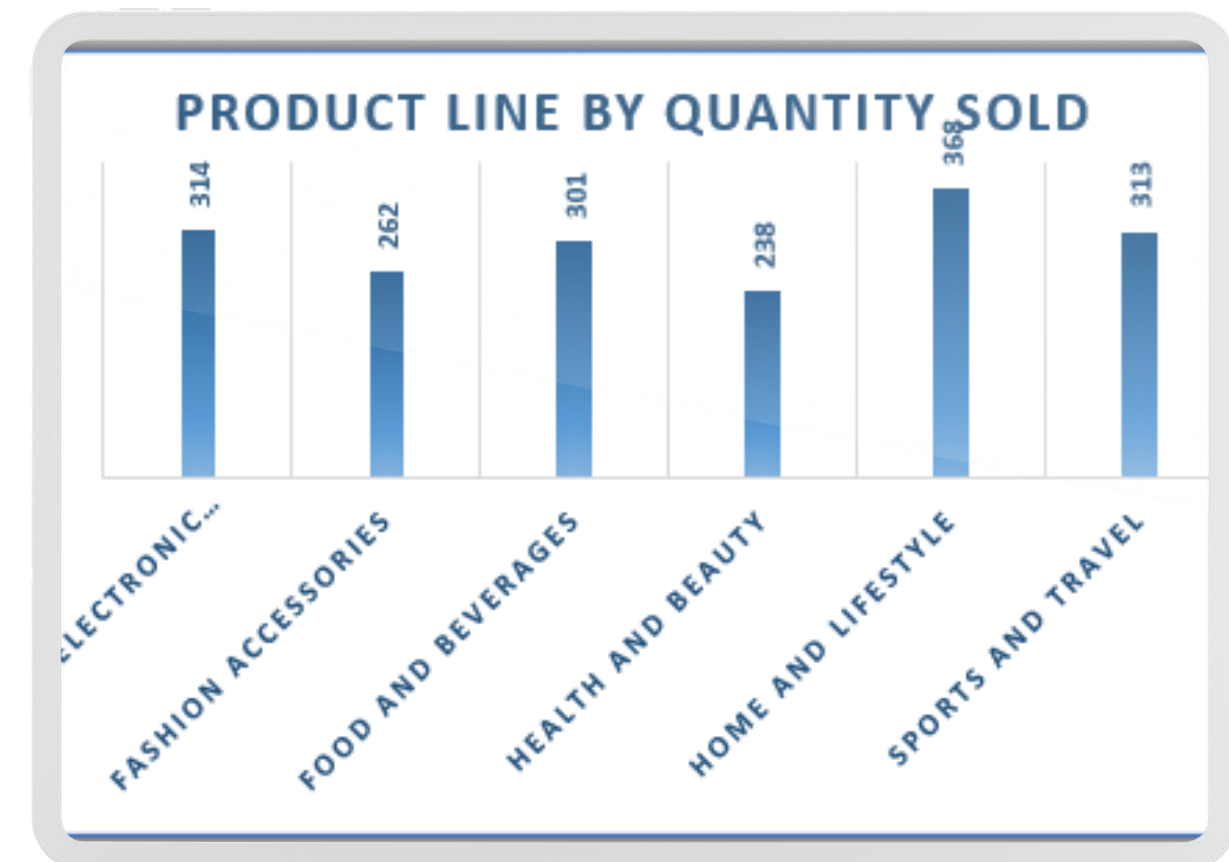
Product line by Rating

- The Good category received the highest number of ratings, with 505 customers rating products as "Good."
- This indicates that the majority of customers are satisfied with the products, but there is room for improvement to move them toward higher satisfaction.



