



BEE & BEE PERFORMANCE ANALYSIS

Business Overview



Bee & Bee Supermarket is a luxury retail establishment with branches in five cities across the United Kingdom.

I will be providing the overview performance of the supermarket for the previous financial year. Some of the things I will be giving insights about is the Category of Customers, How much revenue was generated for each city and the likes.

BEE & BEE PERFORMANCE ANALYSIS

Female

54%



Male

46%



Total number of
Customers

1000

Total Revenue

£69.34M

Cost of Goods Sold

£69.34M

Total Income

£5.78M

Customer type

Member

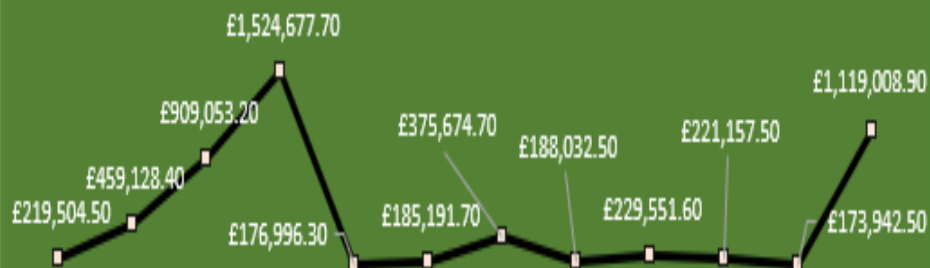
Normal

Product Category

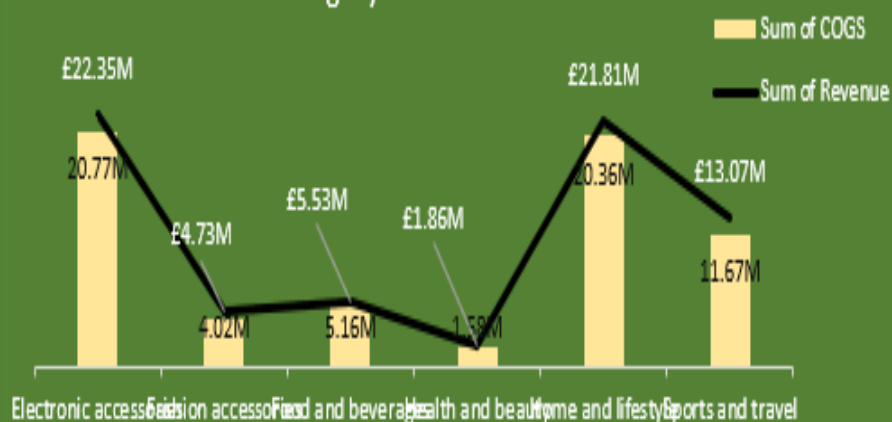
Electronic access...

Fashion accessori...

