



# 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.





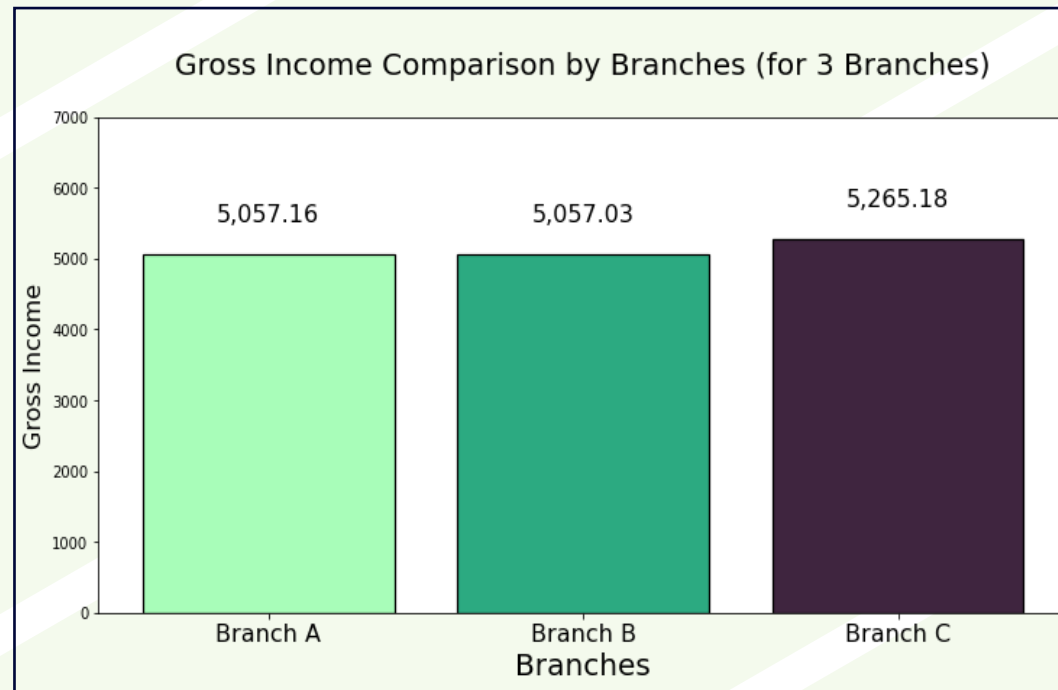
# Raw Data

## 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

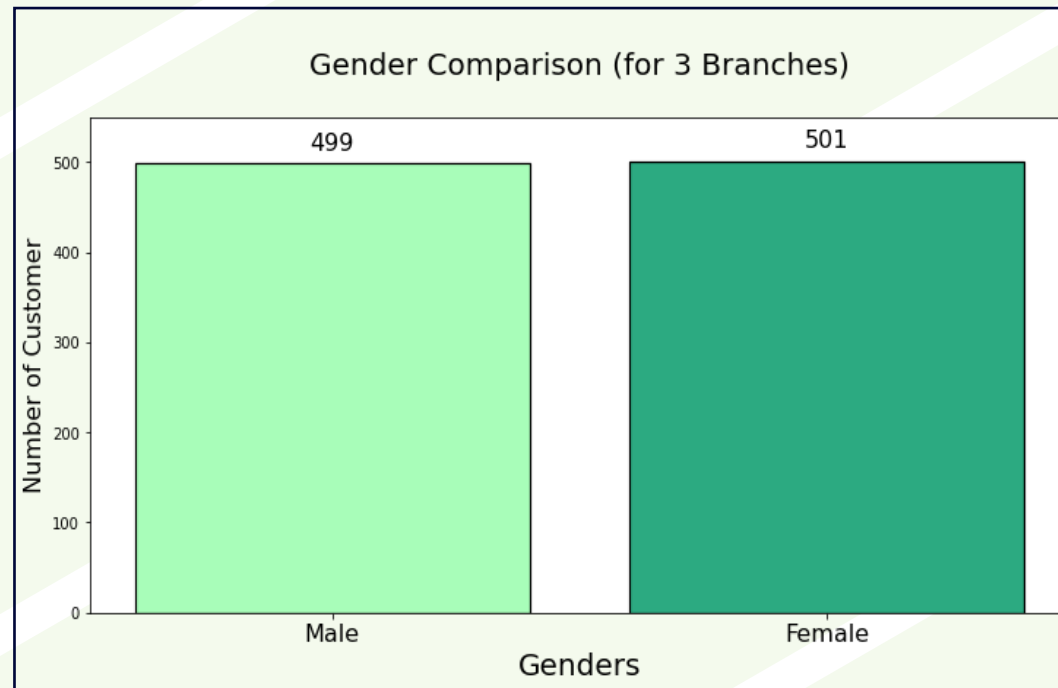
# Overall Analysis

## Gross Income



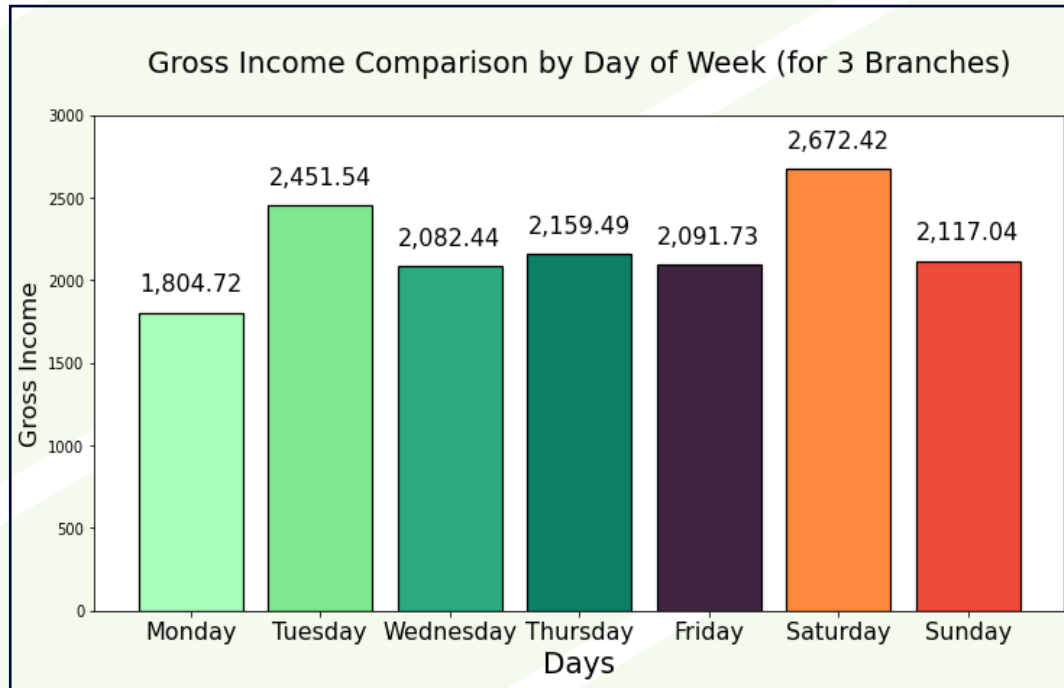
# Overall Analysis

## Customer Type

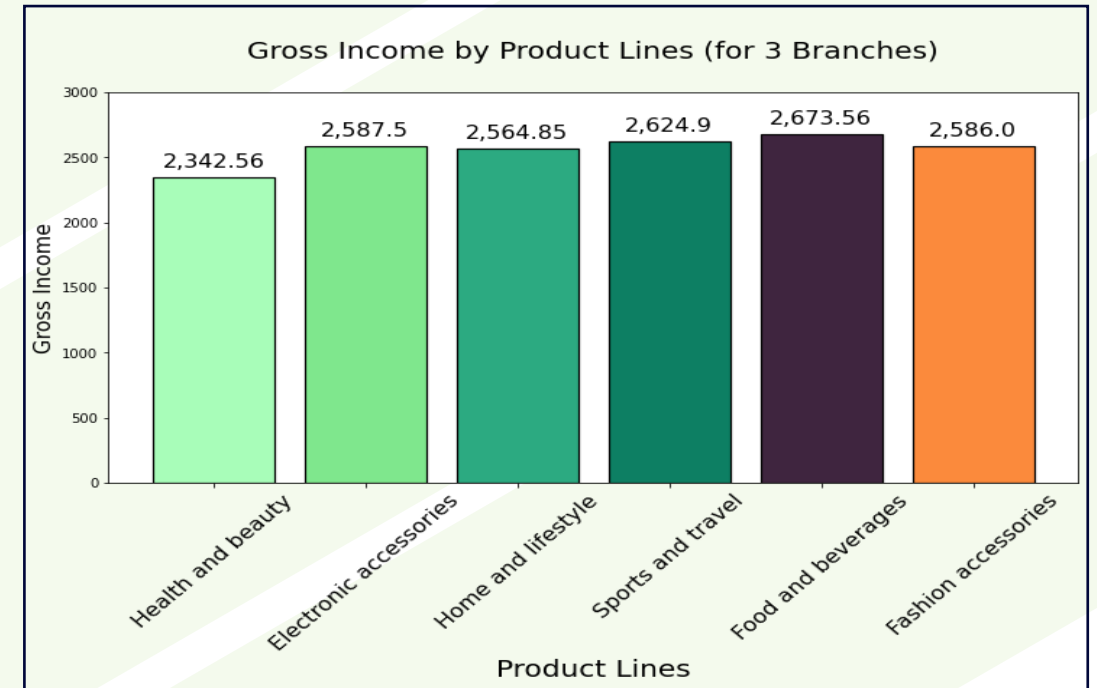


# Overall Analysis – Interesting Insight

## Gross Income



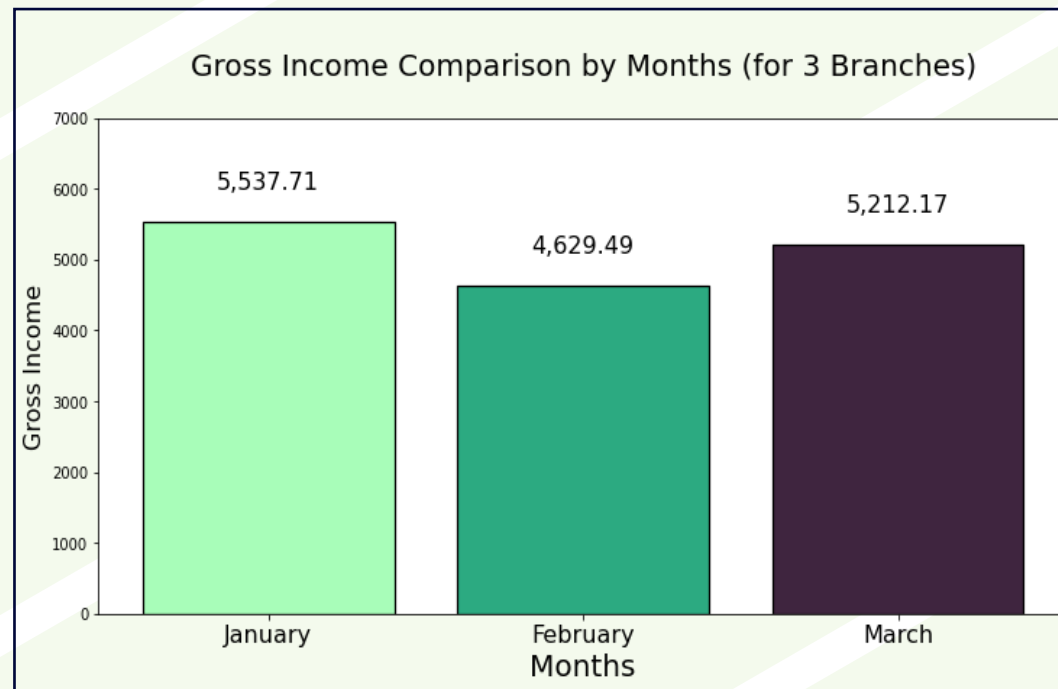