Product line by Quantity sold

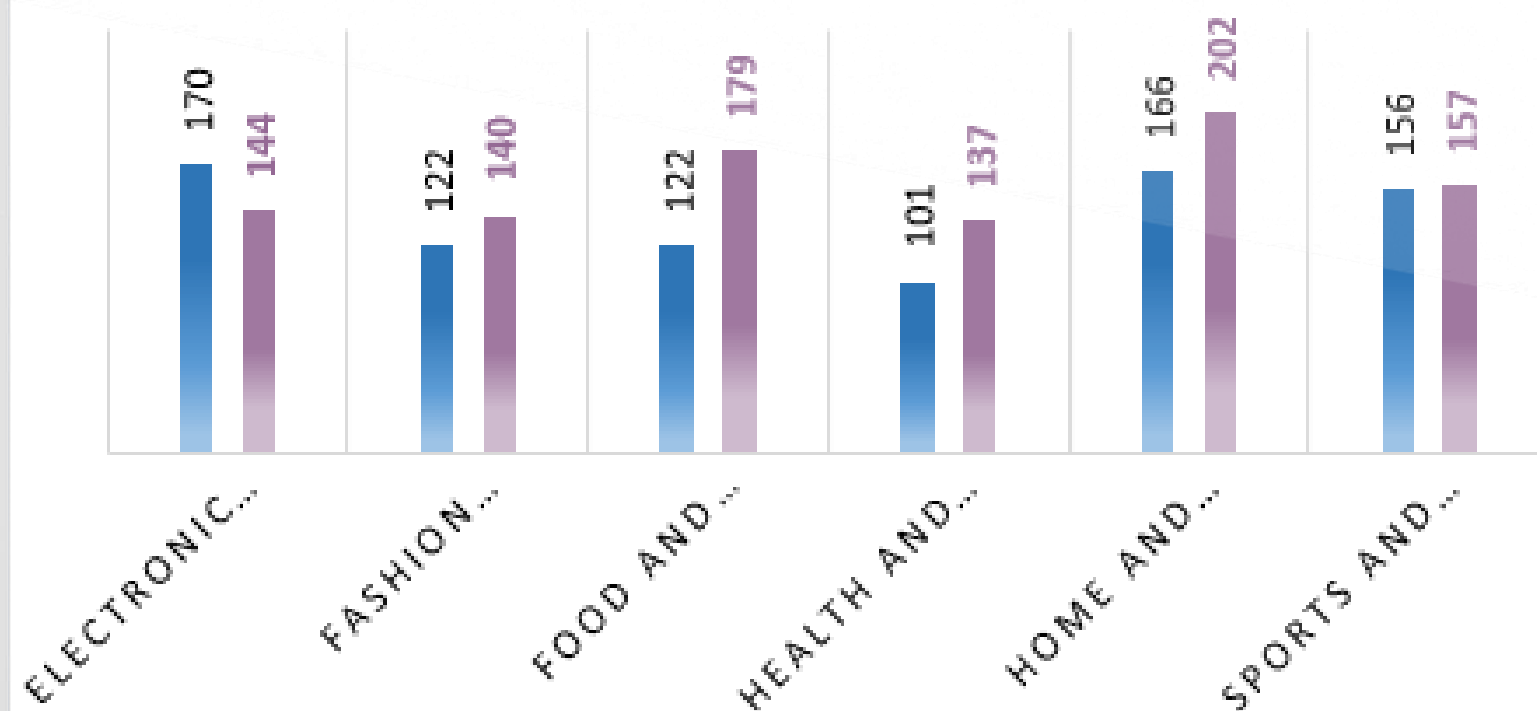
- Home and lifestyle has the highest number of units sold, with 368 sales. This indicates strong customer demand for products in this category, potentially due to seasonal popularity or effective marketing.



PRODUCT LINE CON..

QUANTITY SOLD OF PRODUCT LINE BY SHIFT

■ First Shift ■ Second Shift



Product Line Performance by Shift

- Home and Lifestyle shows the highest quantity sold in the Second Shift (202 units), making it the top-selling category overall.
- The Second Shift generally outperforms the First Shift in four out of six product lines



