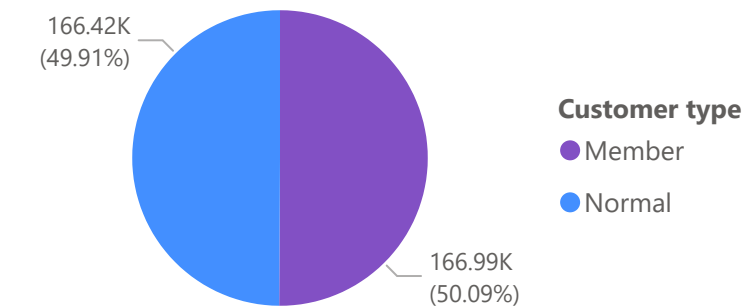
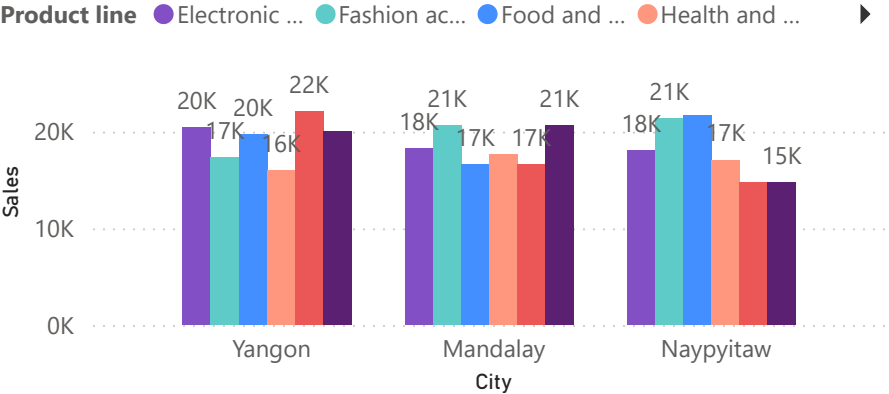