No actions needed: If we deploy promotion on low sale days such as; Monday, Wednesday, and Friday, it will draw the existing customers from other days, and overall sale will be the same.



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

# Overall Analysis – Interesting Insight

## Gross Income

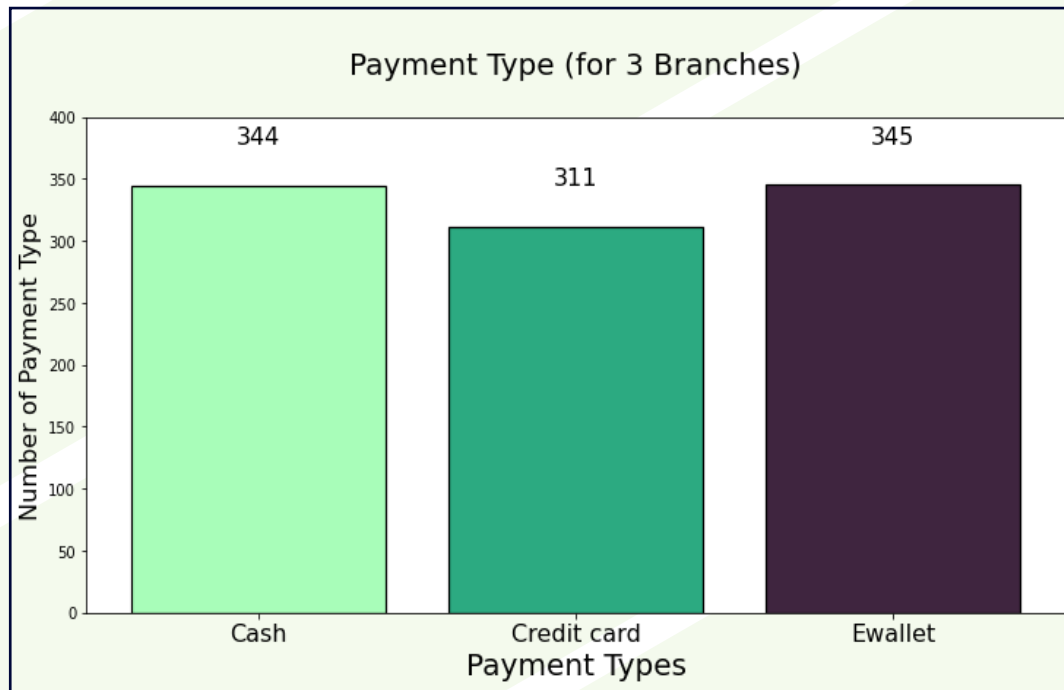


Promote valentine theme and decoration to draw more traffic in February.



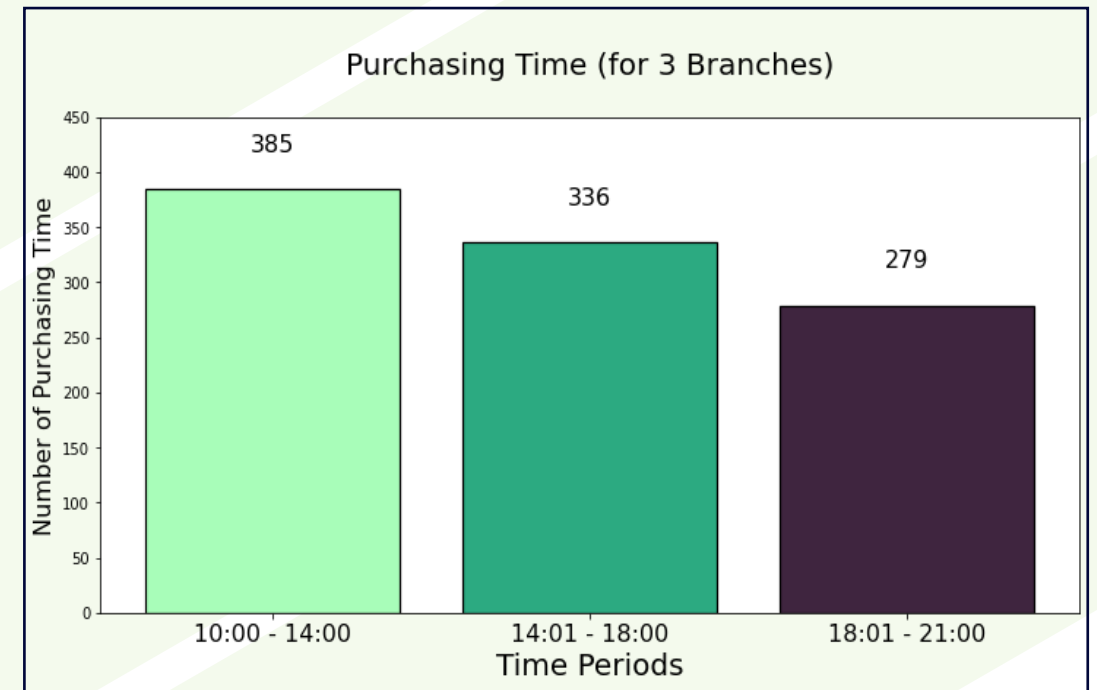
# Overall Analysis – Interesting Insight

