

Retail Data Analysis

Agenda

DATA



Raw Data



Overall
Recommendation



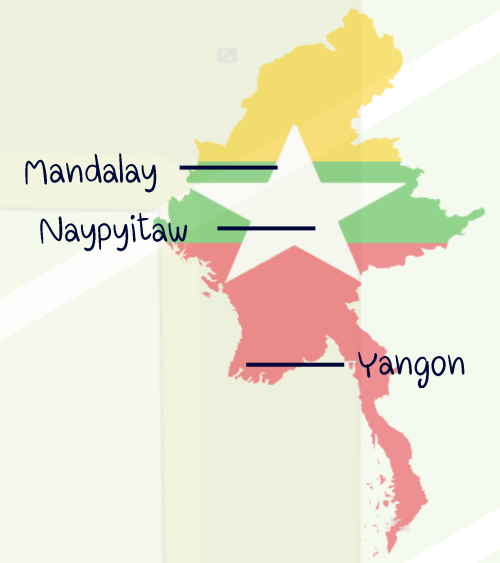
Yangon
Recommendation



Mandalay
Recommendation

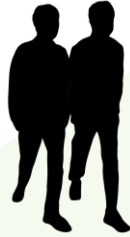


Naypyitaw
Recommendation

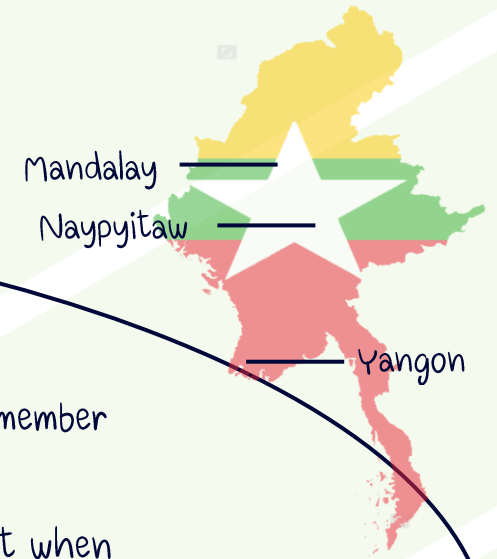




To Agenda



Overall Recommendation



On normal period, Launch promotion campaign:

- As "Gross Income Percentage" is 4.7%. offer 3% discount when they are 1st time member to encourage customers to be member.
- As average spending per invoice is 324USD. To boost the sale, offer 10% bonus point when customer spend up to 350USD.

Employ lower number of staff from 18:01 – 21:00 to reduce the cost.

In February, Promote valentine theme and decoration to draw more traffic in February.





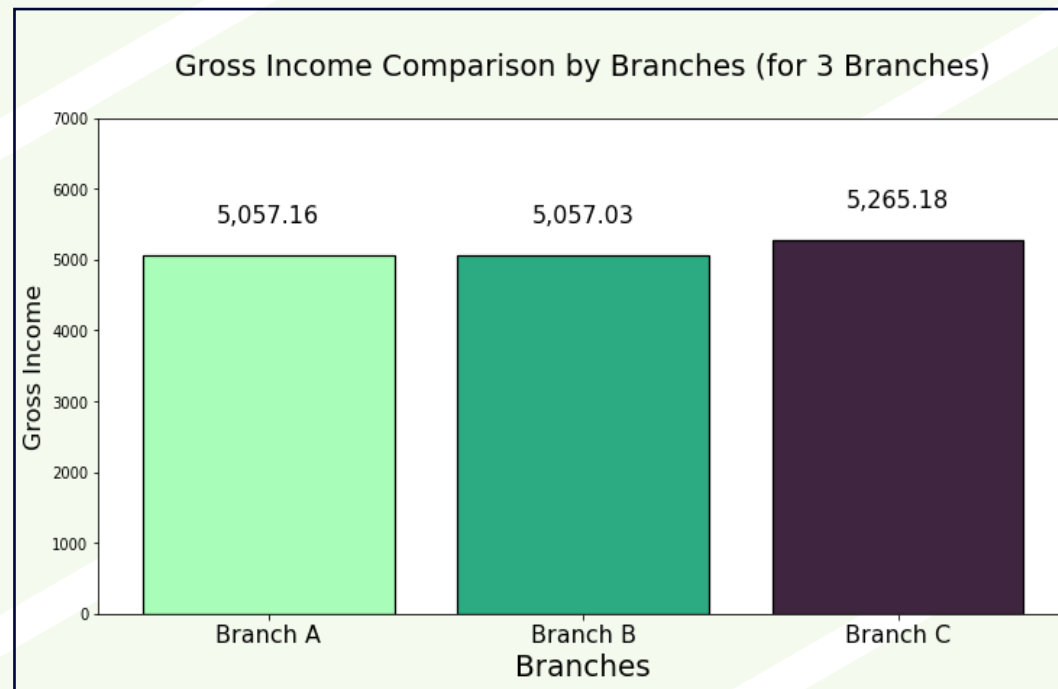
Raw Data

To Agenda

Invoice ID	Branch	City	Customer type	Gender	Product line	Unit price	Quantity	Tax 5%	Total	Date	Time	Payment	cogs	gross margin percentage	gross income	Rating
750-67-8428	A	Yangon	Member	Female	Health and beauty	74.69	7	26.1415	548.9715	1/5/2019	13:08	Ewallet	522.83	4.761904762	26.1415	9.1
226-31-3081	C	Naypyitaw	Normal	Female	Electronic accessories	15.28	5	3.82	80.22	3/8/2019	10:29	Cash	76.4	4.761904762	3.82	9.6
631-41-3108	A	Yangon	Normal	Male	Home and lifestyle	46.33	7	16.2155	340.5255	3/3/2019	13:23	Credit card	324.31	4.761904762	16.2155	7.4
123-19-1176	A	Yangon	Member	Male	Health and beauty	58.22	8	23.288	489.048	1/27/2019	20:33	Ewallet	465.76	4.761904762	23.288	8.4
373-73-7910	A	Yangon	Normal	Male	Sports and travel	86.31	7	30.2085	634.3785	2/8/2019	10:37	Ewallet	604.17	4.761904762	30.2085	5.3
699-14-3026	C	Naypyitaw	Normal	Male	Electronic accessories	85.39	7	29.8865	627.6165	3/25/2019	18:30	Ewallet	597.73	4.761904762	29.8865	4.1
355-53-5943	A	Yangon	Member	Female	Electronic accessories	68.84	6	20.652	433.692	2/25/2019	14:36	Ewallet	413.04	4.761904762	20.652	5.8
315-22-5665	C	Naypyitaw	Normal	Female	Home and lifestyle	73.56	10	36.78	772.38	2/24/2019	11:38	Ewallet	735.6	4.761904762	36.78	8
665-32-9167	A	Yangon	Member	Female	Health and beauty	36.26	2	3.626	76.146	1/10/2019	17:15	Credit card	72.52	4.761904762	3.626	7.2
692-92-5582	B	Mandalay	Member	Female	Food and beverages	54.84	3	8.226	172.746	2/20/2019	13:27	Credit card	164.52	4.761904762	8.226	5.9
351-62-0822	B	Mandalay	Member	Female	Fashion accessories	14.48	4	2.896	60.816	2/6/2019	18:07	Ewallet	57.92	4.761904762	2.896	4.5