Supermarket Sales Dashboard

Customer

Product

Sales



Total Customer
975



Total Sales
315.88K

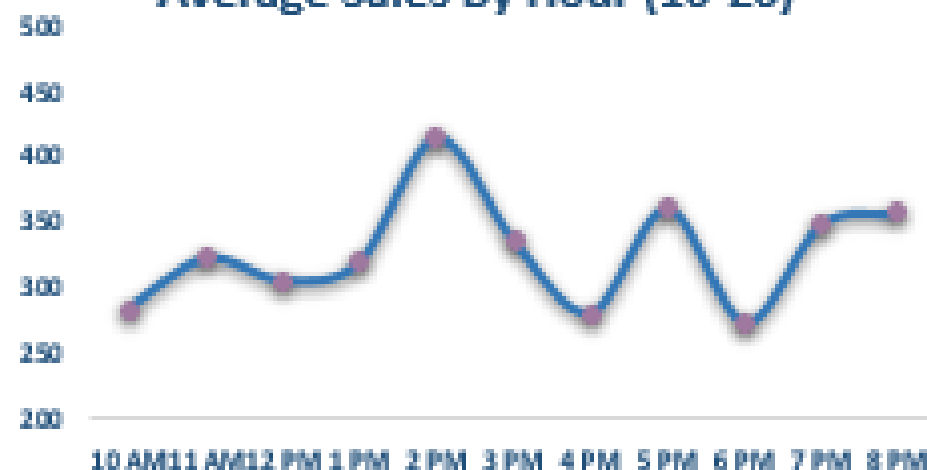


Quantity Sold
5355

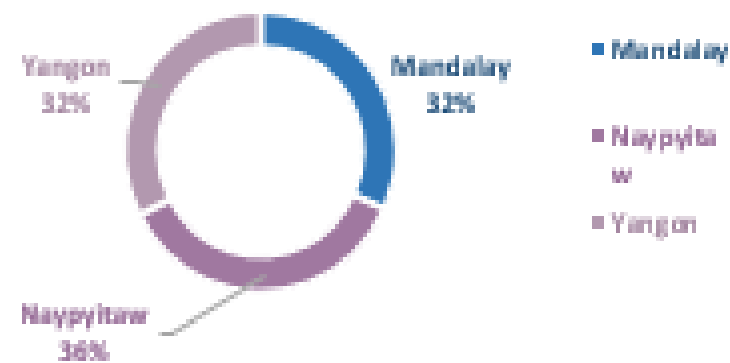


Max Rate
10

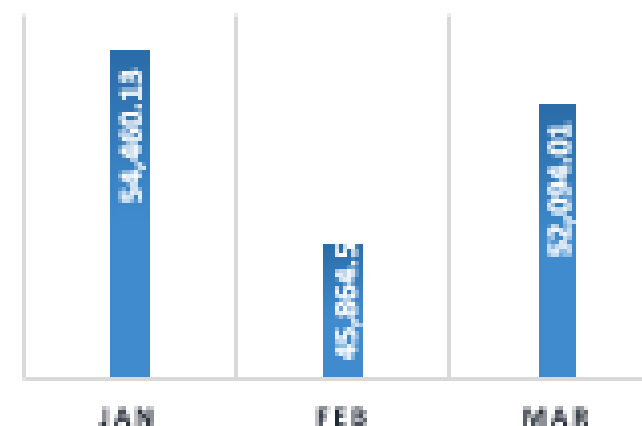
Average Sales By Hour (10-20)



Sales by city



TOTAL SALES BY MONTH



Filter By

Gender

Female

Male

Type

Mem...