## 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.

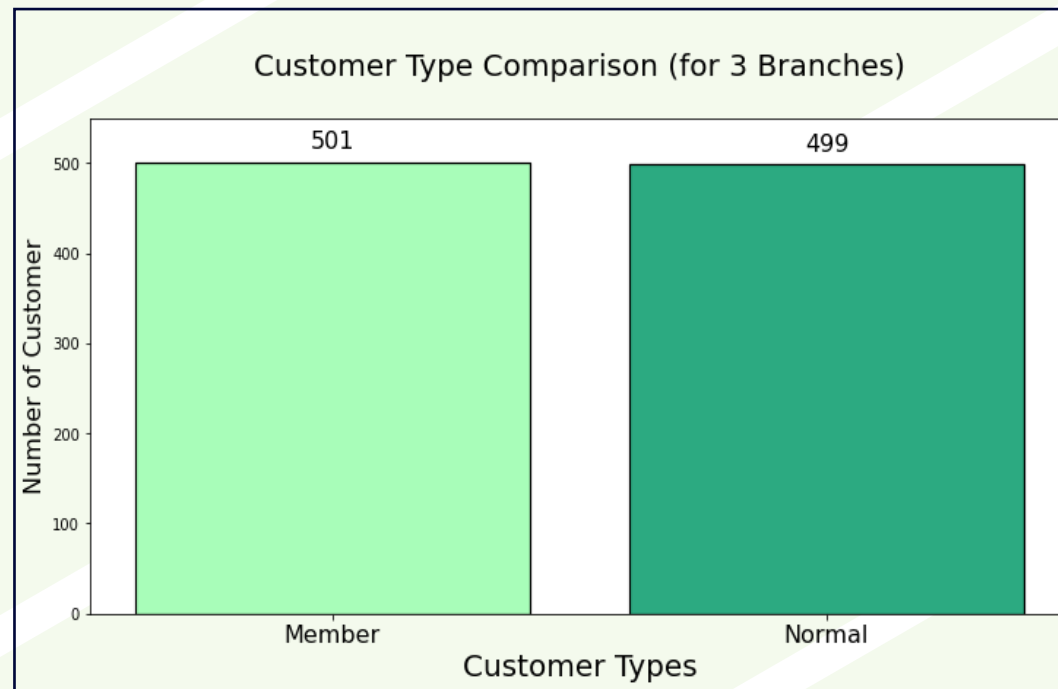
## Purchasing Time



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.

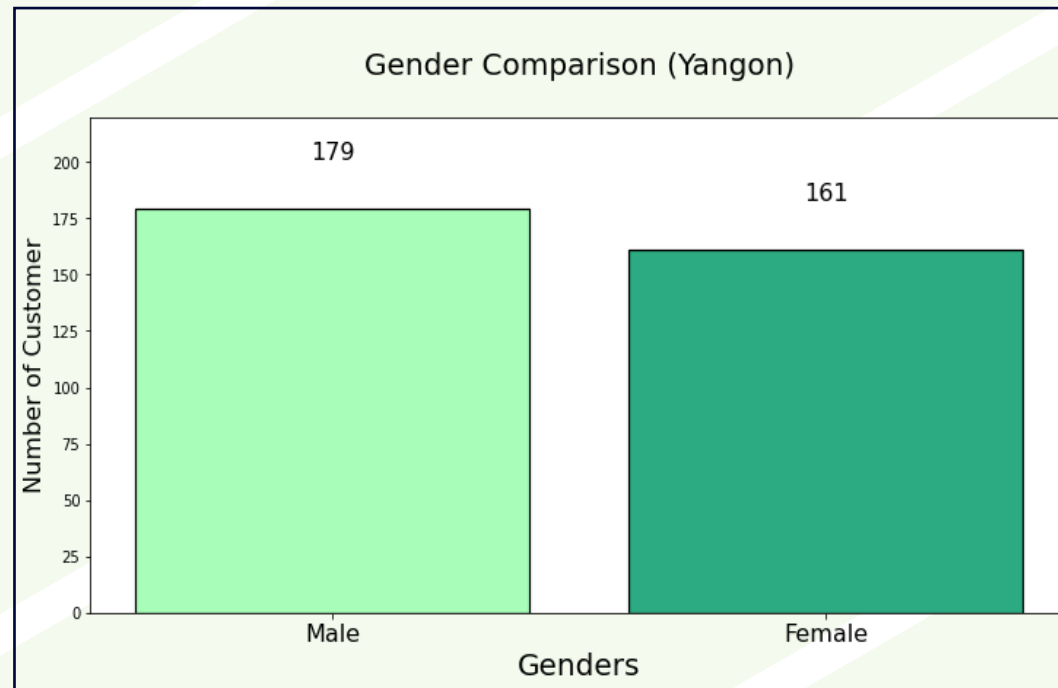
Employ lower number of staff from 18:01 - 21:00 to reduce the cost.