Sales by Customer type

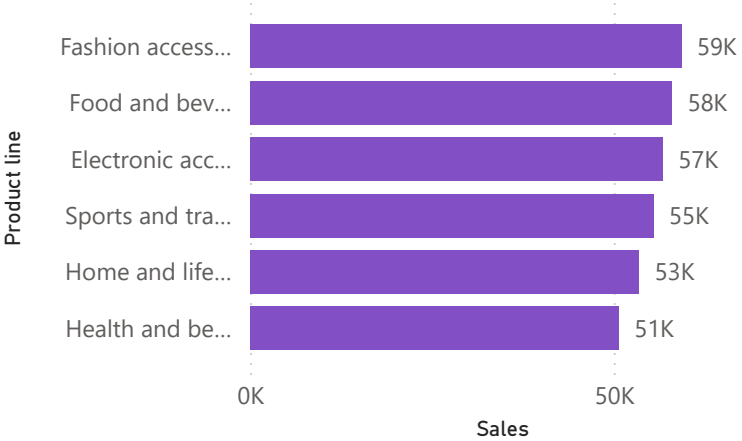


333.41K
Total Sales

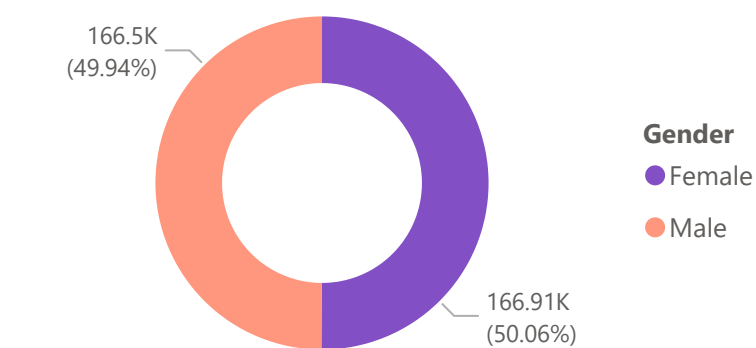
Sales by City and Product line



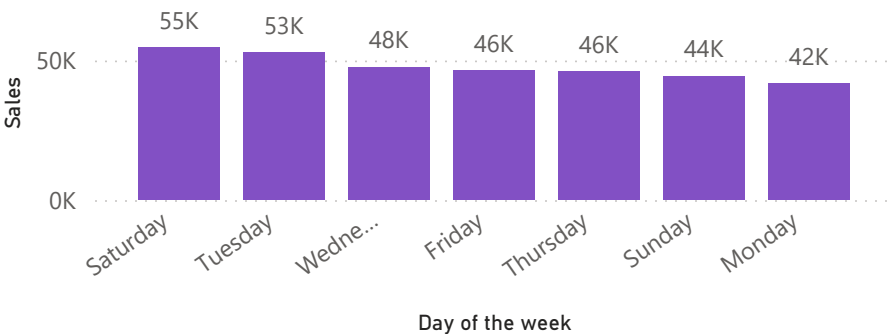
Sales by Product line



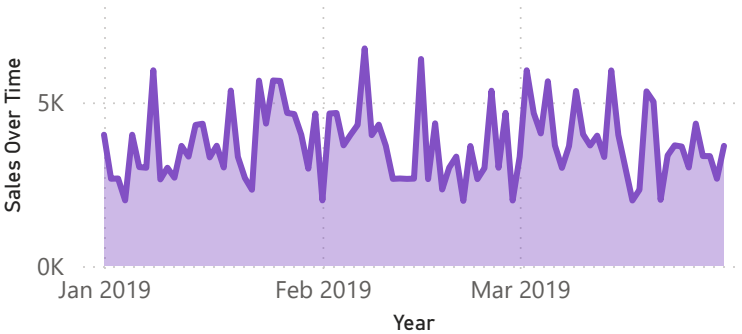
Sales by Gender



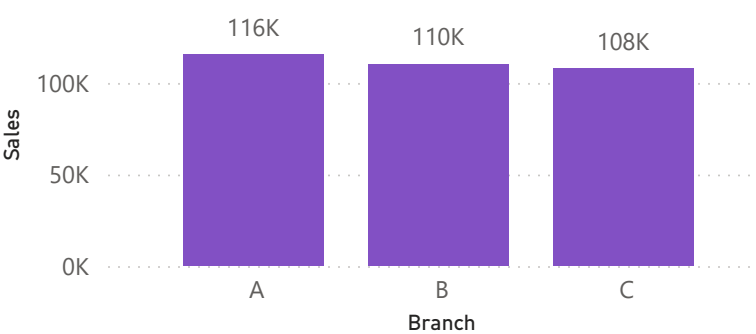
Sales by Day of the week



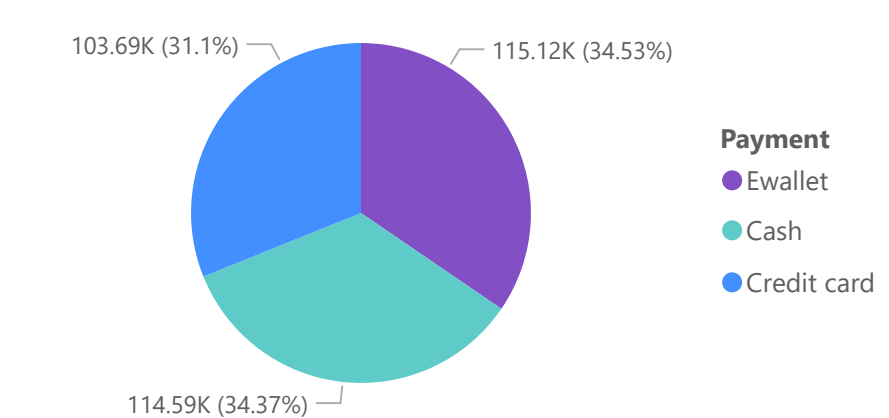
Sales Over Time by Year, Quarter, Month and Day



Sales by Branch



Count of Total by Payment



Based on the insights from the dashboard, here are some business recommendations that can help improve performance and optimize sales:

1. Leverage Customer Segmentation for Targeted Marketing:

- Since "Normal" customers slightly outnumber "Members" in terms of sales contribution, the business could enhance its customer loyalty program to convert more "Normal" customers into "Members." Offering exclusive deals, discounts, or personalized rewards might increase customer retention and long-term sales.

2. Focus on Best-Selling Product Lines:

- The "Fashion accessories" and "Electronic accessories" product lines are performing well, contributing the highest sales. The business should consider:
- Expanding the product range in these categories.
- Running promotions or targeted advertising campaigns to capitalize on these strong performers.

3. Boost Sales in Underperforming Product Lines:

- The "Health and beauty" category is underperforming compared to other product lines. The business could:
- Invest in marketing campaigns to raise awareness of these products.
- Offer discounts or bundle deals with higher-selling categories, like "Fashion accessories."
- Conduct customer feedback surveys to understand why this category isn't performing well and adjust offerings accordingly.

4. Optimize Sales on Lower Performing Days:

- Sales tend to dip on weekdays like Tuesday and Thursday, with weekends (especially Sunday) performing better. To counterbalance this:
- Offer special weekday discounts, promotions, or flash sales to incentivize more purchases.
- Launch marketing campaigns that highlight weekday deals.
- Explore creating "Loyalty Days" or member-specific promotions on these slower days.

5. Payment Method Optimization:

- "Ewallet" is the most used payment method. This suggests that customers prefer quick, digital transactions. The business could:
- Promote and expand digital payment options.
- Ensure that mobile-friendly and e-wallet options are highlighted in marketing campaigns, improving customer convenience and satisfaction.
- Additionally, further incentives like cashback or loyalty points on e-wallet transactions could boost sales even more.

6. Branch-Level Strategy:

- All branches (A, B, C) show relatively similar sales performance. This could be an opportunity to:
- Further investigate whether specific local strategies could be tailored for each branch. For example, focus on product preferences or demographic data specific to each city to boost sales.
- Consider whether optimizing operations (such as inventory or staffing) in each branch could improve efficiency, given their equal performance.

7. City-Level Insights:

- The city of Yangon leads in sales across all product lines. To capitalize on this:
- Consider expanding marketing efforts in Yangon to sustain the lead and increase brand presence.
- Conduct research into why Mandalay and Naypyitaw lag behind and assess whether improving infrastructure, services, or product offerings could help boost sales in these cities.