RetailMart Ltd.

Q1 2019 Sales Analysis & Insights Report

Capstone Project Team – Group 1001

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Power BI Dashboard Summary

This dashboard presents a comprehensive overview of RetailMart Ltd.'s sales performance across three cities: Yangon, Mandalay, and Naypyitaw. It displays key metrics at the top, including **Total Orders (1000)**, **Average Revenue (322.97)**, **Total Revenue (322.97K)**, **Average Gross Income (15.38)**, and **Total Gross Income (15.38K)**.

Visuals include:

- **Monthly Revenue Trends**, showing highest revenue in January (116K).

- **Demographic Revenue Distribution** by **Gender** and **Customer Type**, revealing relatively balanced performance with slightly higher revenue from female and member customers.

- **Payment Method Analysis**, where cash payments lead slightly.

- **Time-Based Shopping Trend** using a heatmap that highlights peak shopping hours (especially 15–16 hrs on Tuesdays).

- **Product Line Performance**, comparing both revenue and order volume, with **Fashion Accessories** leading in order count and **Food & Beverages** in revenue.

The dashboard is interactive, allowing city-based filtering for localized insights. Overall, it offers a user-friendly snapshot of customer behaviour & purchasing patterns, branch-wise & product-line sales performance, and payment trends to support strategic decisions.

Insights

The insights presented below are designed to guide targeted marketing, pricing, and operational strategies.

1. Customer Behaviour and Purchasing Patterns

Particulars	Observations	Recommendations
Spending Patterns by Customer Type	A comparison between "Member" and "Normal" customer segments reveals that Members consistently achieve higher revenue per order, signalling stronger loyalty. In Yangon and Naypyitaw, Normal customers display higher order frequency in certain months but lower per-order revenue, while Mandalay shows stable revenue from both groups.	Implement loyalty programs for Members and design targeted promotions for Normal customers to boost their transaction values.
Gender-Based Buying Preferences	Differentiated buying behaviours are evident. In Yangon, although males generate more orders, females secure higher revenue in March. In Mandalay and Naypyitaw, male and female spending trends vary by month.	Customize promotions and product offerings by gender—targeting male customers in specific cities to enhance consistency, while leveraging female purchasing power with bundled deals.
Time-Based Shopping Trends & City Analysis	Each city shows distinct peak shopping hours—Yangon thrives at 2–3 PM and 5–6 PM (with high weekend activity), Mandalay peaks around 10–11 AM and 5–6 PM (particularly on Tuesdays), and Naypyitaw at 7–8 PM and 11–12 AM (with Friday and Sunday surges). Additionally, Members across all locations generate higher per-order revenue, with Naypyitaw Members leading significantly.	Adjust staffing and promotions to coincide with peak hours and leverage city-specific trends by offering flash sales, especially on noted high-traffic days.
Product Preferences & Transaction Frequency	Females tend to favor Fashion, Food, and Home products; while males lean toward Health & Beauty. Normal customers show preference for Electronics, whereas Members invest more in Home & Lifestyle products. Additionally, transaction frequency varies—with female Members peaking on Tuesdays and male Members on Wednesdays and Saturdays.	Tailor bundling offers and personalized discounts to meet the preferences of each customer segment and drive consistent, repeat purchases.

2. Branch-Wise & Product-line Sales Performance

Particulars	Observations	Recommendations
Sales Performance by City	•**Naypyitaw:** Consistently generates the highest revenue despite a lower order count, implying a strong high-value product mix or effective pricing.	Increase order volume in Naypyitaw and stabilize