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



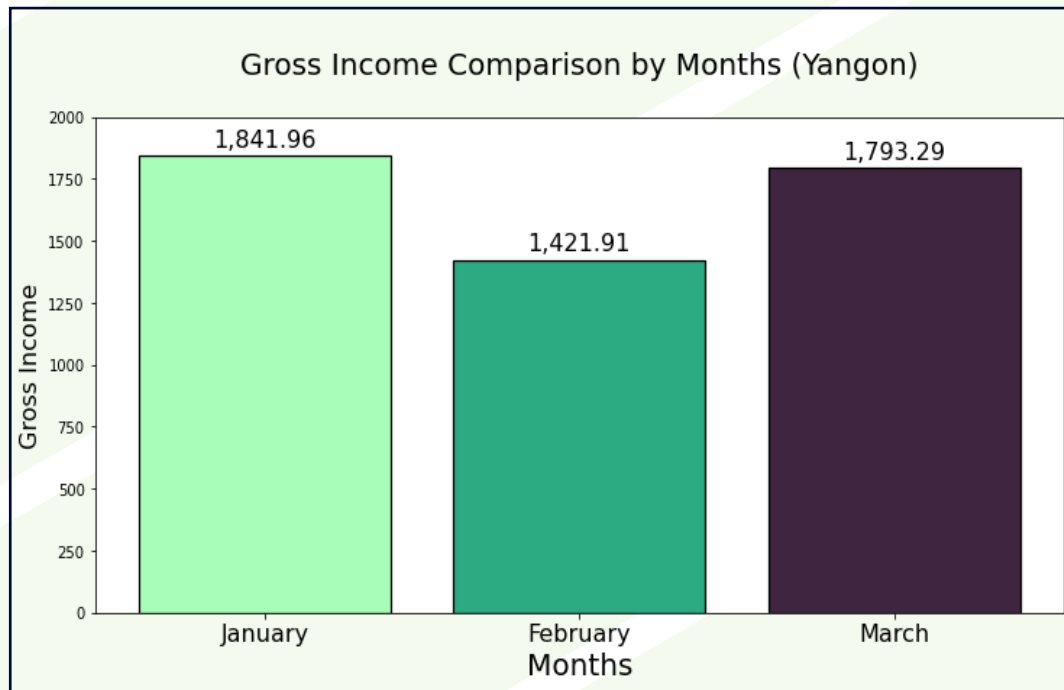
# Yangon Analysis

## Customer Type

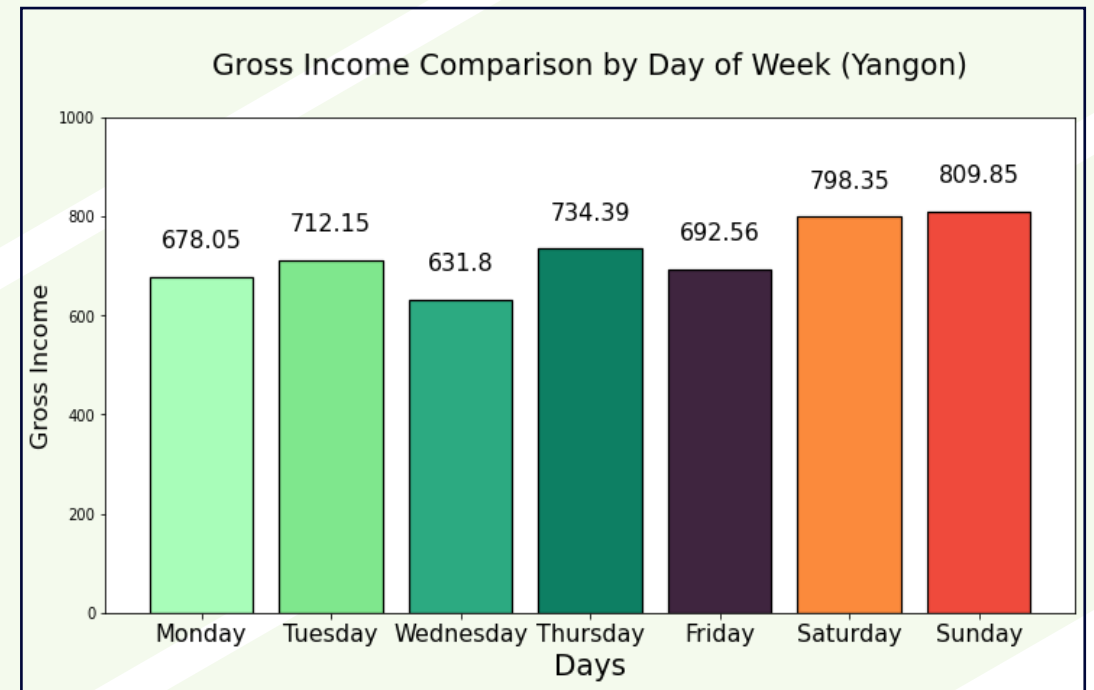


# Yangon – Interesting Insight

## Gross Income



Promote in Valentine theme and decoration to increase February sale.

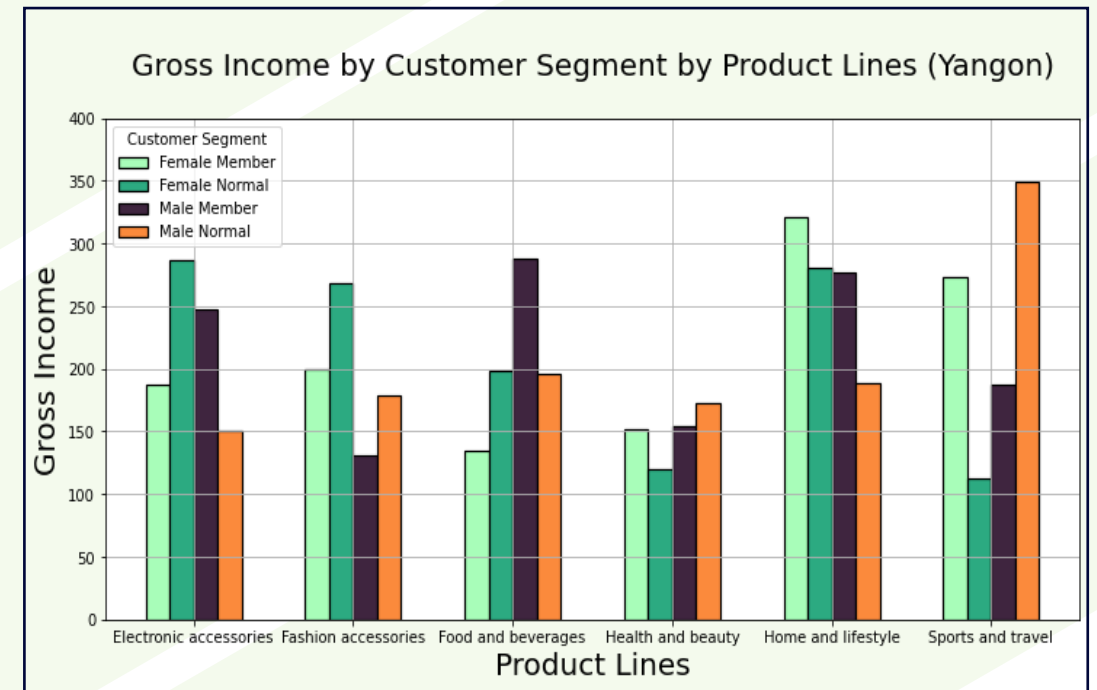
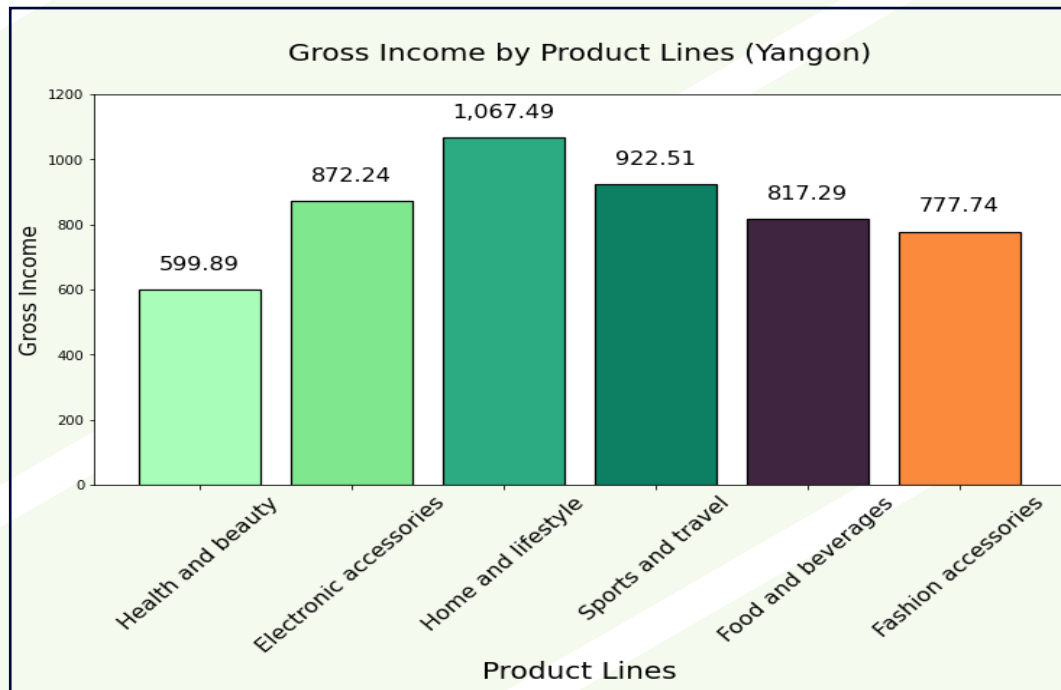


No actions needed: If we deploy promotion on low sale days such as; Monday, Wednesday, and Friday, it will draw the existing customers from other days, and overall sale will be the same.

120 Kattiya Charoenpakdee

# Yangon – Interesting Insight

## Gross Income



For loyalty program and sale boosting:

