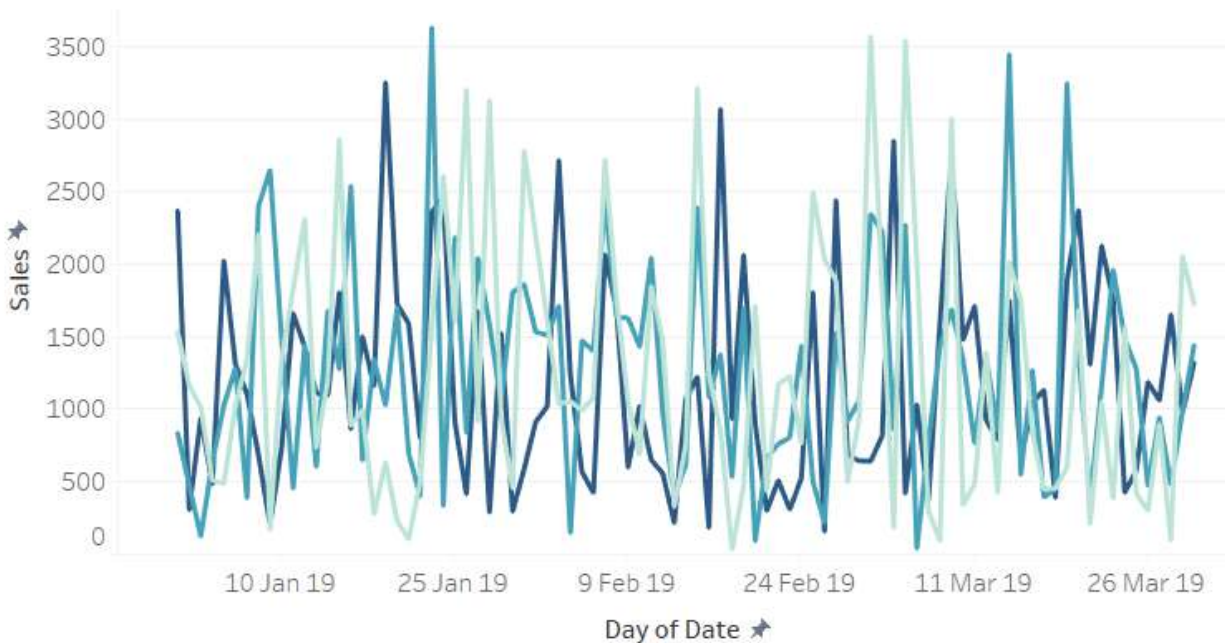
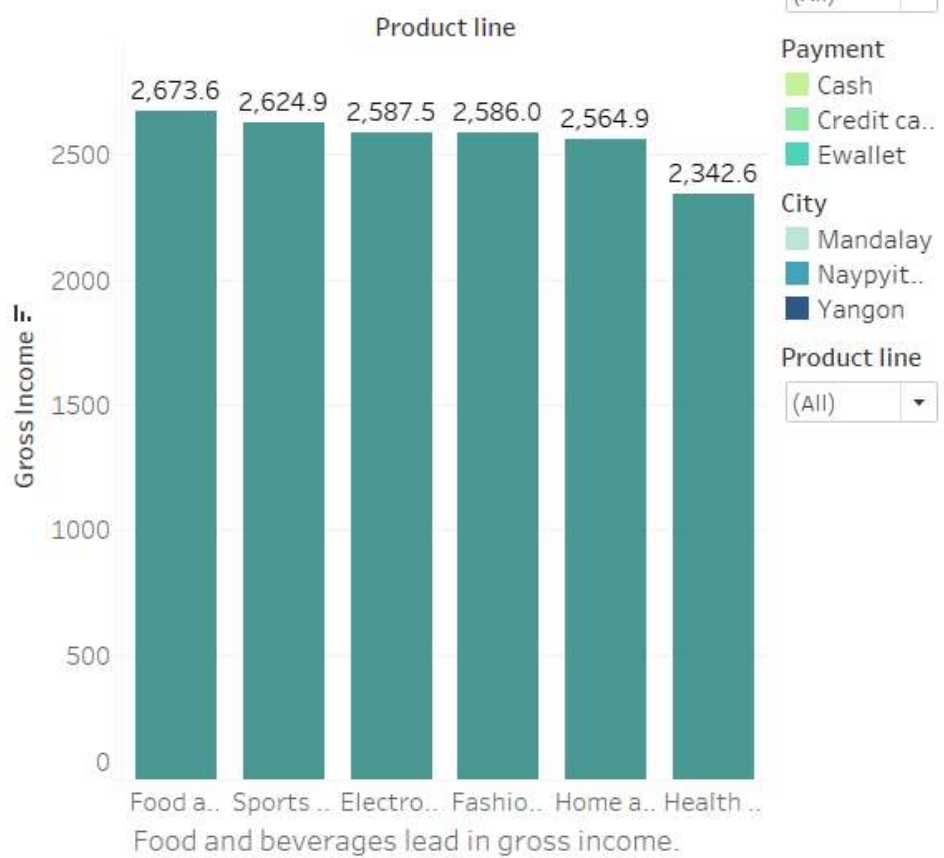