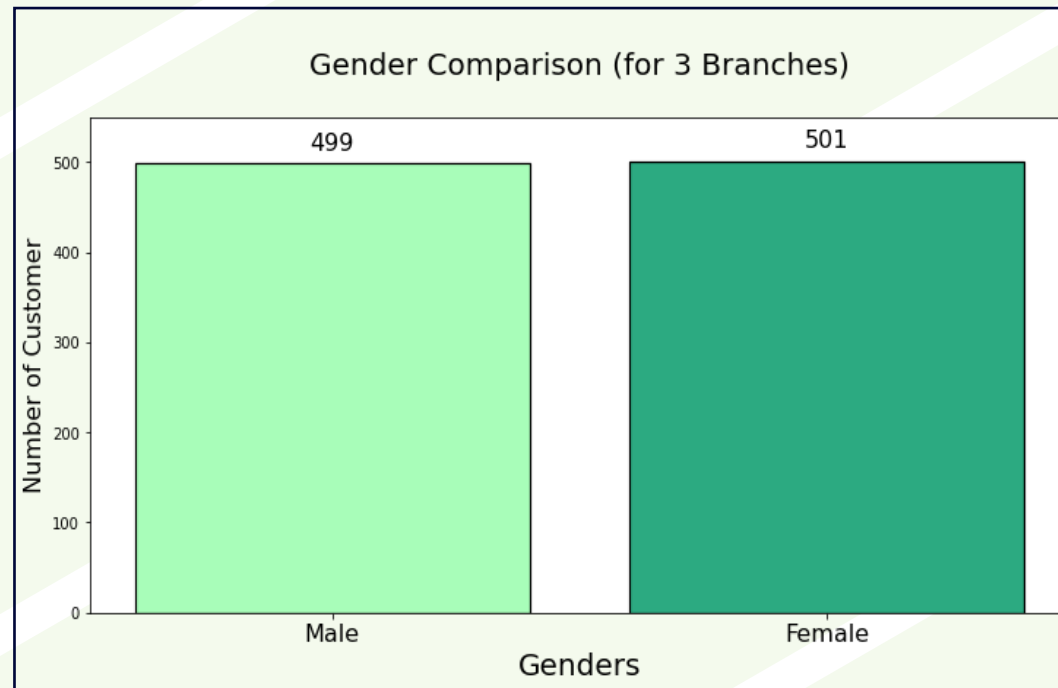
Overall Analysis

Gross Income



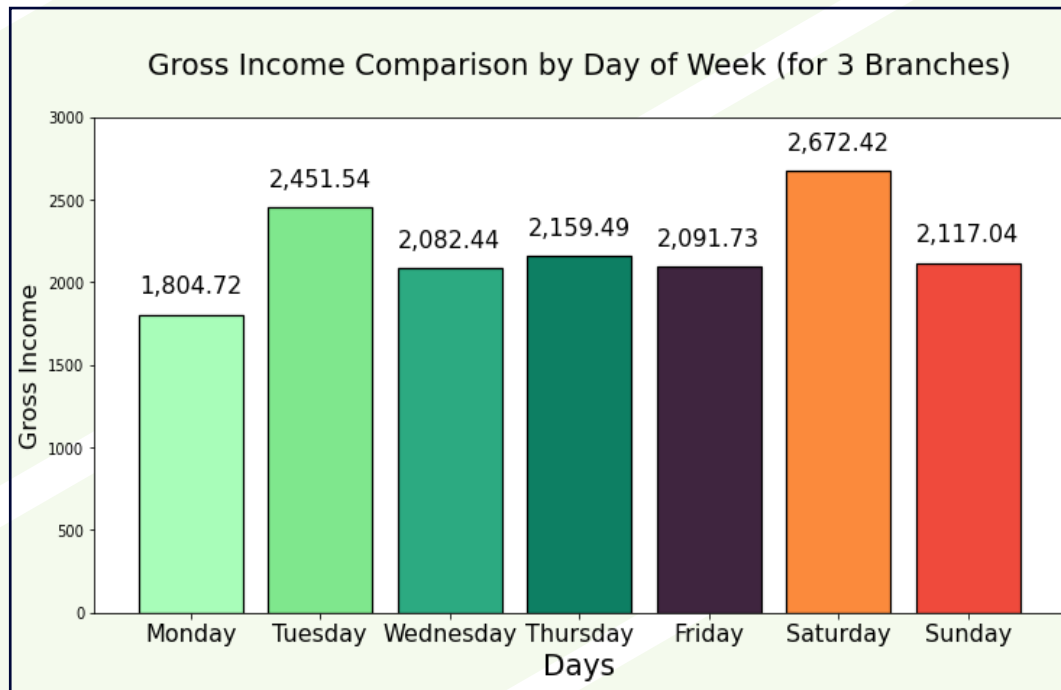
Overall Analysis

Customer Type

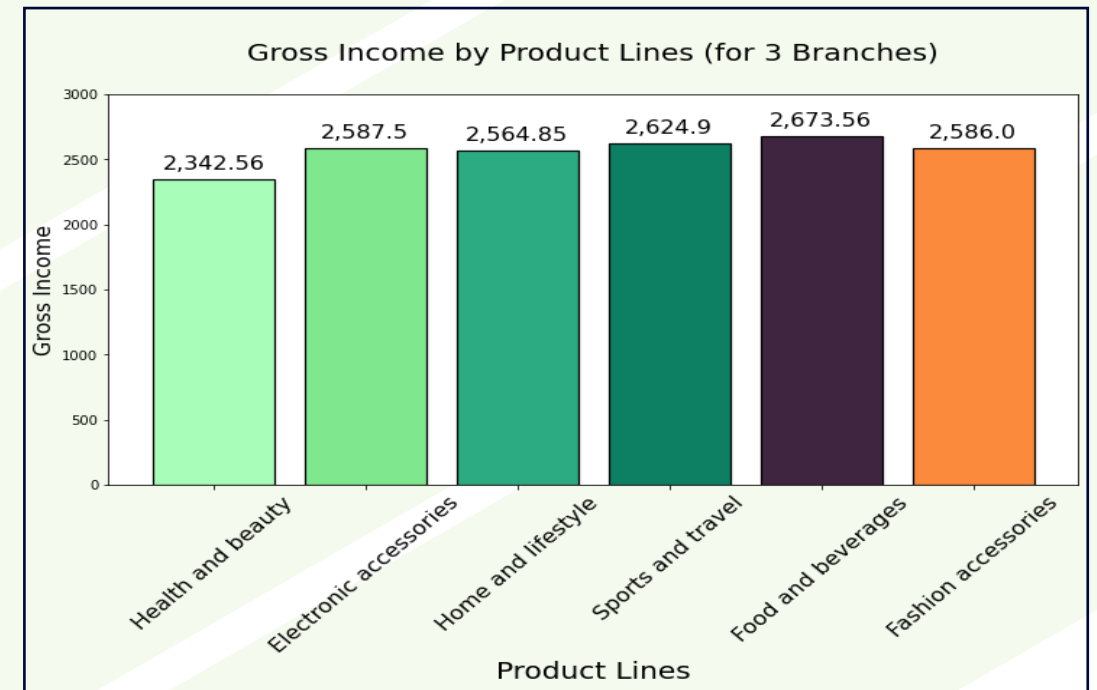


Overall Analysis – Interesting Insight

Gross Income



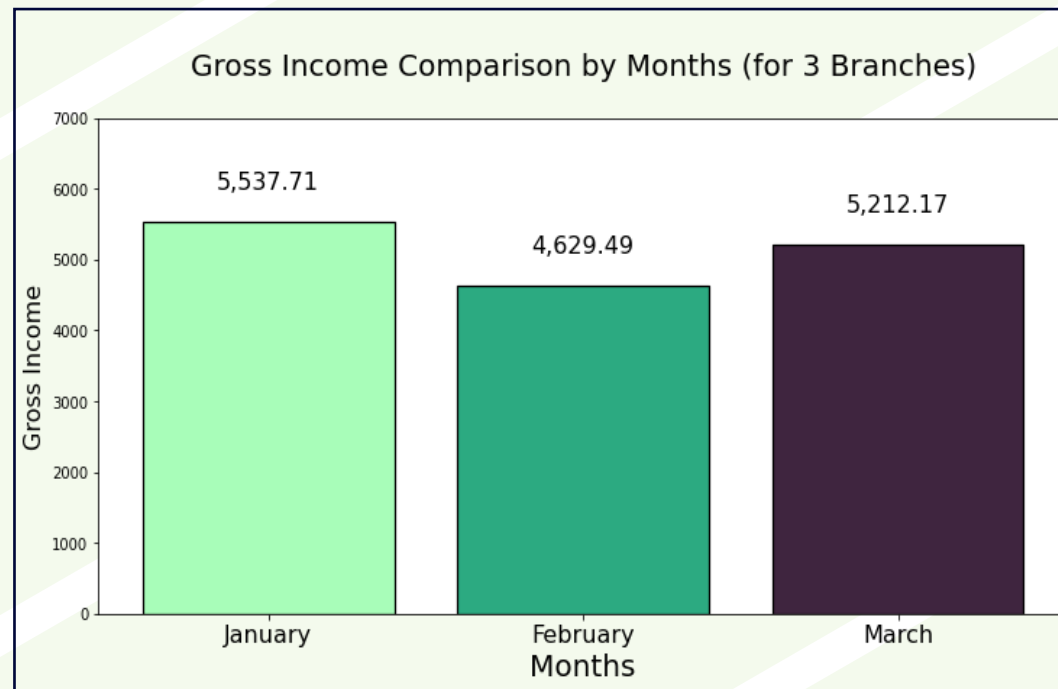
No actions needed: If we deploy promotion on low sale days such as; Monday, Wednesday, and Friday, it will draw the existing customers from other days, and overall sale will be the same.



Offer 10% bonus point to "Health and beauty" product line

Overall Analysis – Interesting Insight

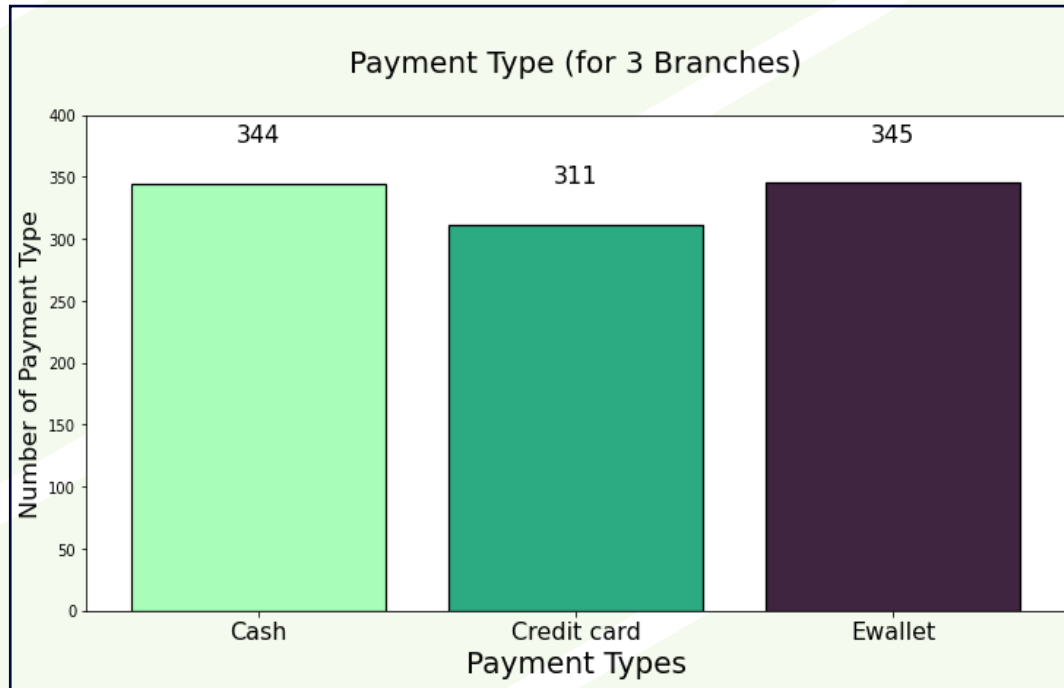
Gross Income



Promote valentine theme and decoration to draw more traffic in February.

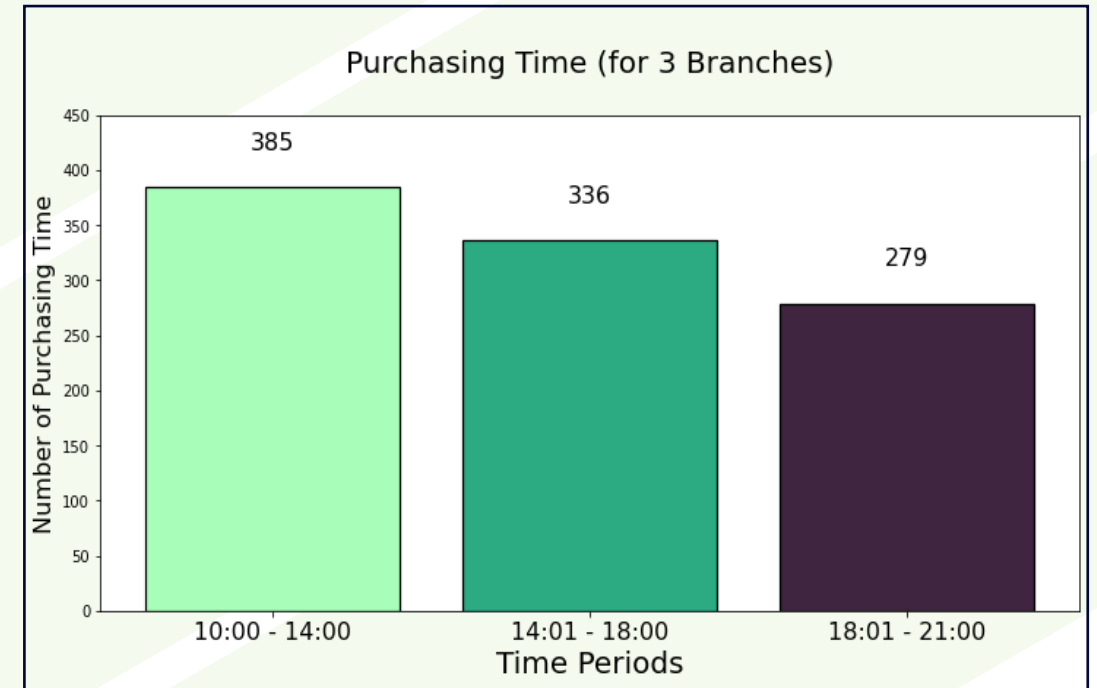
Overall Analysis – Interesting Insight

Payment Type



No actions needed: We prefer "Cash" and "Ewallet" to "Credit Card". Because we don't need to pay 2.5% credit card fee.