Normal

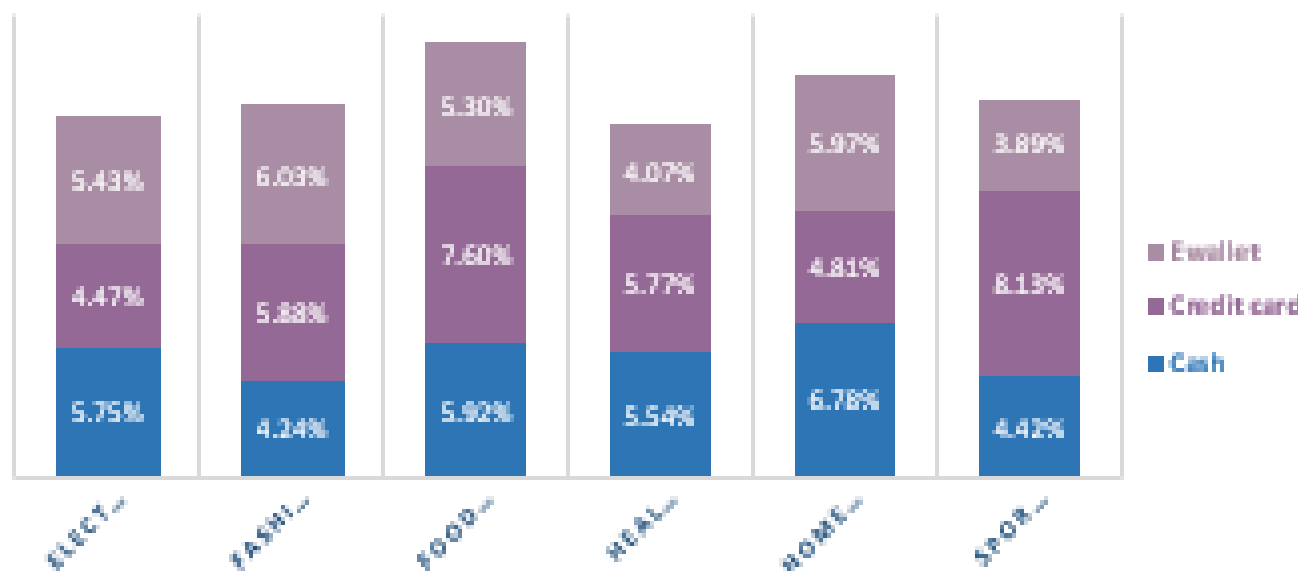
City

Mand...

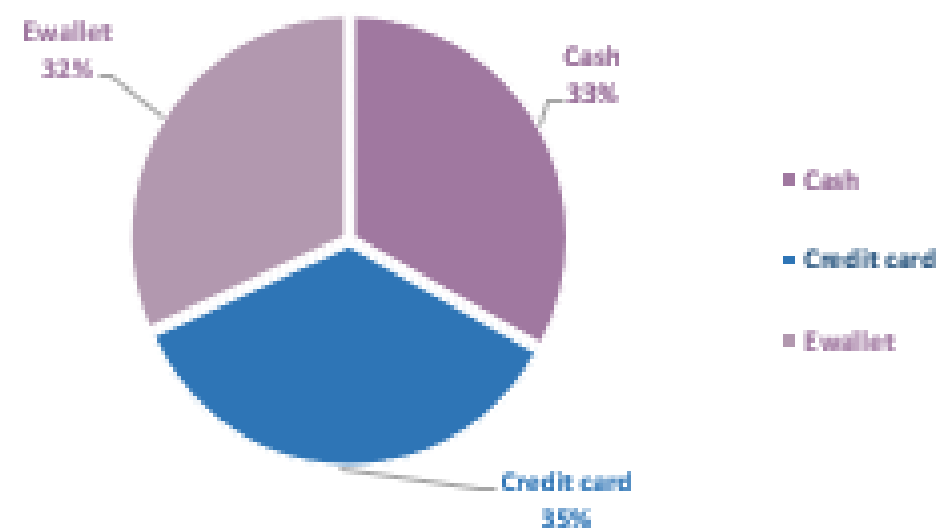
Nayp...