Supermarket Sales Overview

Sales trend



Gross Income by Product line



Sales by City

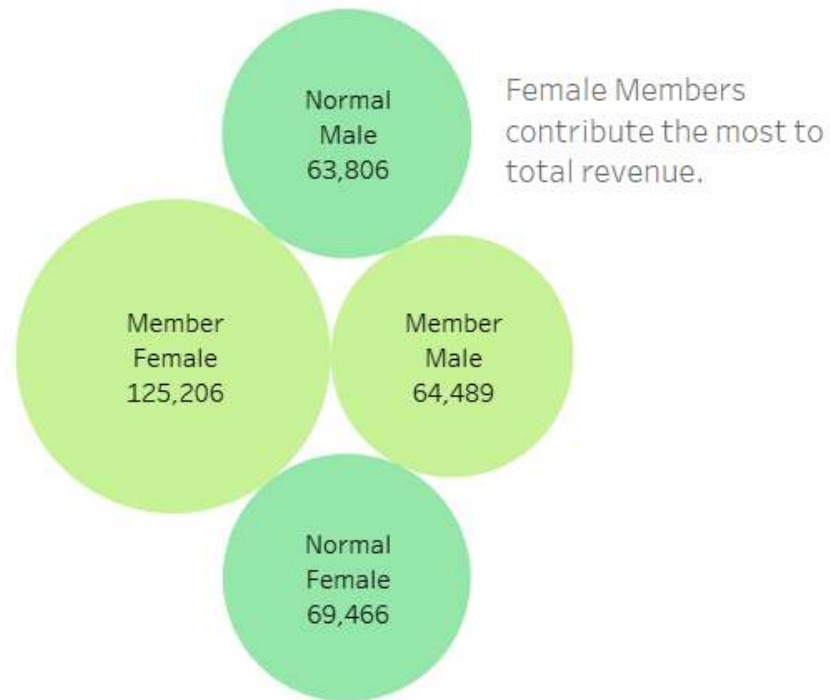


Sales by Payment method

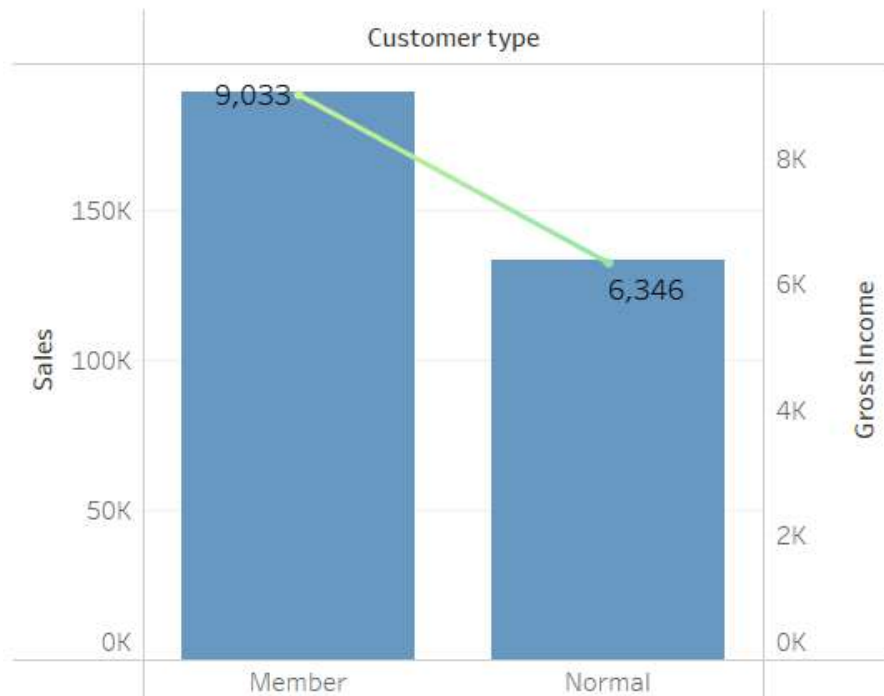
Payment via Cash is most popular.