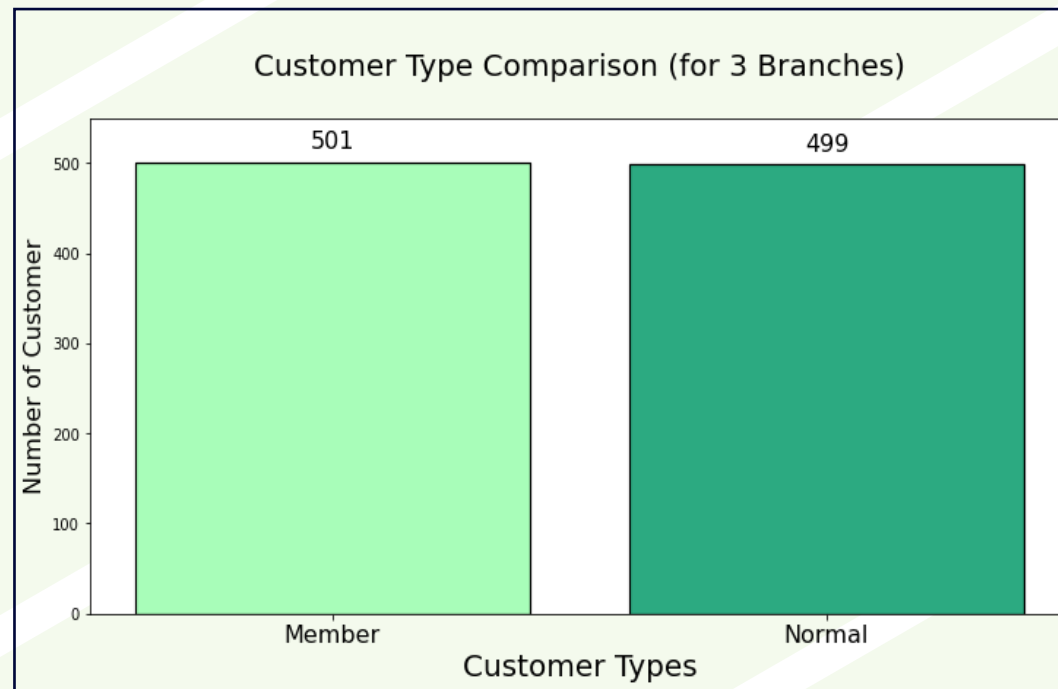
Purchasing Time



Employ lower number of staff from 18:01 - 21:00 to reduce the cost.

Overall Analysis – Interesting Insight

Customer Type



As "Gross Income Percentage" is 4.7%, offer 3% discount when they are 1st time member to encourage customers to be member.



To Agenda



Yangon Recommendation



On normal period, Launch promotion campaign:

- As "Gross Income Percentage" is 4.7%. offer 3% discount when they are 1st time member to encourage customers to be member.
- As average spending per invoice is 312USD. To boost the sale, offer 10% bonus point when customer spend up to 350USD. Also, 10% discount point redemption on "Health and beauty" product line.
- Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.

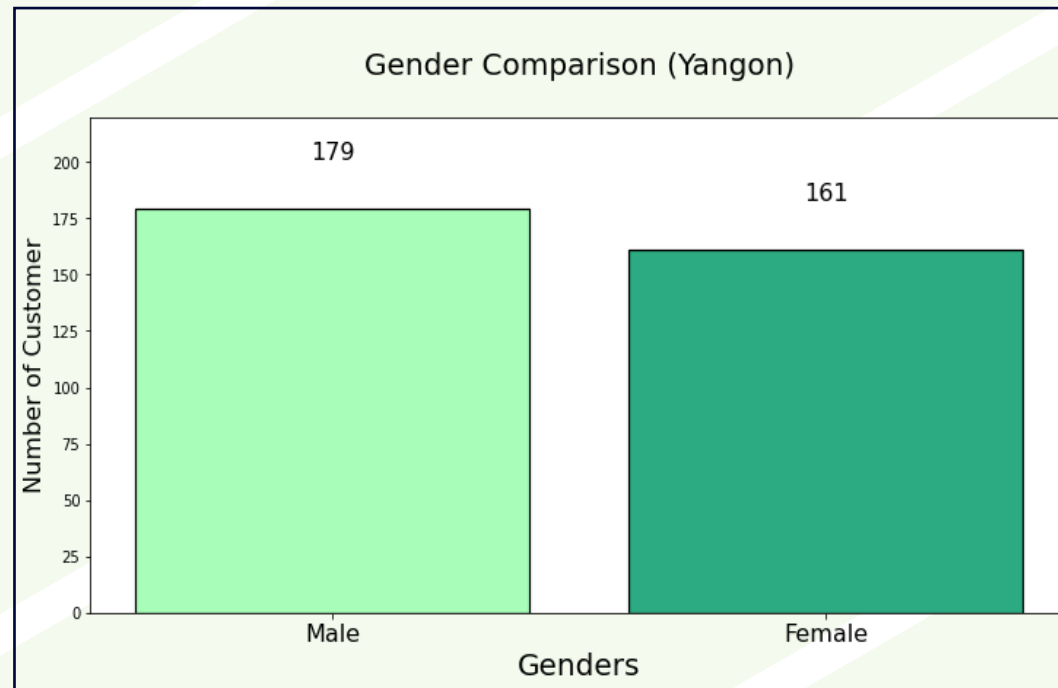
Employ lower number of staff from 18:01 - 21:00 to reduce the cost.

In February, Promote valentine theme and decoration to draw more traffic in February.



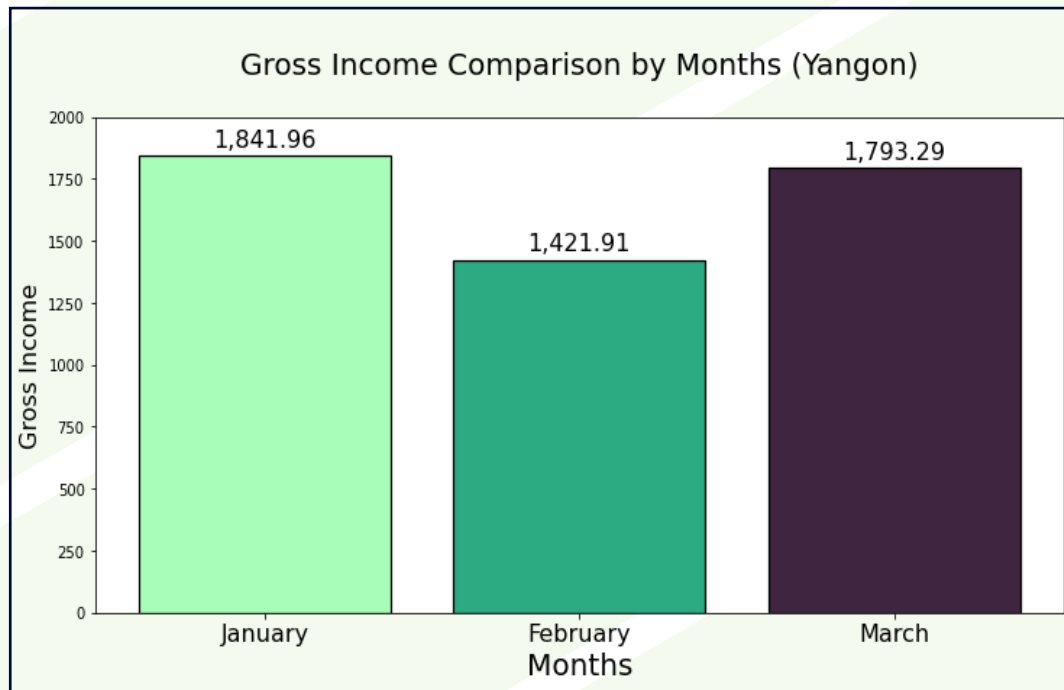
Yangon Analysis

Customer Type

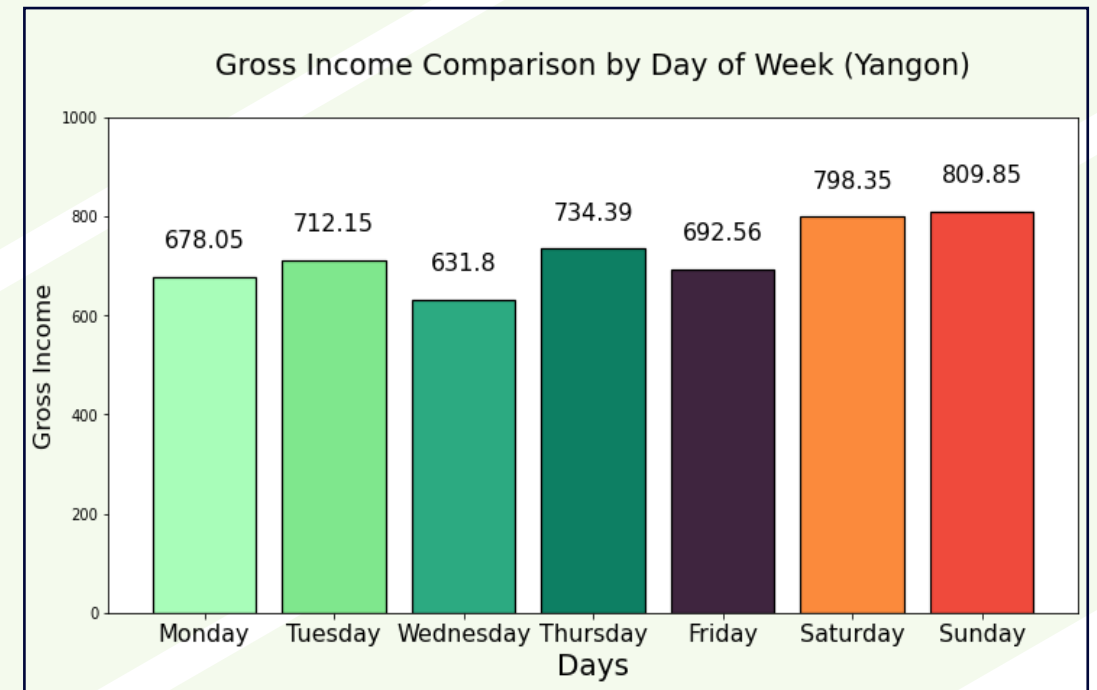


Yangon – Interesting Insight

Gross Income



Promote in Valentine theme and decoration to increase February sale.