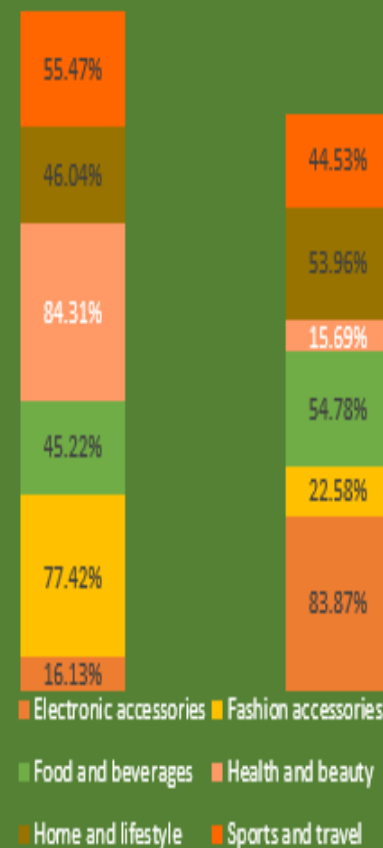
Total Income Per Month



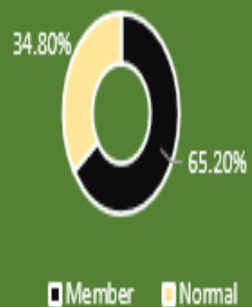
Product Category vs COGS vs Revenue



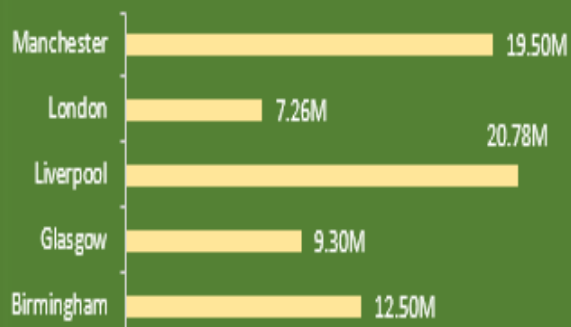
Breakdown of Product Category



Category of Customers



Revenue By City



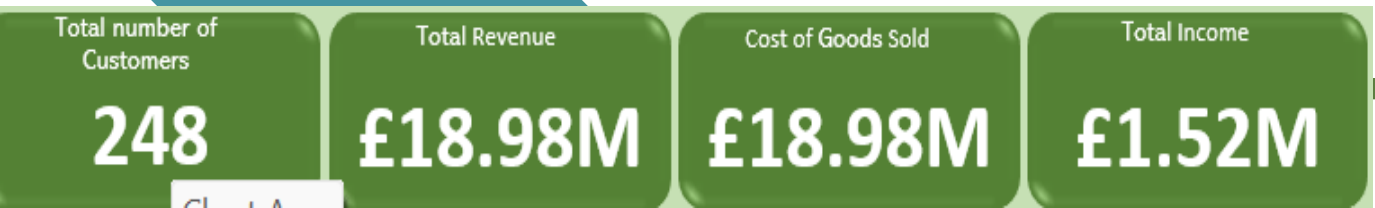
Payment Method





INSIGHTS

INSIGHTS

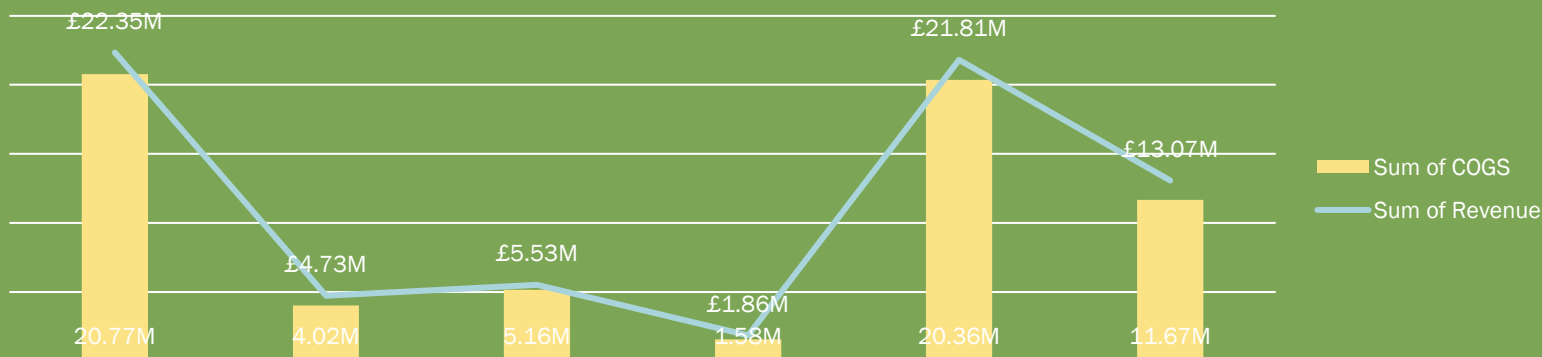


Bee & Bee had 1000 customers in the last business year. The income generated, revenue, and cost of goods sold, amounted to £5.78M, £69.34M, and £63.56M respectively.

April generated the highest revenue for the year (£1.52M), followed by December (£1.12M), while November had the lowest revenue (£173.94K).