Yangon

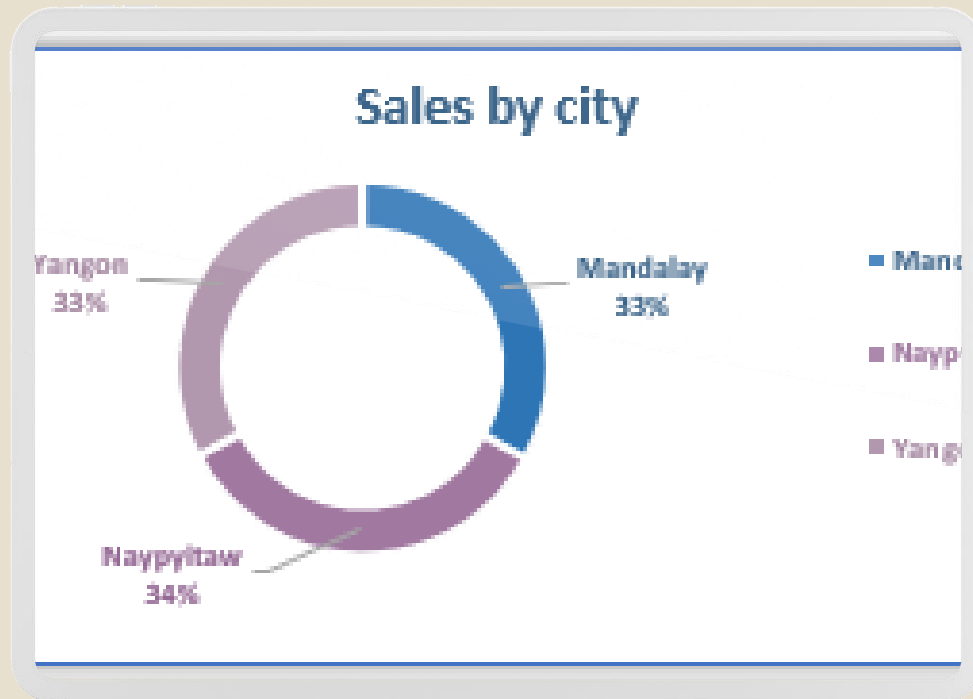
TOTAL SALES PRODUCT LINE BY PAYMENT



Customer by Payment

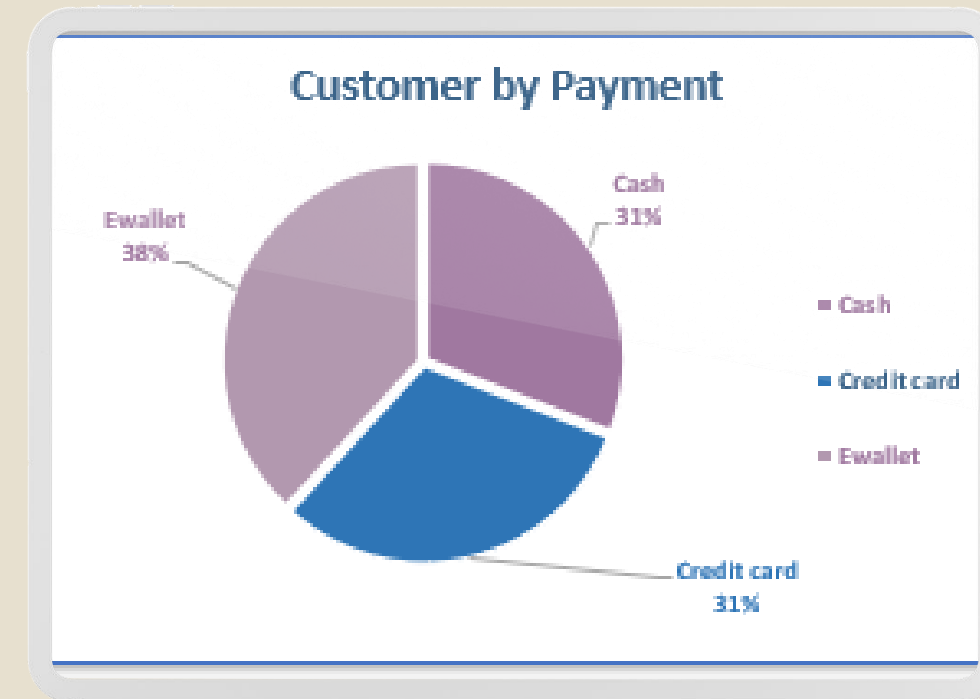


SALES PERFORMANCE



Sales by city

When we analyzed sales by city, we found that Naypyitaw is the highest-performing city in terms of sales.