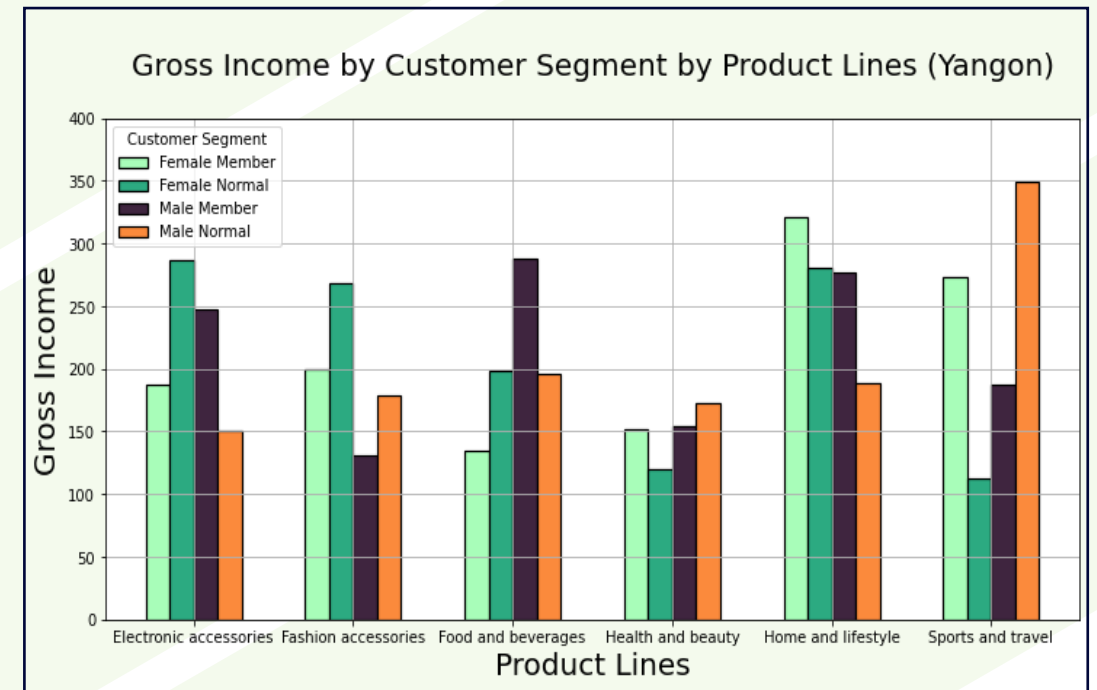
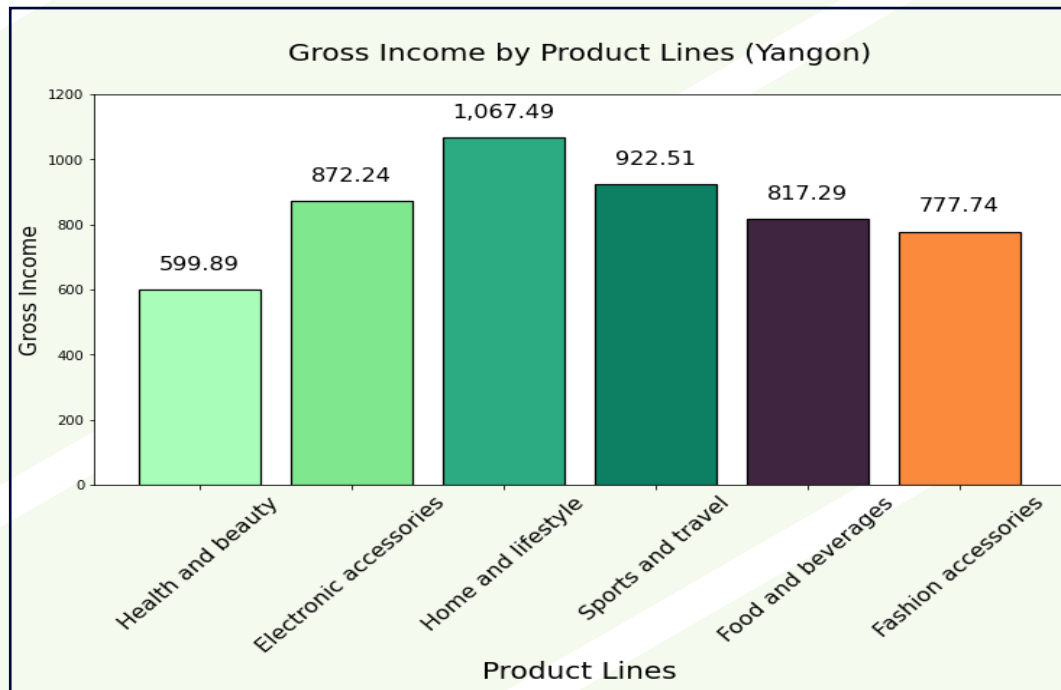


No actions needed: If we deploy promotion on low sale days such as; Monday, Wednesday, and Friday, it will draw the existing customers from other days, and overall sale will be the same.

120 Kattiya Charoenpakdee

Yangon – Interesting Insight

Gross Income



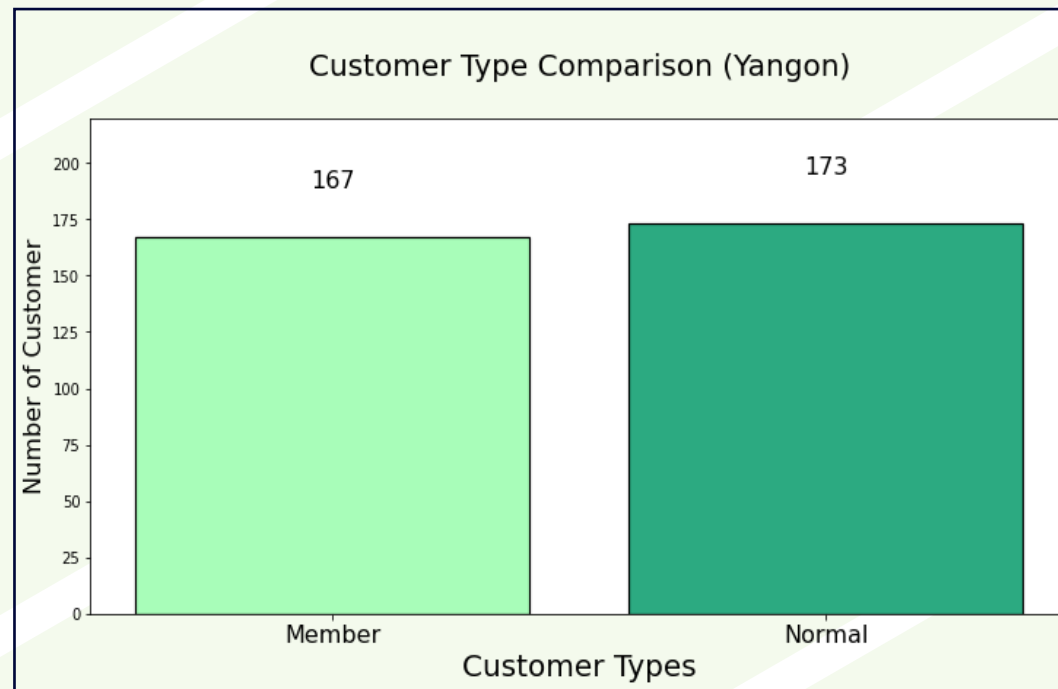
For loyalty program and sale boosting:

- As gross income on health and beauty products is low, I would recommend to encourage them to register to member by offering them a point collection and redemption. Using less point to redeem this product line than others.

- As average spending on per invoice is 312USD, I would recommend to up sale by offering a point bonus. For example, the customers normally get 1 point for every 25USD they spent, when their spending per invoice reaches 350USD, the point could be 16 points (10% more) instead of 14 points. So, some of them may prefer to spend up until 350USD and the company has more sale.

Yangon – Interesting Insight

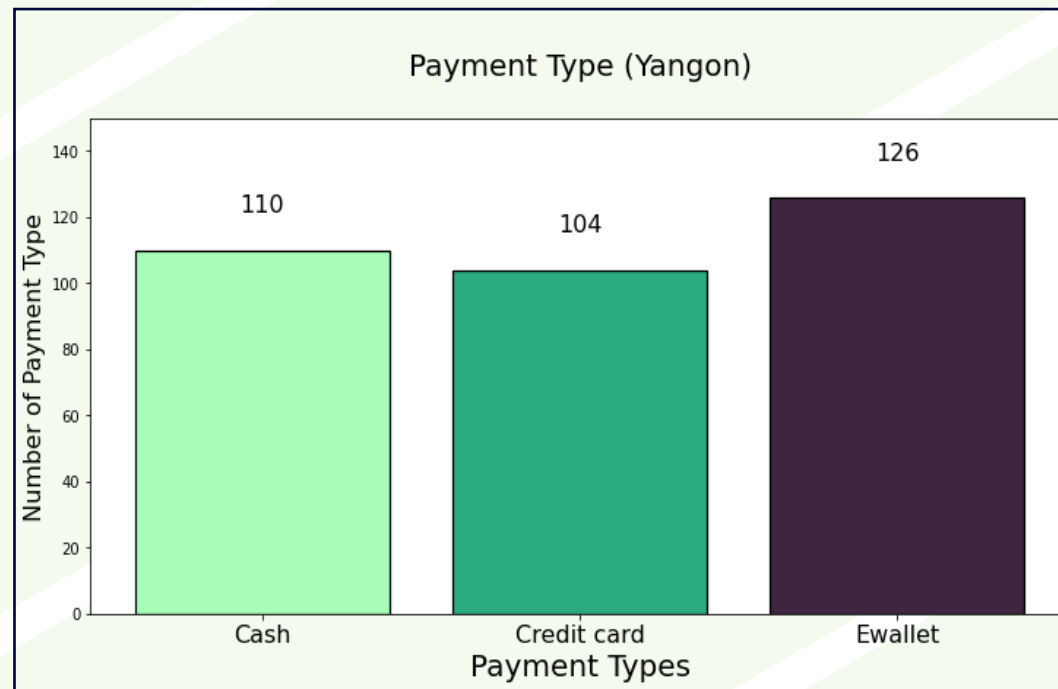
Customer Type



As "Gross Income Percentage" is 4.7%, offer 3% discount when they are 1st time member to encourage customers to be member.

Yangon – Interesting Insight

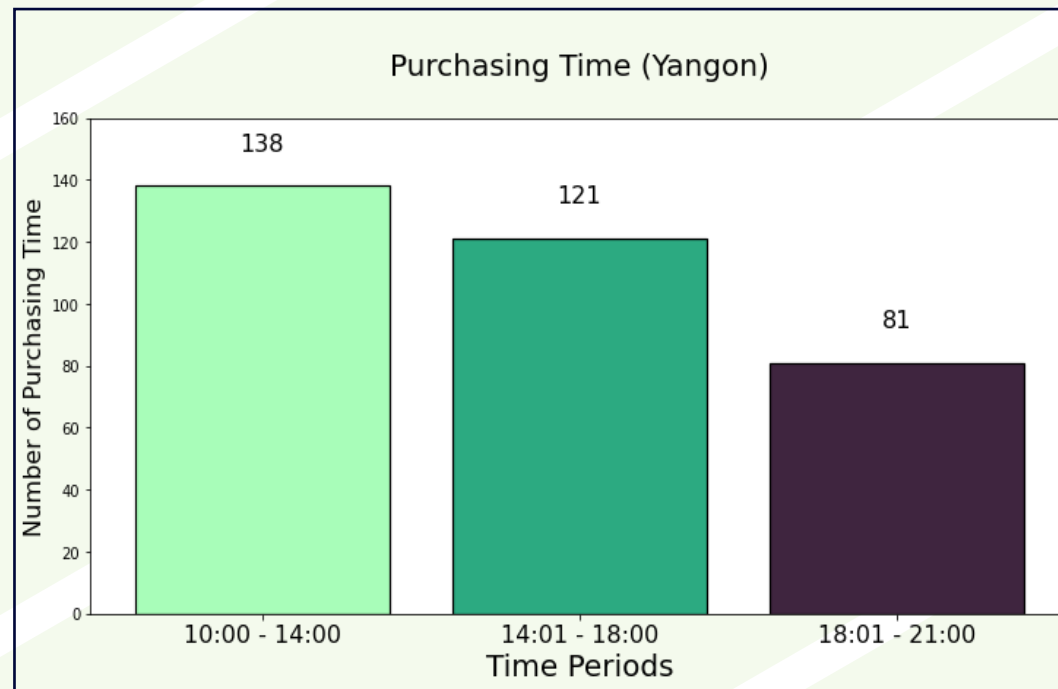
Payment Type



Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.