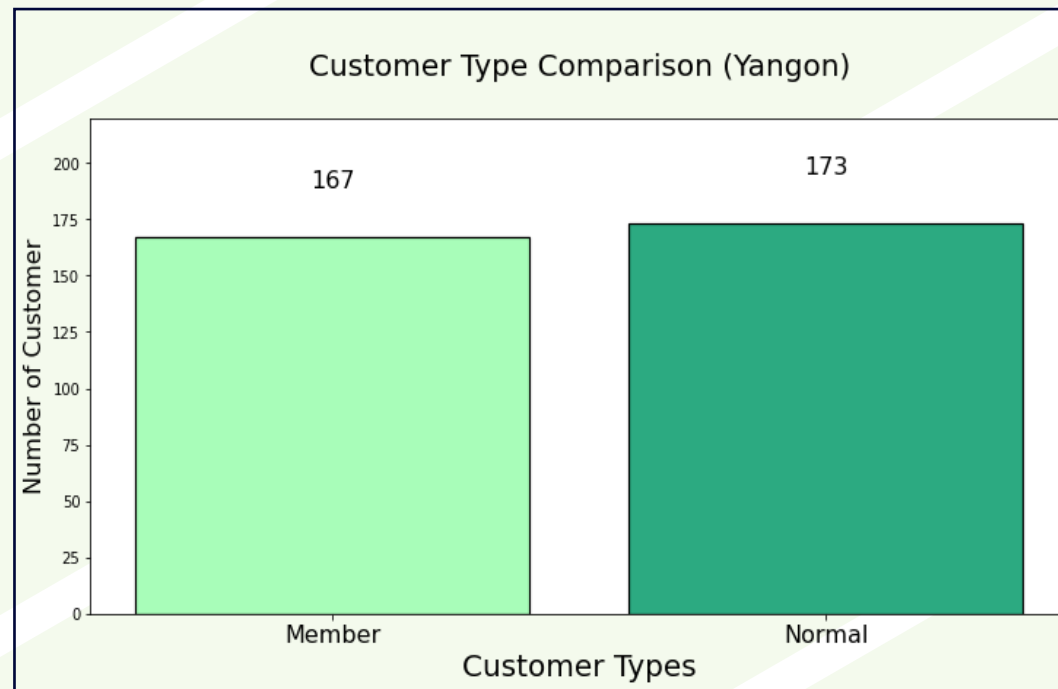
- As gross income on health and beauty products is low, I would recommend to encourage them to register to member by offering them a point collection and redemption. Using less point to redeem this product line than others.

- 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.

120 Kattiya Charoenpakdee

# Yangon – Interesting Insight

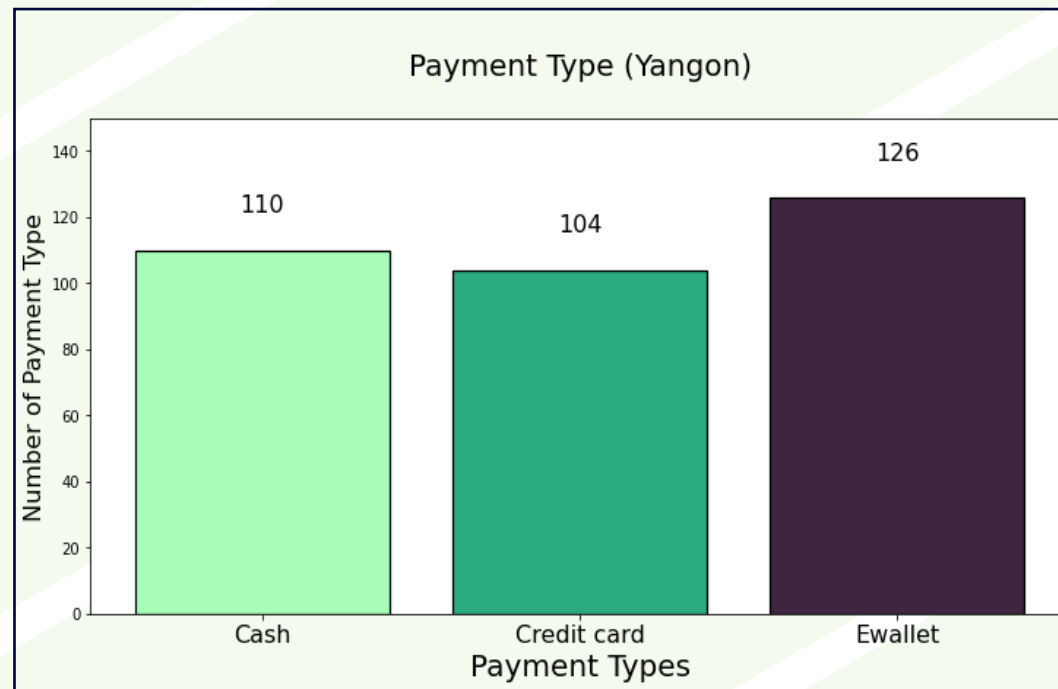
## Customer Type



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

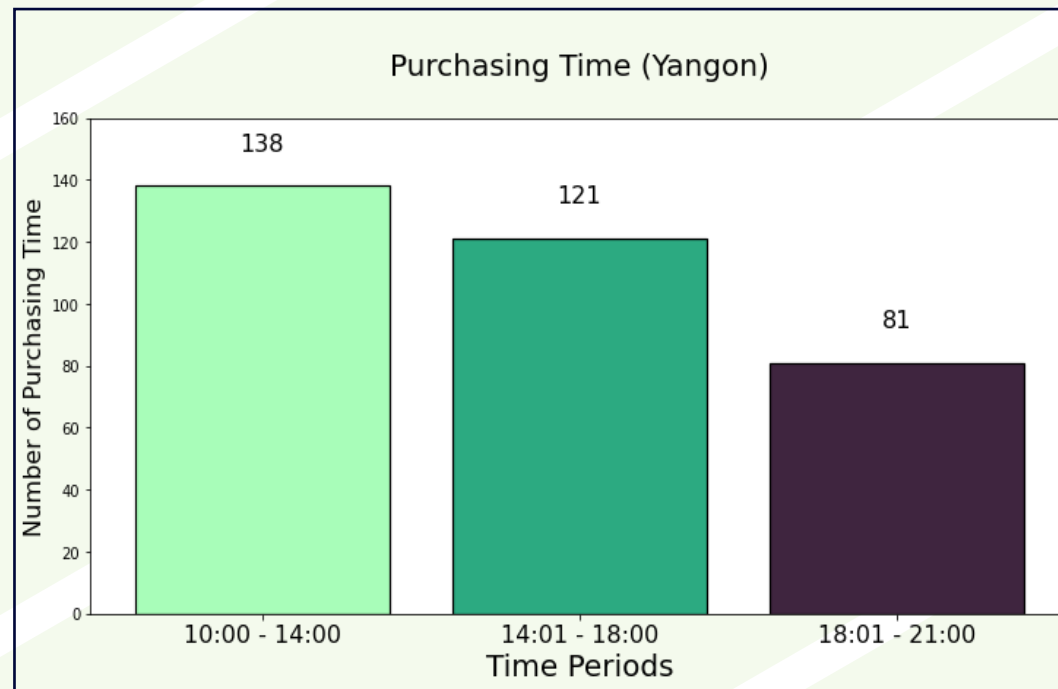


Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.



# Yangon – Interesting Insight

## Purchasing Time



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



To Agenda

# Mandalay Recommendation

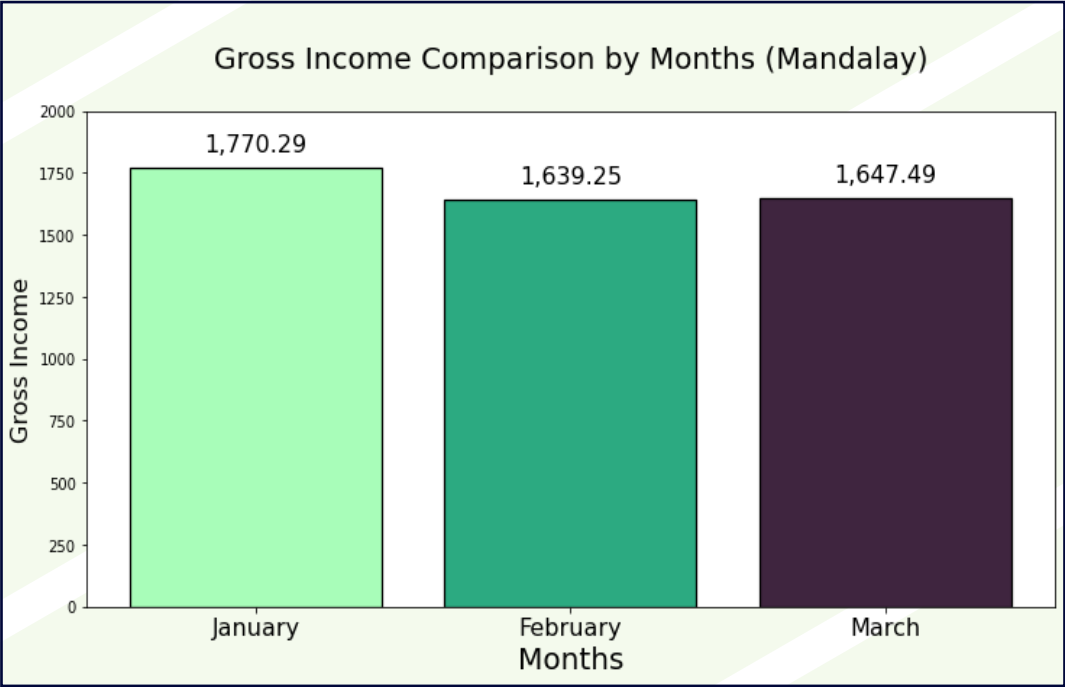


- Employ lower number of staff on Monday, Wednesday, and Sunday to reduce the cost.
- As "Gross Income Percentage" is 4.7%. offer 3% discount when they are 1st time member to encourage customers to be member.
- As average spending per invoice is 319USD. To boost the sale, offer 10% bonus point when customer 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.