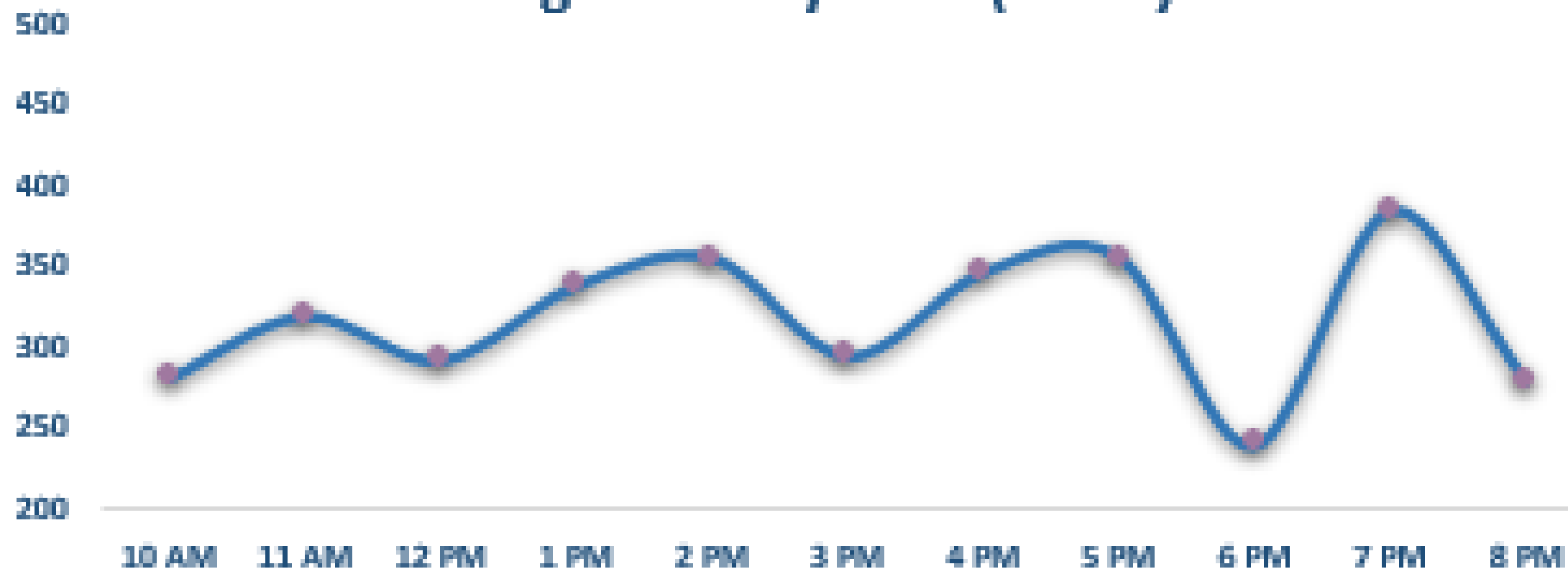


Customer by Payment

- Ewallet is the most popular payment method, accounting for 38% of total customer payments.

AVERAGE SALES BY HOUR (10-20)

Average Sales By Hour (10-20)



- The highest average sales occur around 7 PM, with sales approaching close to 380 units. This indicates a peak in customer activity later in the day, possibly due to after-work shopping or dinner-time rush.
- The highest sales occur in the evening (7 PM) and during midday (1 PM), which suggests these hours should be prioritized for staffing and inventory replenishment.
- The dip could provide an opportunity to introduce promotions or campaigns to drive sales during this quieter period.

OVERALL SALES PERFORMANCE

- Total Sales: 315.88K
- Quantity Sold: 5355 Units
- The highest Rate: 10
- Total Orders: 975
- Total Male: 507
- Total Female: 468
- Total Member Customer: 463
- Total Normal Customer: 512



RECOMMENDATIONS

01

Place the top-selling product line at the end to ensure customers pass through lower-selling lines on their way in and out.

02

Boost Home and Lifestyle sales with promotions and bundle deals, and improve product quality for better customer satisfaction.

03

We recommend launching an online market to expand our customer base and increase our reach.

04

Offer unique perks for members, such as special discounts, early access to sales, and member-only events.



THANK YOU