Yangon – Interesting Insight

Purchasing Time



Employ lower number of staff from 18:01 – 21:00 to reduce the cost.

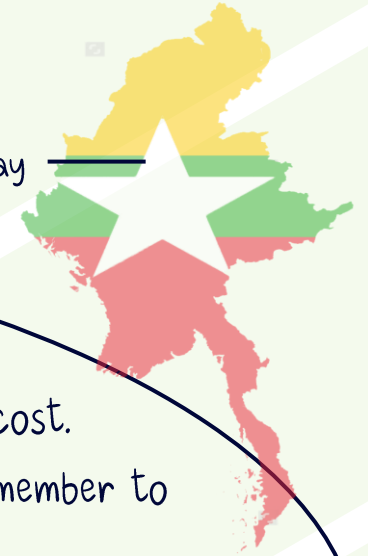


To Agenda



Mandalay Recommendation

Mandalay

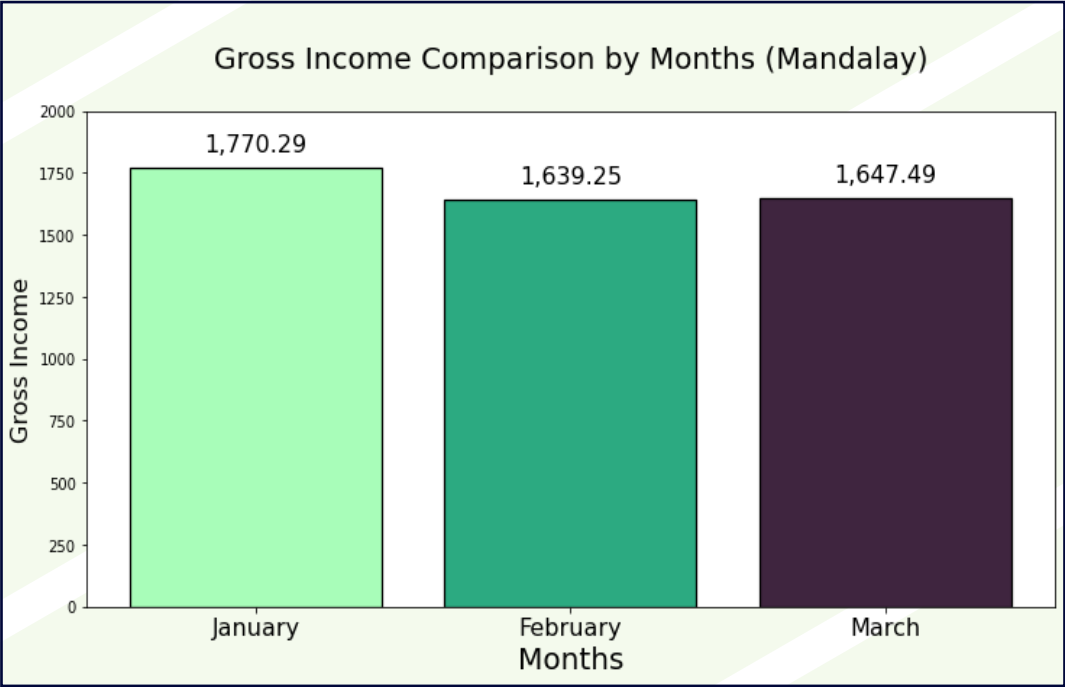


- Employ lower number of staff on Monday, Wednesday, and Sunday to reduce the cost.
- As "Gross Income Percentage" is 4.7%. offer 3% discount when they are 1st time member to encourage customers to be member.
- As average spending per invoice is 319USD. To boost the sale, offer 10% bonus point when customer spend up to 350USD. Also, 10% discount point redemption on "Food and beverages" product line.
- Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.



