Insights of The Project

Product line Analysis :-

** The analysis reveals that product line electronic accessories consistently outperform others in terms   of total sales quantity and revenue generation. Health and beauty, Sports and travel have the highest unit price compared with other product lines

** The product line food and beverages Generates highest revenue and pays the highest tax

sales analysis :-

** Branch A has the highest sales compared to the other branches in overall product lines

** In the month of January most products are sold and the highest revenue is generated in terms of months

** Yangon city has recorded the highest sales compared to other cities

** Afternoon is the time where most sales are occurring

** Members are generating more revenue and paying high vat

**except food and beverages all the product lines need to be improved in terms of sales and revenue

Customer analysis

**How ever customer segmentation and gender Shows distinct purchasing patterns, male customers tends towards sports and travel, female customers prefers Fashion accessories

**Female customers are attracted towards fashion accessories and males are prioritising Health and beauty

products

**Customers in Naypyitaw city are generating high revenue

**The most common payment method used by customers is E-wallet

Business suggestions :-

** As afternoon and evening are the peak time for sales it is better to perform promotional strategies

   in that time.

** Targeted marketing campaigns should be implemented to capitalize on customer preferences and maximize sales during peak times

** Walmart should maintain proper stock level and focusing on the best performing product line based on the demand