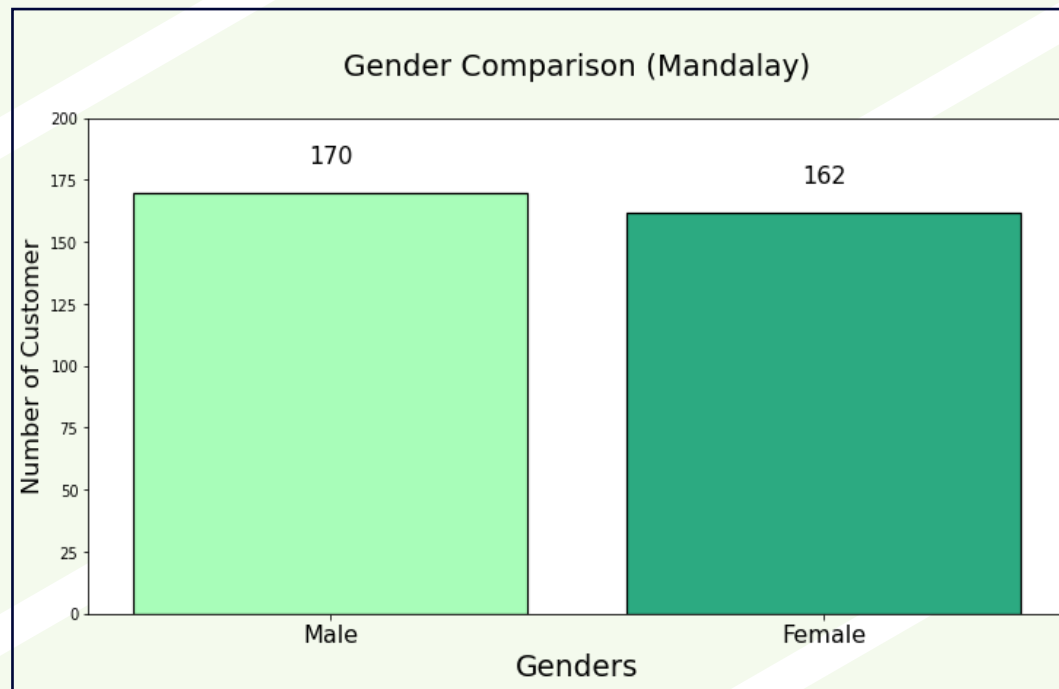
# Mandalay Analysis

## Gross Income



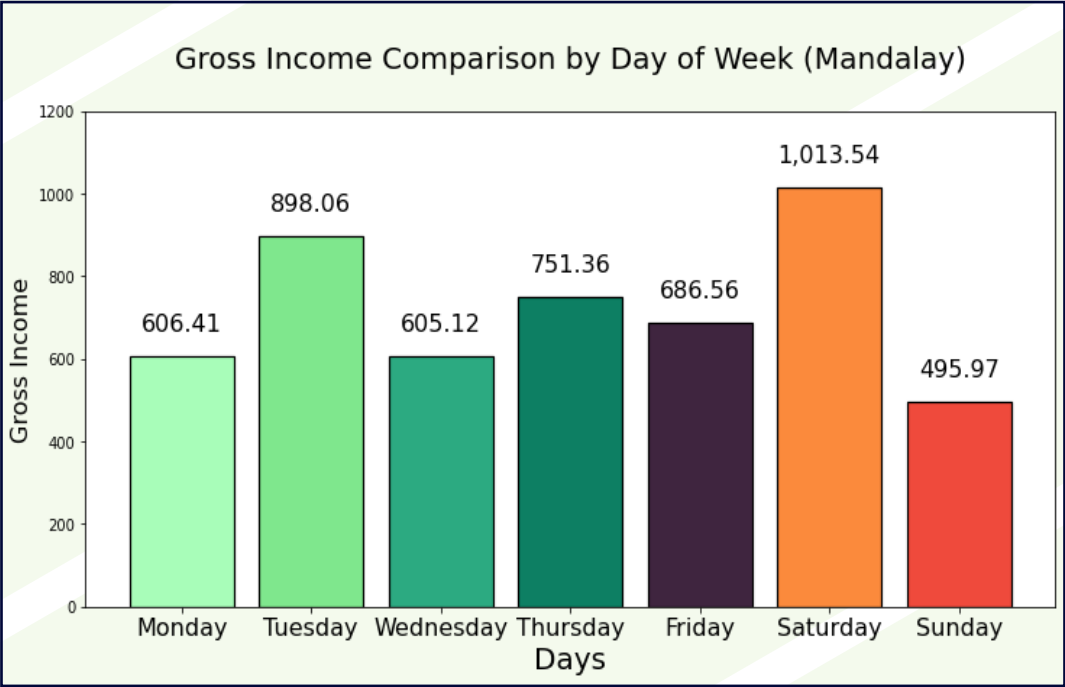
# Mandalay Analysis

## Customer Type



# Mandalay – Interesting Insight

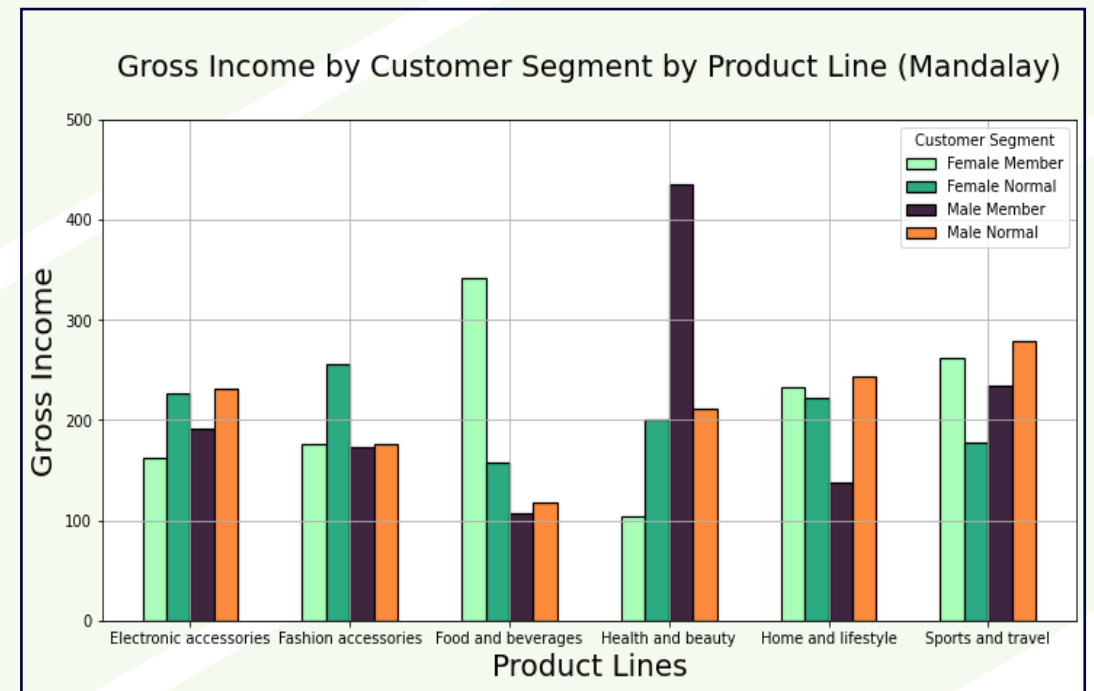
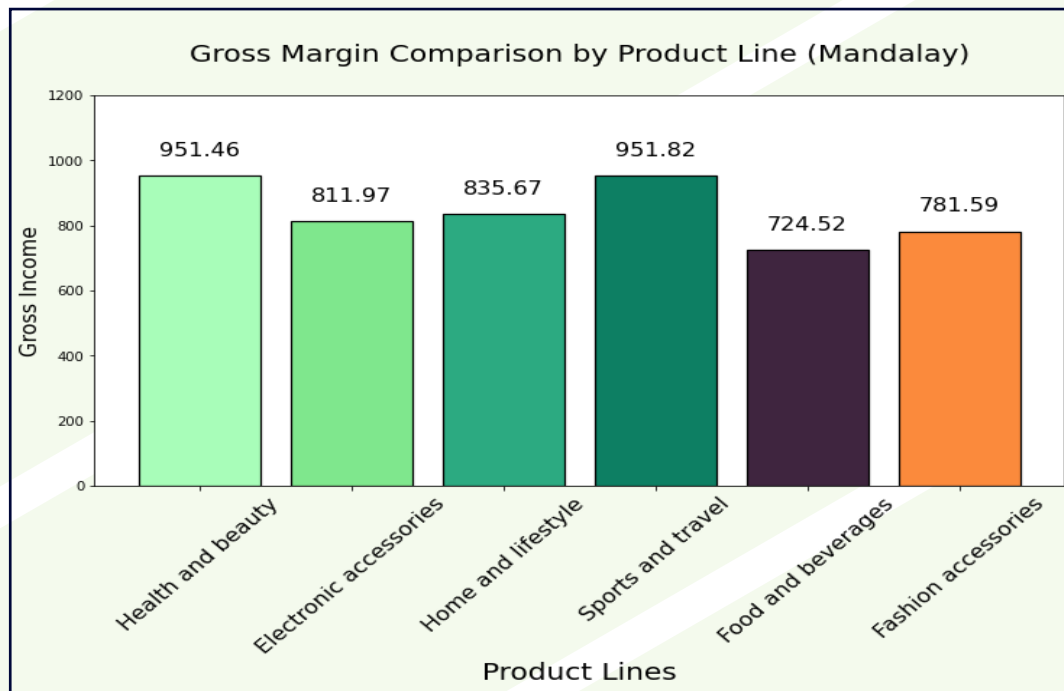
## Gross Income