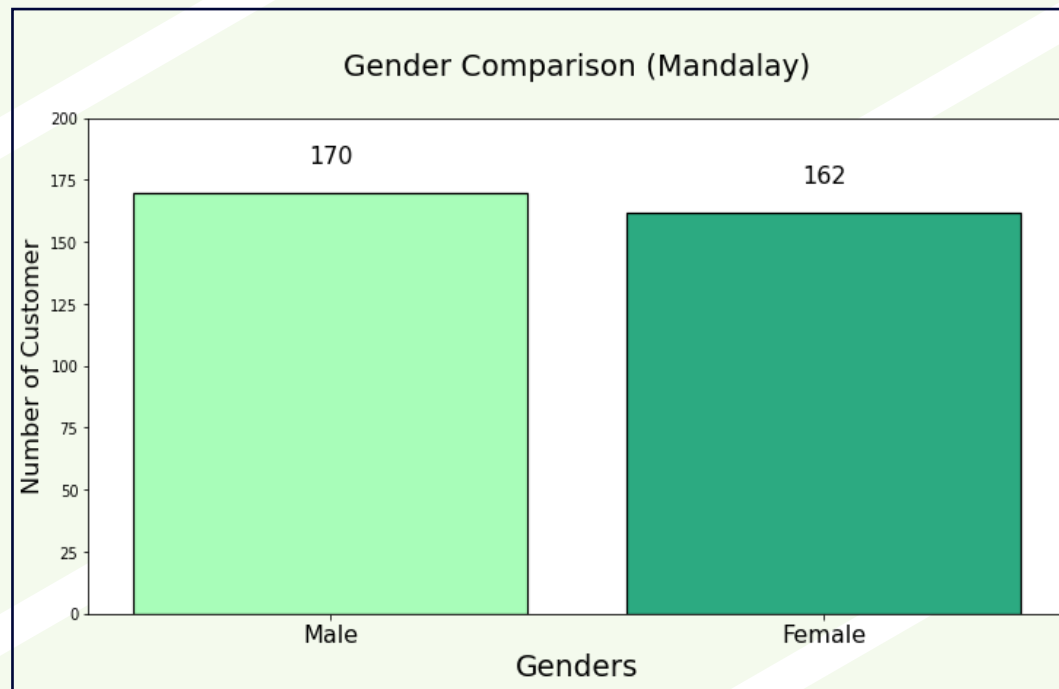
Mandalay Analysis

Gross Income



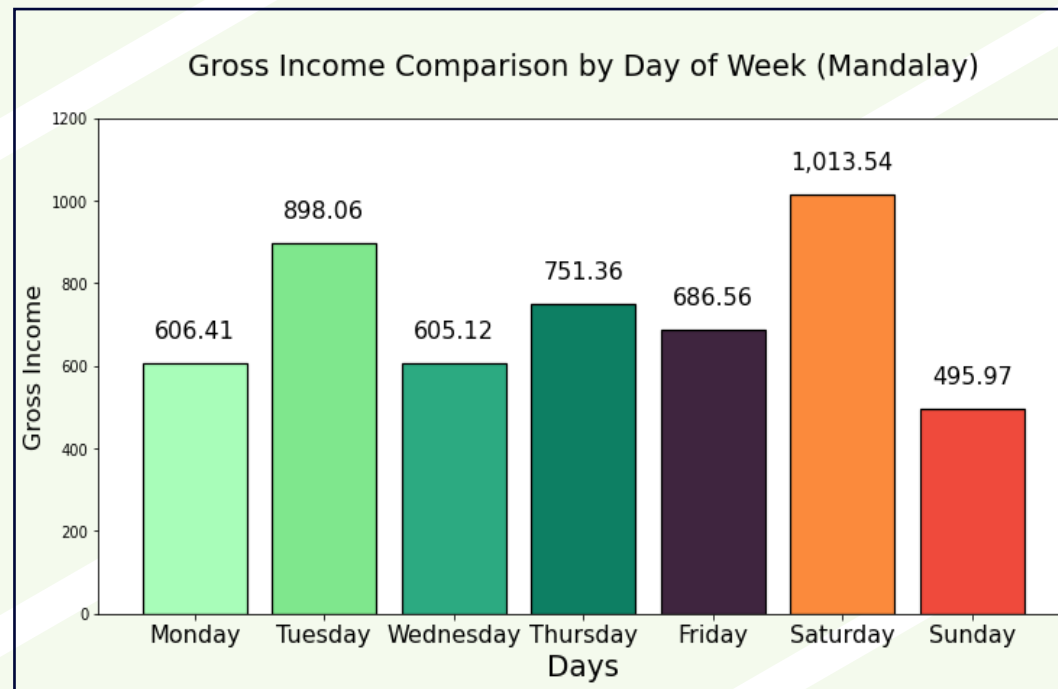
Mandalay Analysis

Customer Type



Mandalay – Interesting Insight

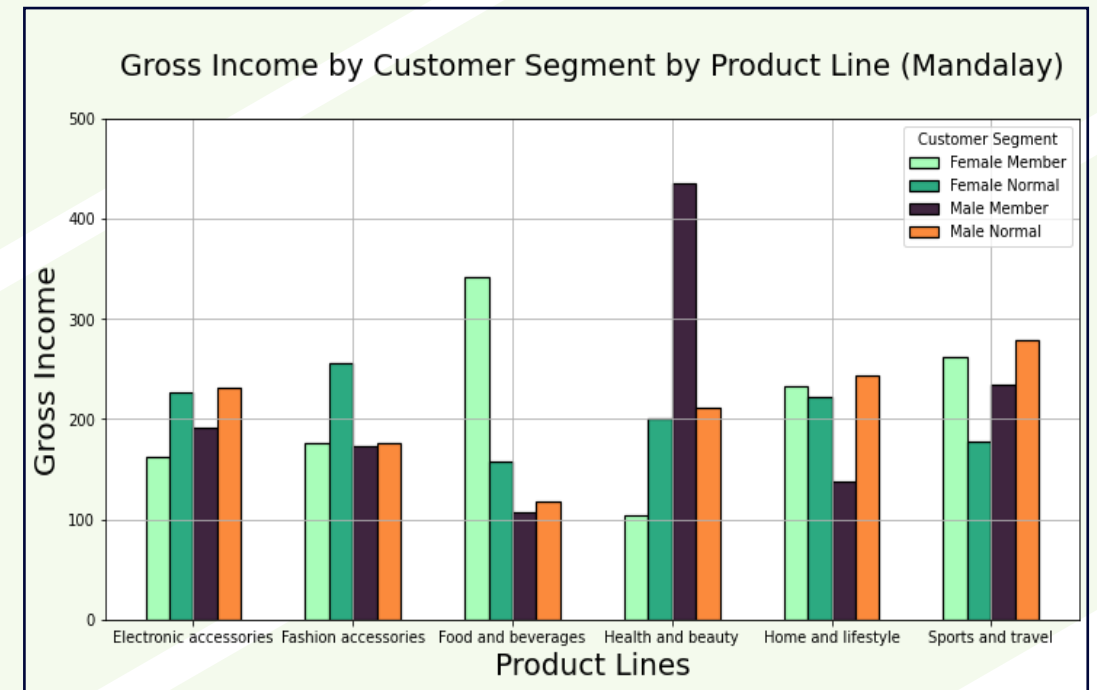
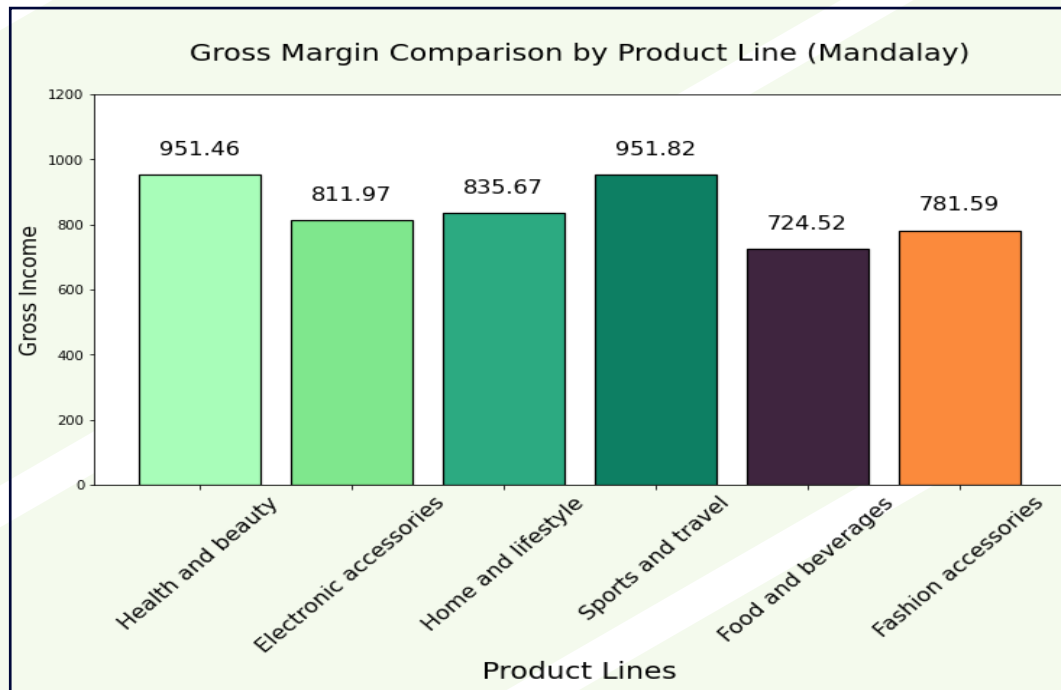
Gross Income



Employ lower number of staff on Monday, Wednesday, and Sunday to reduce the cost.

Mandalay – Interesting Insight

Gross Income



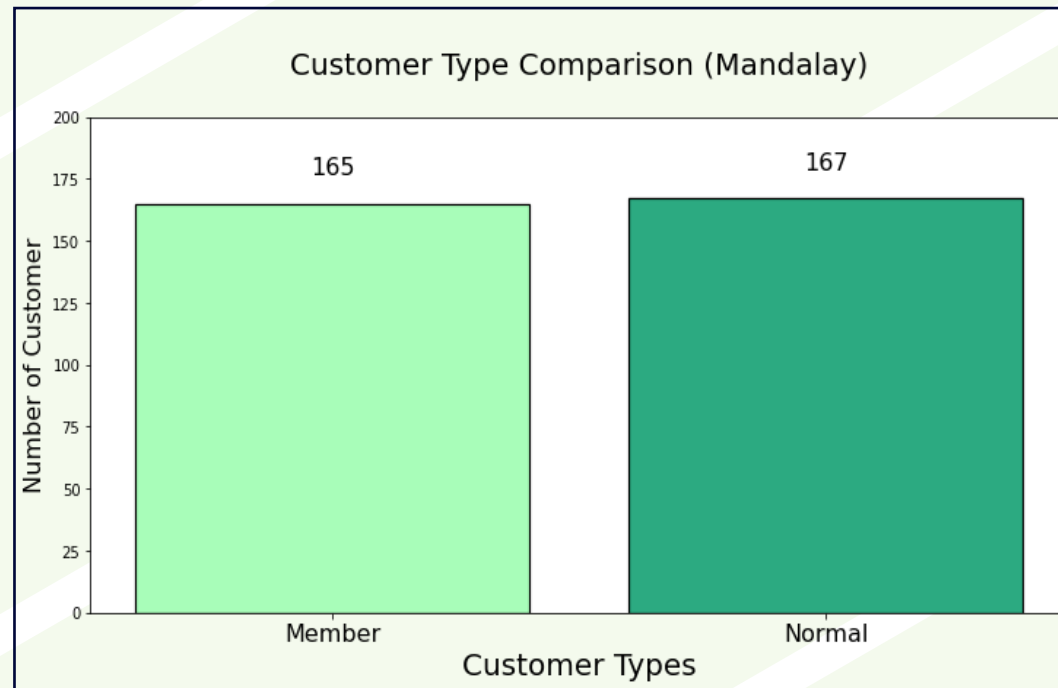
For loyalty program and sale boosting:

- As gross income on food and beverages products is low, I would recommend to encourage them be member by offer them a point collection and redemption. Using less point to redeem this product line than others.

- As average spending on per invoice is 319USD, I would recommend to up sale by offering a point bonus. For example, the customers normally get 1 point for every 25USD they spent, when their spending per invoice reach 350USD, the point could be 16 points (10% more) instead of 14 points. So, some of them may prefer to spend up until 350USD and the company has more sale.

Mandalay – Interesting Insight

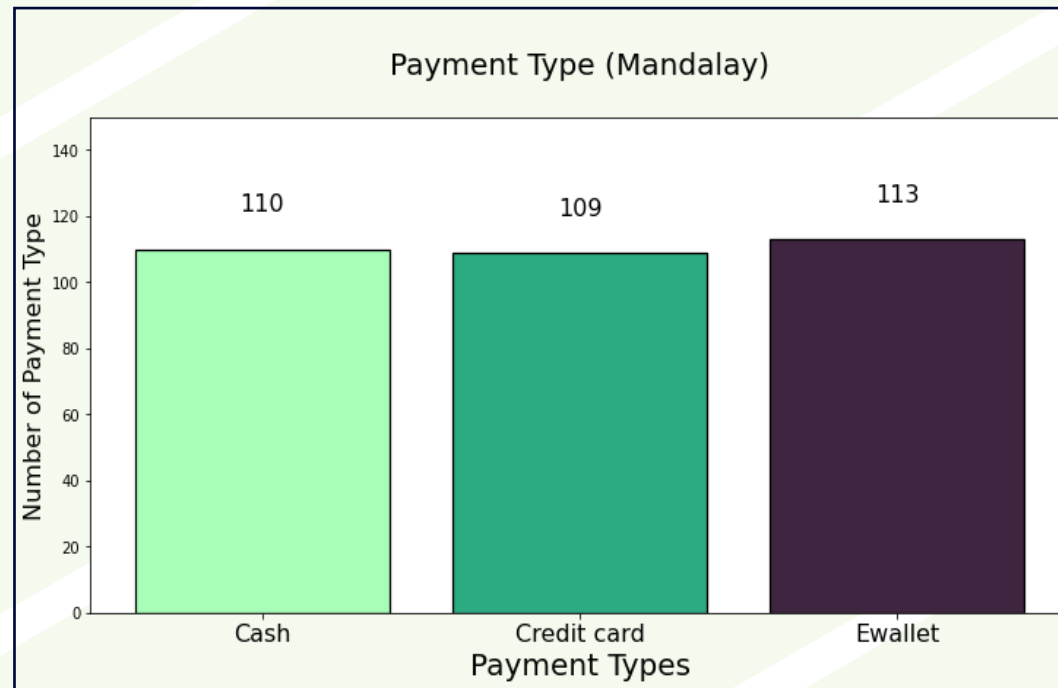
Customer Type



As "Gross Income Percentage" is 4.7%, offer 3% discount when they are 1st time member to encourage customers to be member.

Mandalay – Interesting Insight

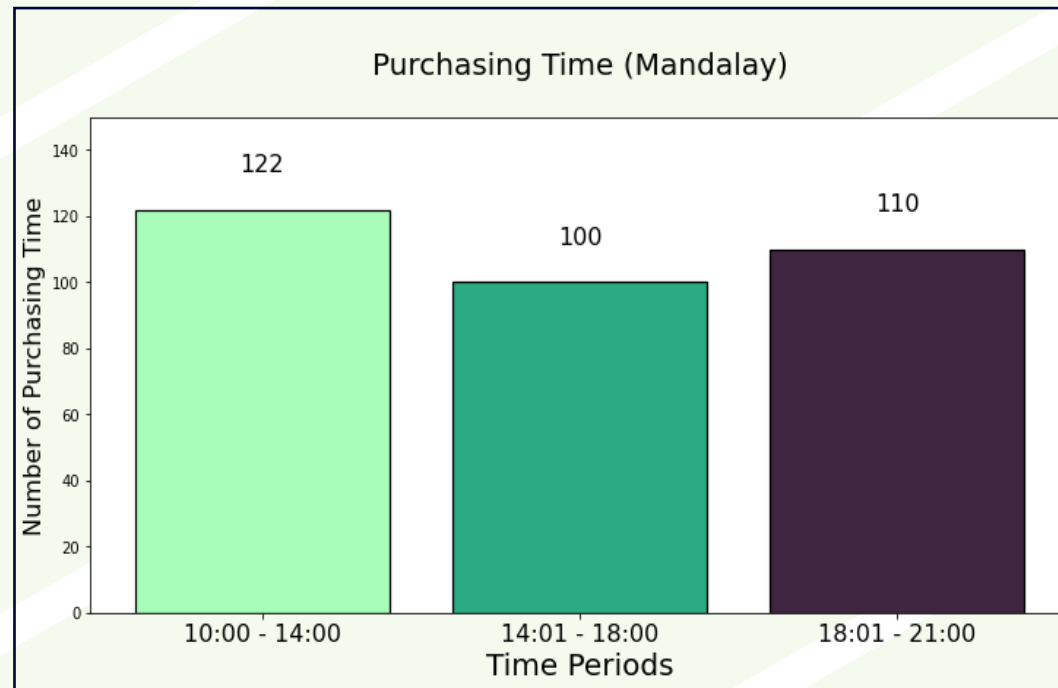
Payment Type



Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.