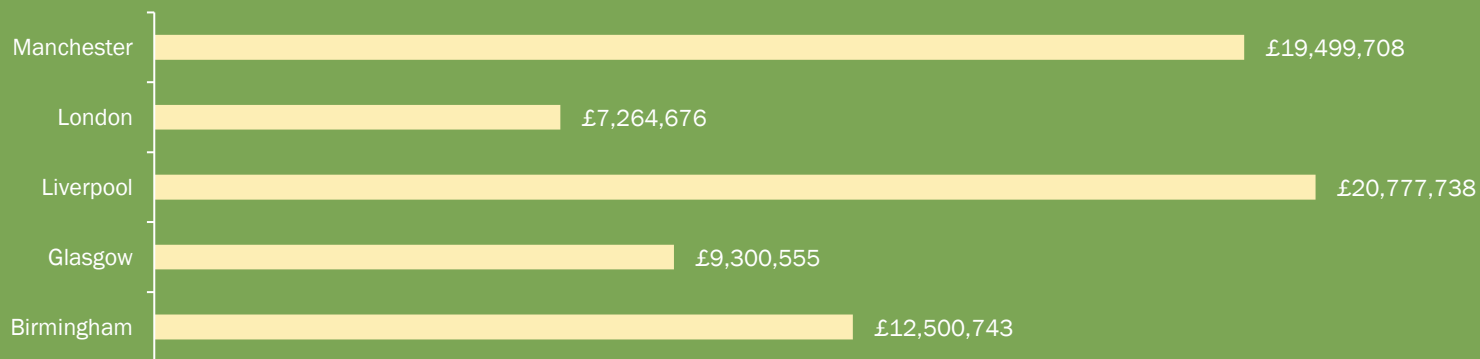
INSIGHTS

Product Category vs COGS vs Revenue



- Electronic accessories was the top revenue-generating category, followed by home and lifestyle, while health and beauty had the lowest revenue performance.
- Liverpool emerged as the city generating the highest revenue (£20.78M), while London generated the least revenue (£7.26M) despite being a cosmopolitan city.

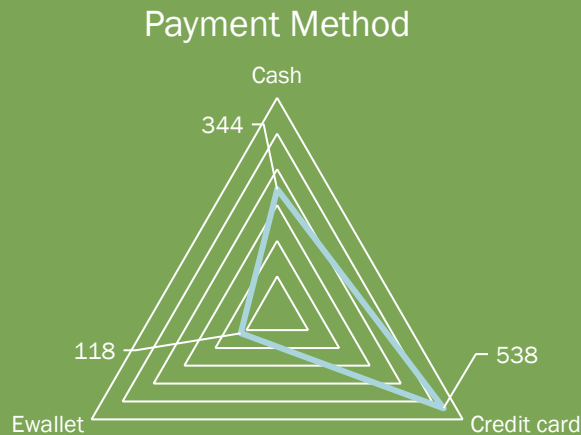
Revenue By City



INSIGHTS



- Registered members outnumbered normal customers, constituting 65% of the total customer base, and they generated more revenue compared to normal members.
- Credit cards were the most commonly used payment method, accounting for 54% of payments, while E-wallet was the least used at just 12% of all payments.





RECOMMENDATIONS



From the insights drawn, we are making the following recommendations:

- **Targeted Marketing Strategies and Promotion of Top Categories:** Bee & Bee should capitalize on the popularity of Electronic Accessories, and Home and Lifestyle categories by creating targeted promotional offers or loyalty programs to enhance customer engagement and loyalty. Give discounts or bundle complementary products (two for one, or buy product A, get product B free) to boost sales in underperforming categories like Health and Beauty.
- **Encourage Membership:** Make joining the membership program even more appealing with exclusive perks, like awarding loyalty points when purchases are made. Leverage customer data to make membership perks more personal and valuable. This will make more people want to join the membership program.

- 
- 
- **Geographic Expansion and Market Penetration:** Explore opportunities to expand market presence in high-revenue cities such as Liverpool, leveraging the existing customer base and market demand. Conduct market research to identify factors contributing to lower revenue in cities like London and devise targeted strategies to address market-specific challenges and drive revenue growth.
 - **Identify Peak Period Trends:** Review data from previous years to determine if April and December remain the peak periods for Bee & Bee. This insight will guide decisions on stocking inventory and staffing levels during these potentially busy months, ultimately improving future performance.
 - **Payment Optimization Strategy:** Encourage installment payments for credit card users and offer incentives, such as loyalty points or rewards for customers who choose E-wallets as their payment method, encouraging more people to use them. This strategy diversifies payment options, and enhances customer engagement and loyalty.



THANK YOU