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

# Mandalay – Interesting Insight

## Gross Income



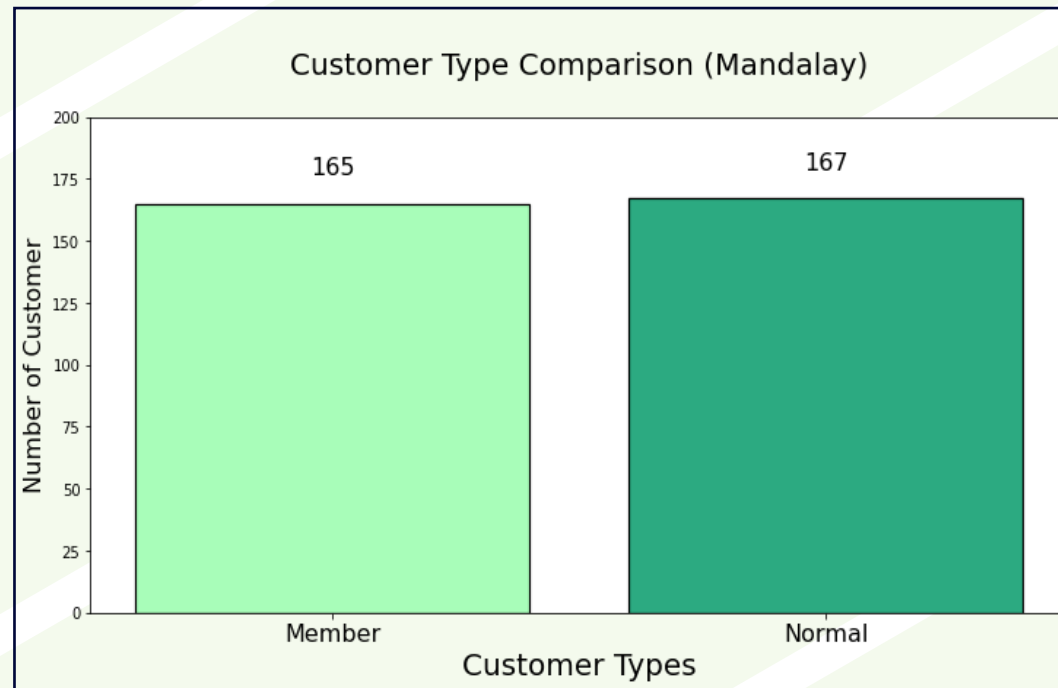
For loyalty program and sale boosting:

- 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

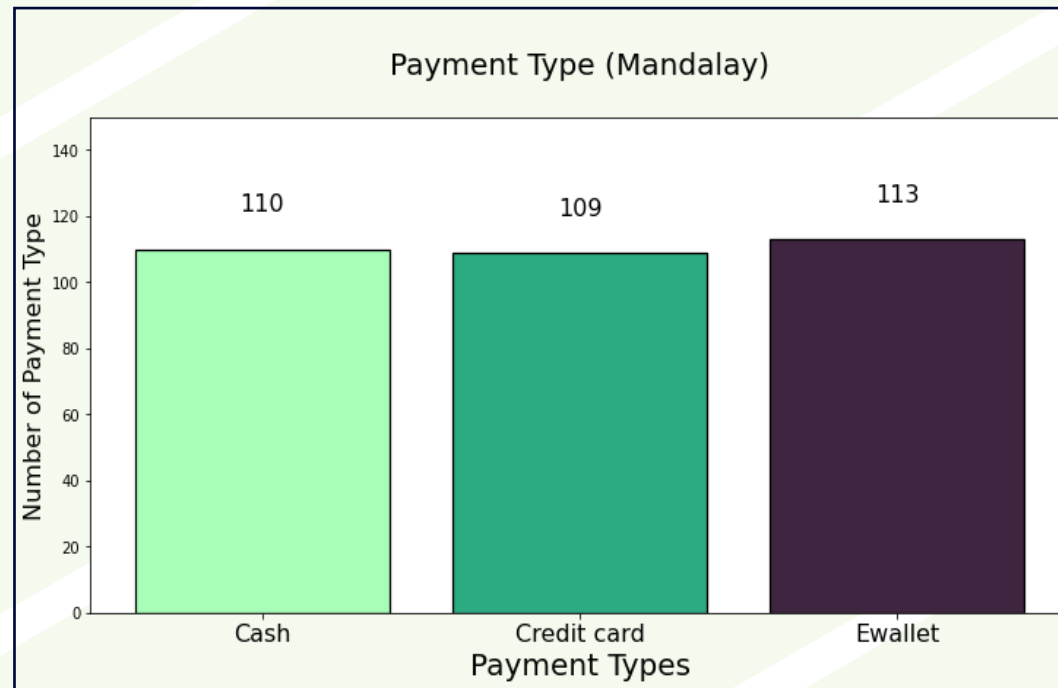
## Customer Type



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

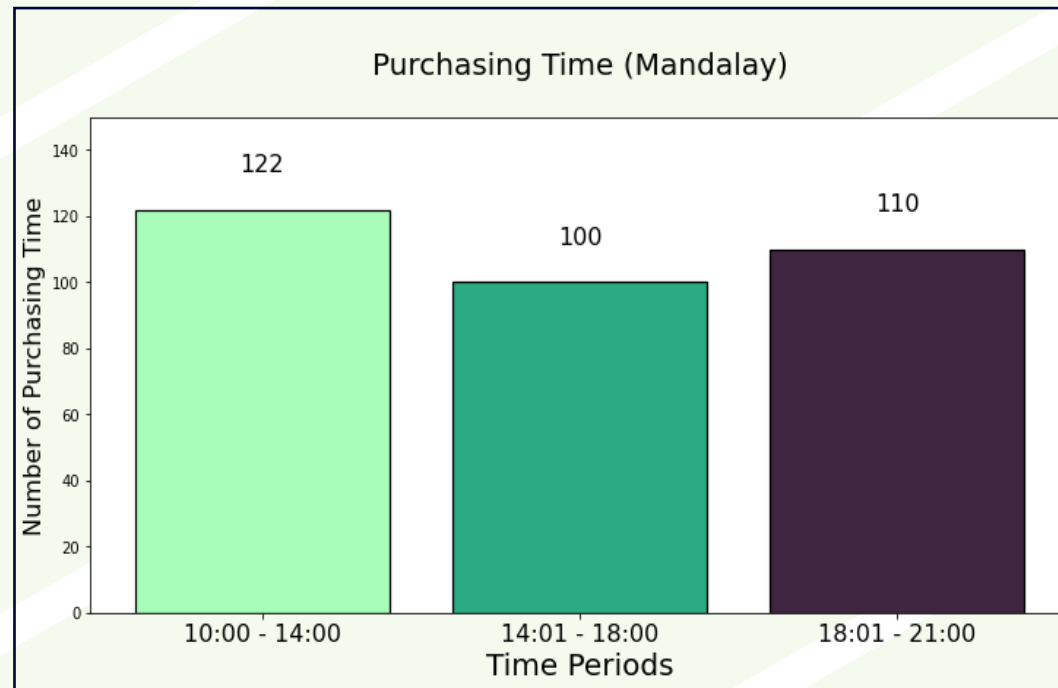


Offer 2% discount for cash payment, to encourage customers to pay cash instead of credit card which contains 2.5% fee and the company gain more profit.