	•**Yangon:** Leads in orders in January and March but experiences revenue fluctuations. •**Mandalay:** Displays consistent performance with a slight dip in February.	Yangon's revenue through targeted marketing.
Product Line Performance & City-Based Preferences	•**Best Performers:** "Sports & Travel" excel in January, and "Home & Lifestyle" maintains a stable order volume. •**Underperformers:** "Fashion Accessories" show a marked decline by March, while "Health & Beauty" sees pricing fluctuations. Different cities also reveal varied product strengths: Naypyitaw benefits from "Food & Beverages" revenue, Yangon from "Home & Lifestyle," and Mandalay from "Health & Beauty."	Revitalize "Fashion Accessories" with improved marketing and adjust promotion strategies to favor high-performing product lines in each city.
Contribution, Quantity vs Revenue, and Top-Selling Lines	Analyses indicate that despite similar quantities sold across branches, Naypyitaw's revenue outscores Yangon and Mandalay due to a premium product mix. Each branch's top-selling product line is unique: •**Yangon:** "Home & Lifestyle" •**Mandalay:** "Sports & Travel" •**Naypyitaw:** "Food & Beverages"	Leverage these strengths by reinforcing branch-specific inventory and promotional strategies.

3. Most Profitable & Least Profitable Transactions

Particulars	Observations	Recommendations
Profitability Insights	•**Highest Profit:** Transactions from "Fashion Accessories" and "Home & Lifestyle" in Naypyitaw and Yangon generate the best margins. •**Lowest Profit:** Transactions in "Fashion Accessories" and "Sports & Travel"—coupled with lower customer ratings—reflect minimal margins.	Enhance margins by revisiting pricing structures, reducing deep discounts in low-margin segments, and reinforcing promotion of high-margin products.
Profitability by Branch	Naypyitaw shows a slight edge in profit figures over Yangon and Mandalay.	Investigate the strategies driving Naypyitaw's success to replicate these in other branches.
Gross Margin Analysis by Branch & Product Line	Each branch exhibits varied gross margins: Naypyitaw excels in "Fashion Accessories" and "Food & Beverages," Yangon in "Home & Lifestyle," and Mandalay shows promise in "Health & Beauty."	Optimize pricing and cross-promotional strategies based on branch-specific strengths.

4. Payment Trends & Financial Transactions

Particulars	Observations	Recommendations
Overall Payment Methods	"Cash" remains the most popular (highest volume), while "Ewallet" and "Credit Card" also maintain strong revenue contributions. Notably, high-value transactions are often associated with Credit Cards.	Promote digital payment methods (such as Ewallet and Credit Card) by offering tailored discounts and incentives to streamline transactions.
Location-Based & Monthly Payment Trends	•Payment preferences differ by city: Naypyitaw leads in cash orders; Yangon and Naypyitaw show robust Ewallet usage. •Revenue trends reveal that while Cash orders are steady, their average revenue per order is lower compared to digital options. •A remarkable growth in Ewallet transactions in March signals a shift toward digital payments.	Capitalize on digital payment trends with monthly incentive campaigns and consider strategies to raise average order values across all payment methods

Strategic Recommendations

- **Loyalty & Engagement:** Implement exclusive loyalty programs in Naypyitaw and Mandalay to increase Member retention. Offer targeted incentives for Normal customers in Yangon, particularly in March, to boost spending.
- **Category-Specific Promotions:** Target female customers with bundled deals in Fashion, Food, and Home categories, while promoting Health & Beauty products to male customers. Enhance visibility of "Sports and travel" and "Home and lifestyle" to maintain strong performance.
- **Revenue & Profitability Optimization:** Focus on increasing "Food and beverages" sales in Naypyitaw, strengthening "Home and lifestyle" in Yangon, and enhancing "Health and beauty" in Mandalay. Implement pricing strategies to optimize gross margins.
- **Digital Payment Strategy:** Promote "Ewallet" usage in Yangon and Naypyitaw through targeted incentives, while encouraging "Credit card" transactions with exclusive rewards. Streamline digital payment options to improve revenue per transaction.

By implementing these strategies, businesses can effectively address the challenges and capitalize on opportunities to improve customer satisfaction, streamline operations, and ensure sustainable growth.