Mandalay – Interesting Insight

Purchasing Time



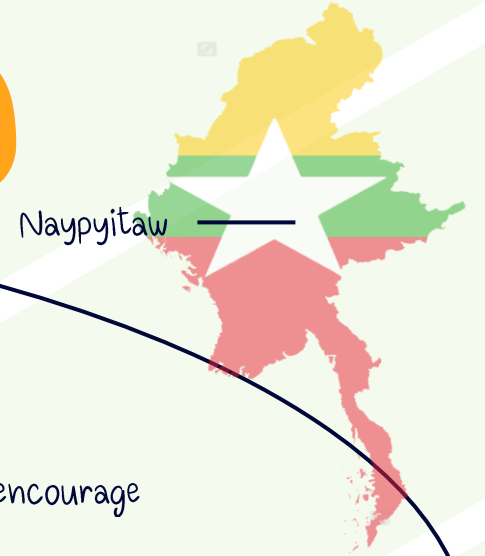
No actions needed: The company cannot employ some staffs only 4 hrs.



To Agenda



Naypyitaw Recommendation



On normal period, Launch promotion campaign:

- As "Gross Income Percentage" is 4.7%. offer 3% discount when they are 1st time member to encourage customers to be member.
- As average spending per invoice is 337USD. To boost the sale, offer 10% bonus point when customer spend up to 375USD. Also, 10% discount point redemption on "Home and lifestyle" and "Sports and travel" product line.

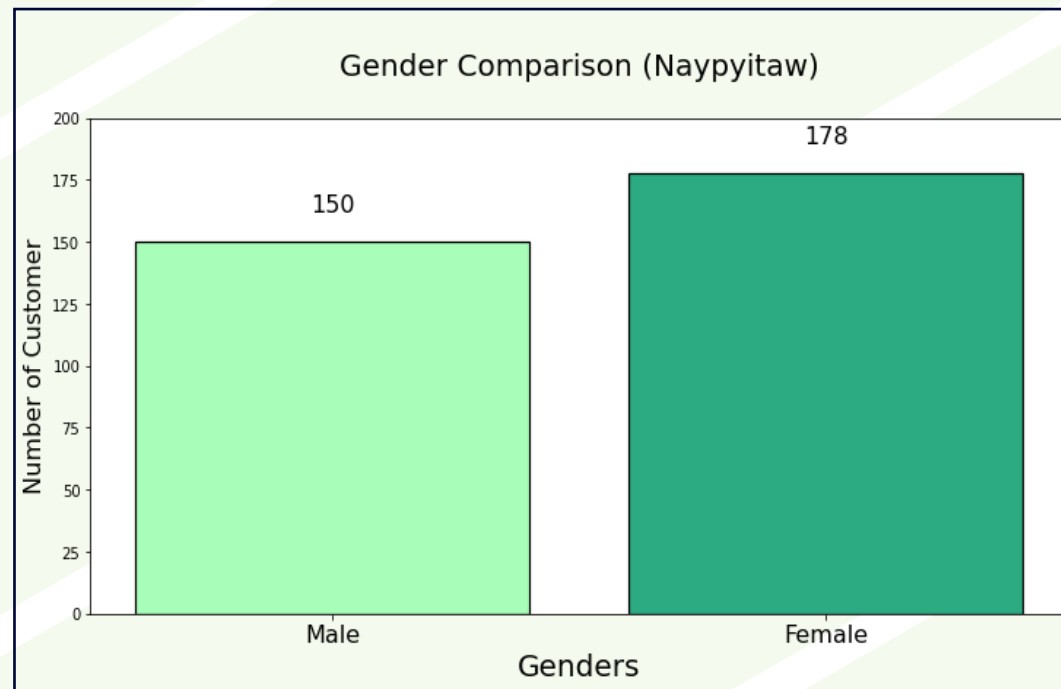
Employ lower number of staff on Monday and from 18:01 – 21:00 on everyday to reduce the cost.

In February, Promote valentine theme and decoration to draw more traffic in February.