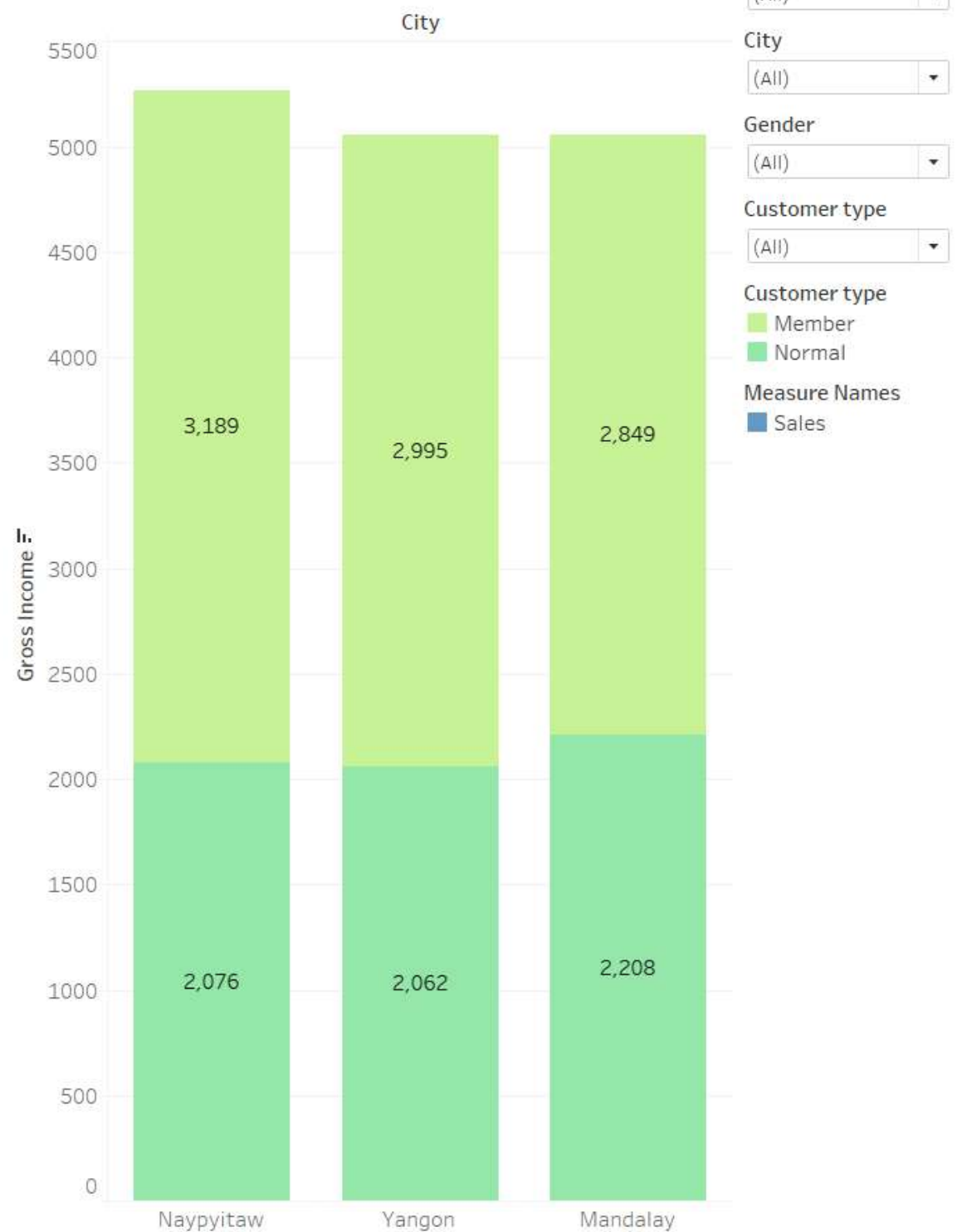
Sales by Customer Type & Gender



Sales vs Profit by Customer Type



Profit by Customer Type & City



Key Insights

1) Naypyitaw city consistently outperforms Mandalay and Yangon in total sales, indicating higher customer traffic or spending behavior.

2) Female customers contribute slightly more to total sales than Male customers, suggesting marketing strategies could explore Female-preferred products or promotions.

3) The “Food and Beverages” and “Sports and Travel” categories generate the highest gross income, highlighting them as the most profitable segments.

These product lines could be prioritized for promotions or inventory expansion.

4) Members or loyal customers drive higher gross income than normal walk-in customers, emphasizing the value of retaining customers and enhancing loyalty programs.

By identifying top-performing branches, customer segments, and product categories, the supermarket can strategically optimize inventory, target marketing, and boost overall revenue performance.