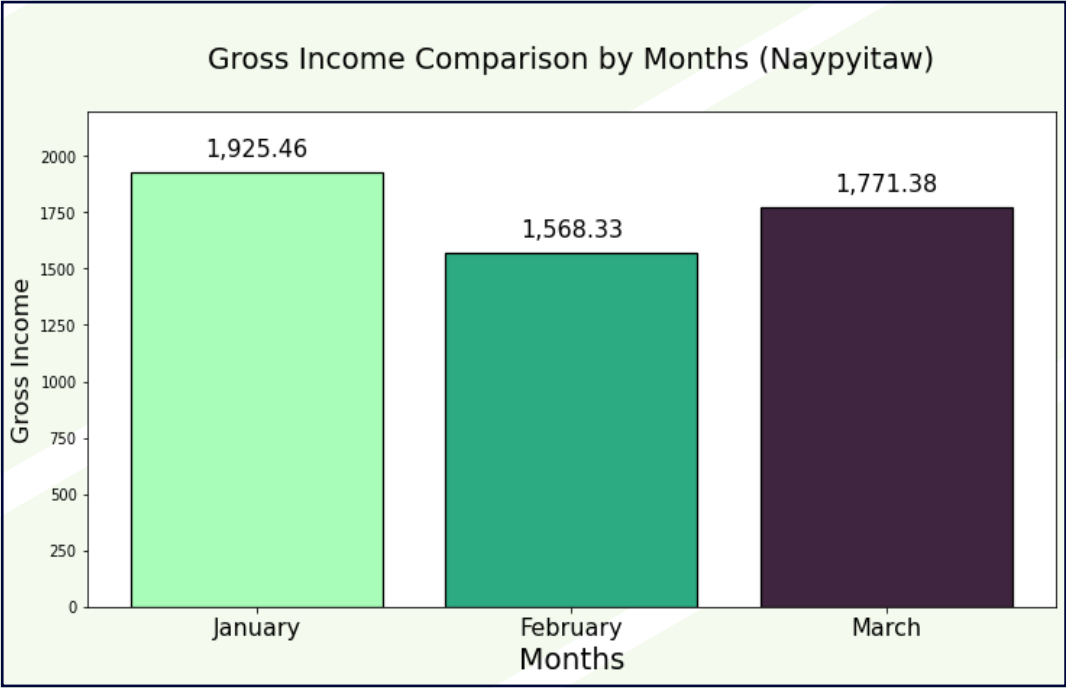
Naypyitaw Analysis

Customer Type

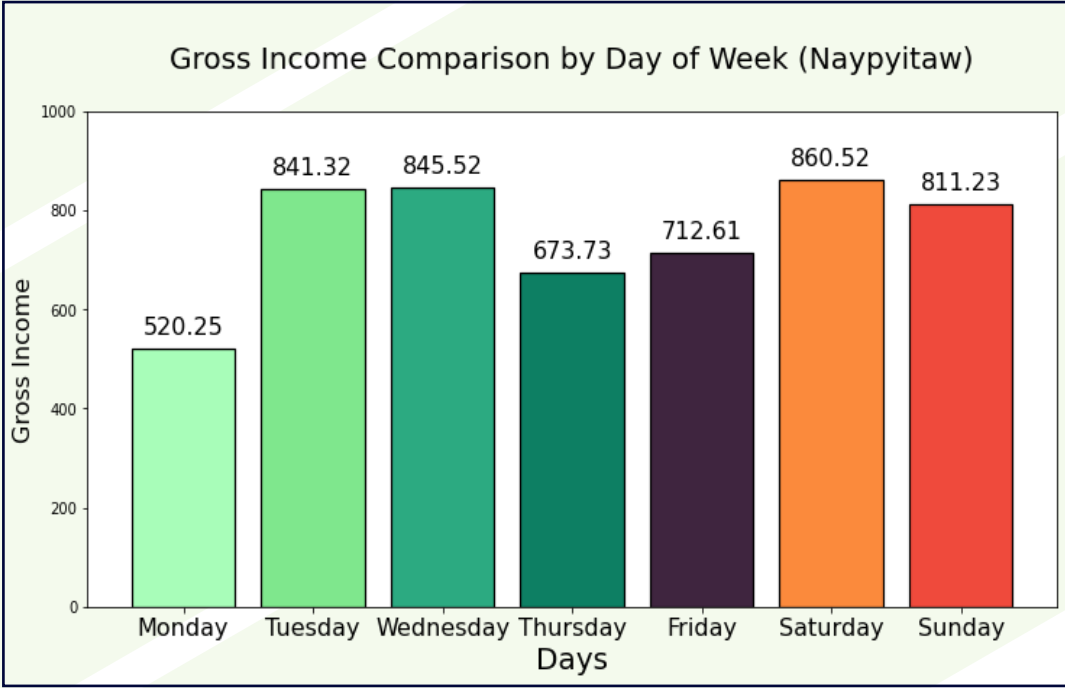


Naypyitaw – Interesting Insight

Gross Income



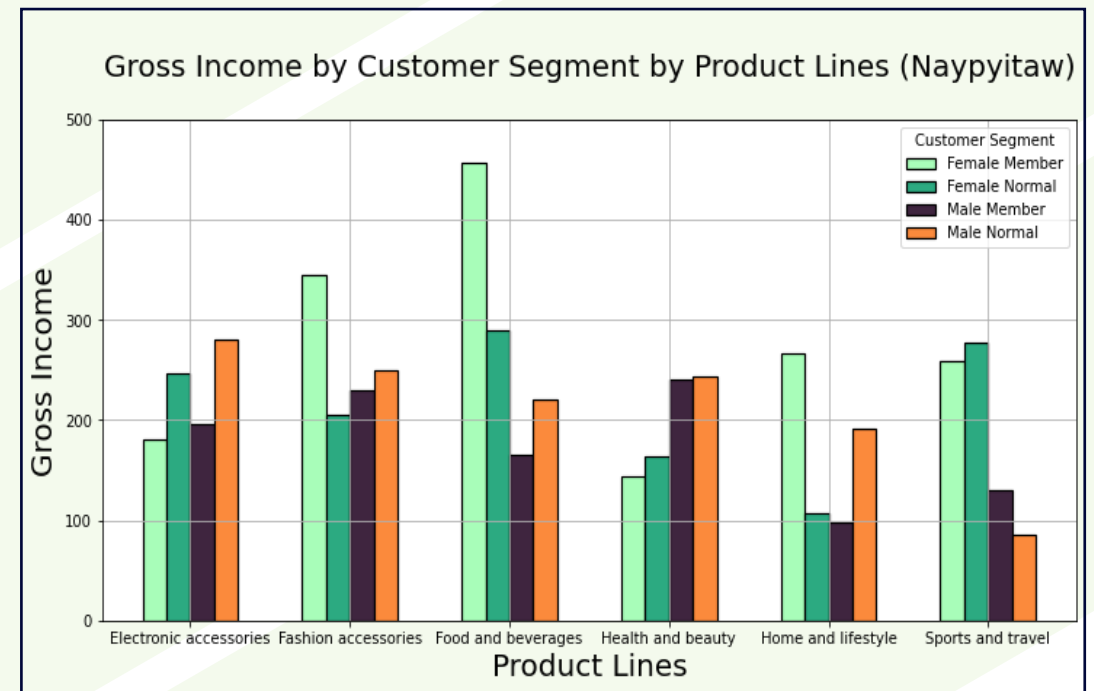
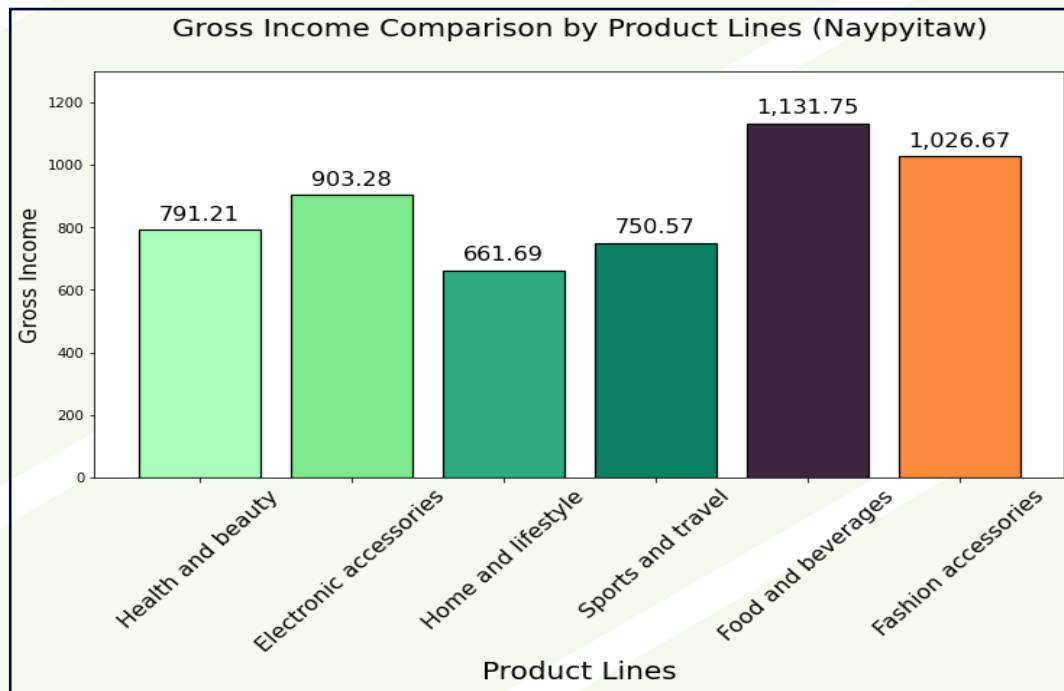
Promote in Valentine theme and decoration to increase February sale.



Employ lower number of staff on Monday to reduce the cost.

Naypyitaw – Interesting Insight

Gross Income



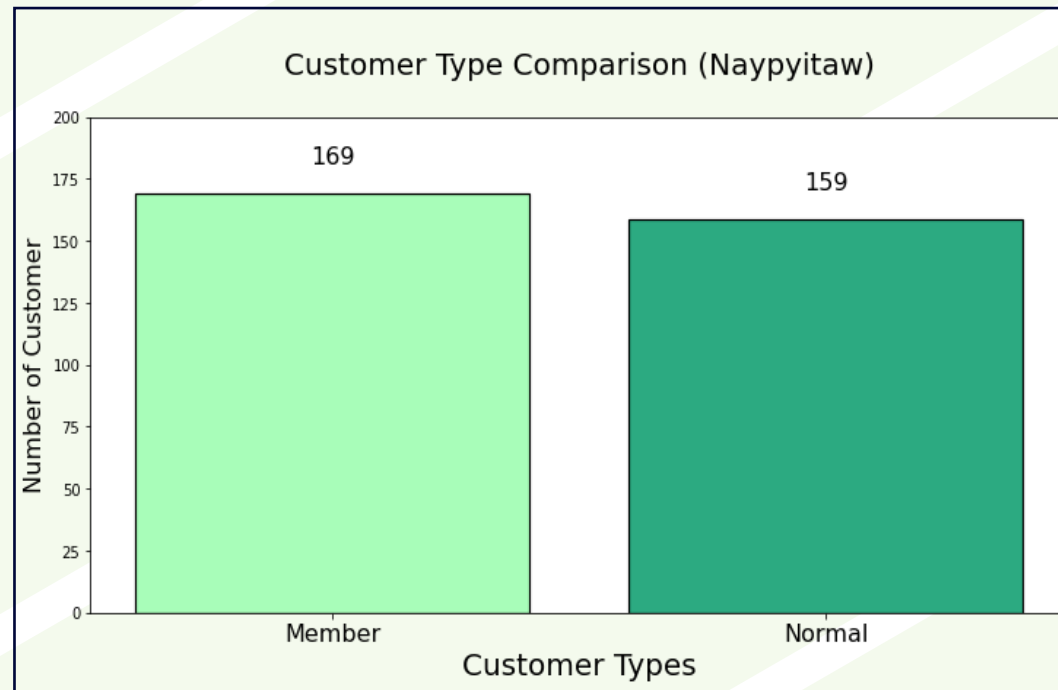
For loyalty program and sale boosting:

- As gross income on "Home and lifestyle" and "Sports and travel" products is low, I would recommend to encourage them be member by offer them a point collection and redemption. Using less point to redeem this product line than others.

- As average spending on per invoice is 337USD, I would recommend to up sale by offering a point bonus. For example, the customers normally get 1 point for every 25USD they spent, when their spending per invoice reach 375USD, the point could be 17 points (10% more) instead of 15 points. So, some of them may prefer to spend up until 375USD and the company has more sale.

Naypyitaw – Interesting Insight

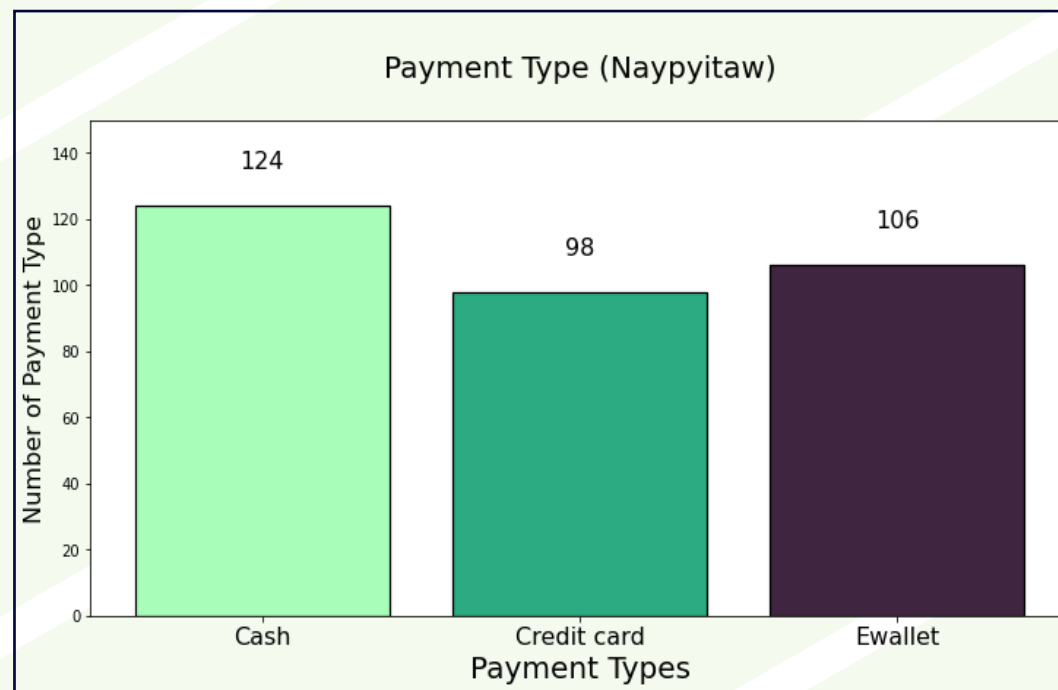
Customer Type



As "Gross Income Percentage" is 4.7%, offer 3% discount when they are 1st time member to encourage customers to be member.

Naypyitaw – Interesting Insight

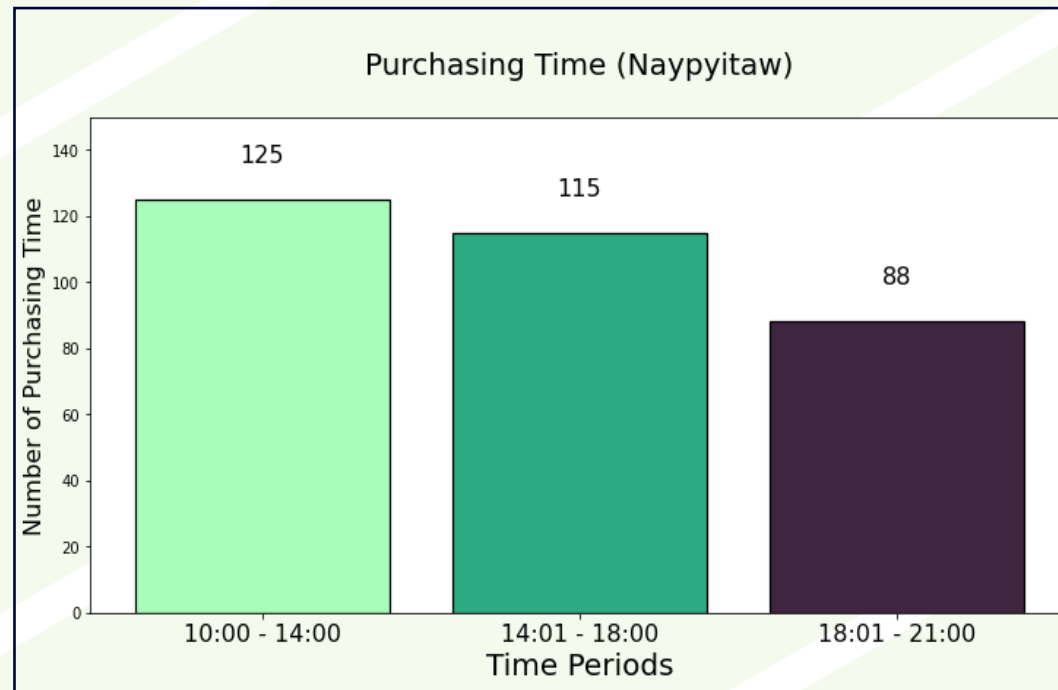
Payment Type



No actions needed: We prefer "Cash" and "Ewallet" to "Credit Card".
Because we don't need to pay 2.5% credit card fee.

Naypyitaw – Interesting Insight

Purchasing Time



Employ lower number of staff from 18:01 - 21:00 to reduce the cost.



To Agenda

THANK

YOU