# 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.

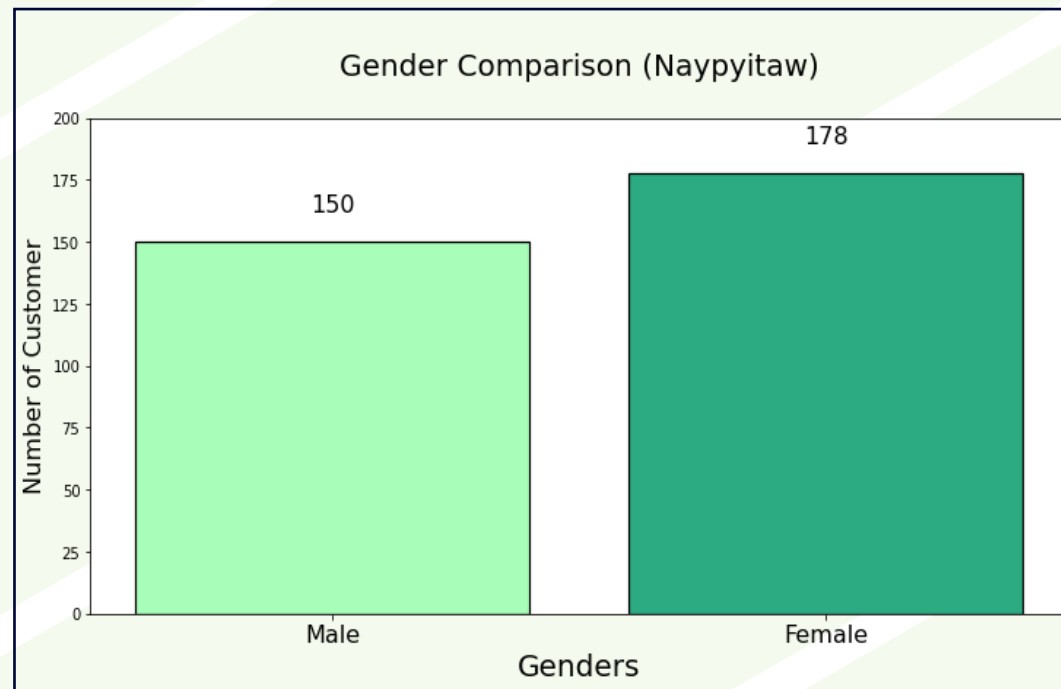
Employ lower number of staff on Monday and from 18:01 – 21:00 on everyday to reduce the cost.

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



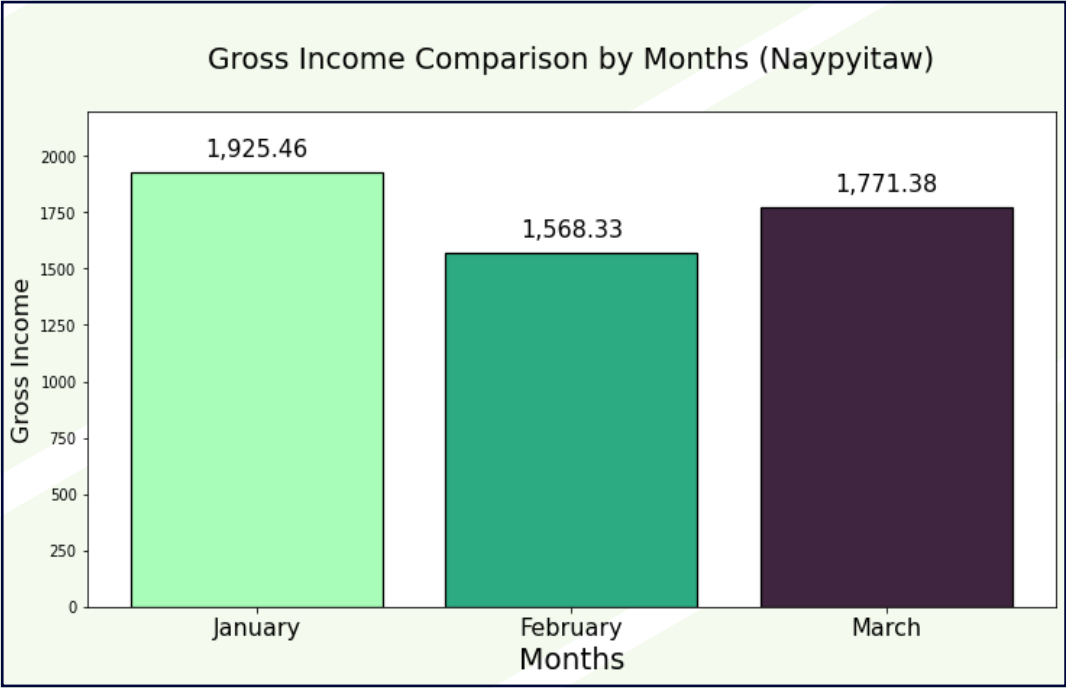
# Naypyitaw Analysis

## Customer Type

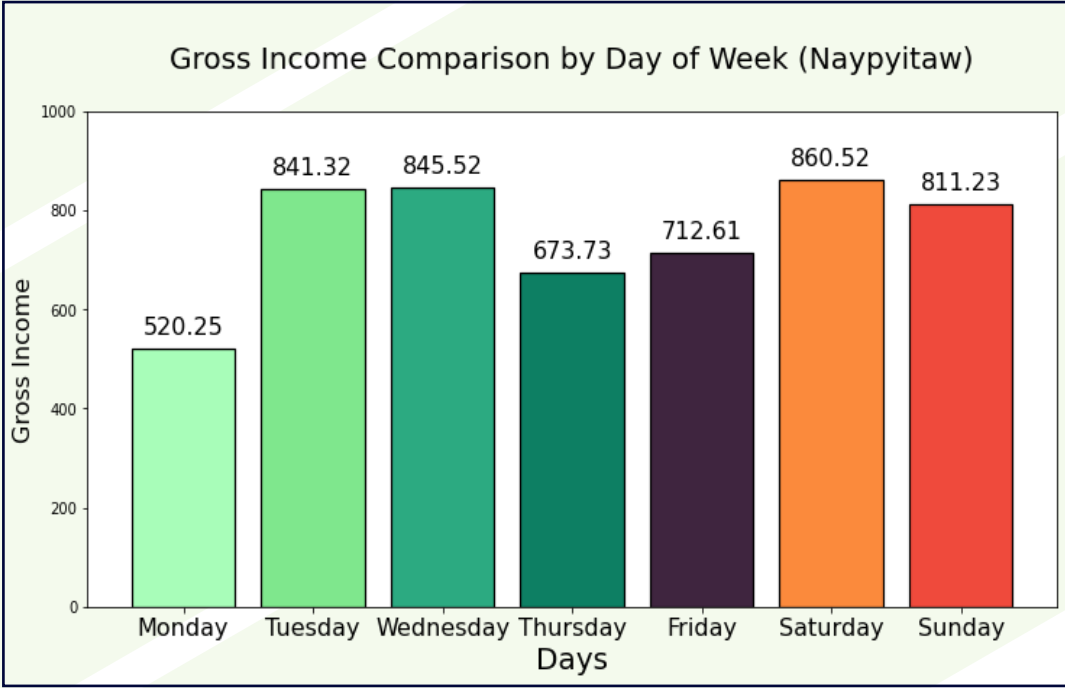


# Naypyitaw – Interesting Insight

## Gross Income



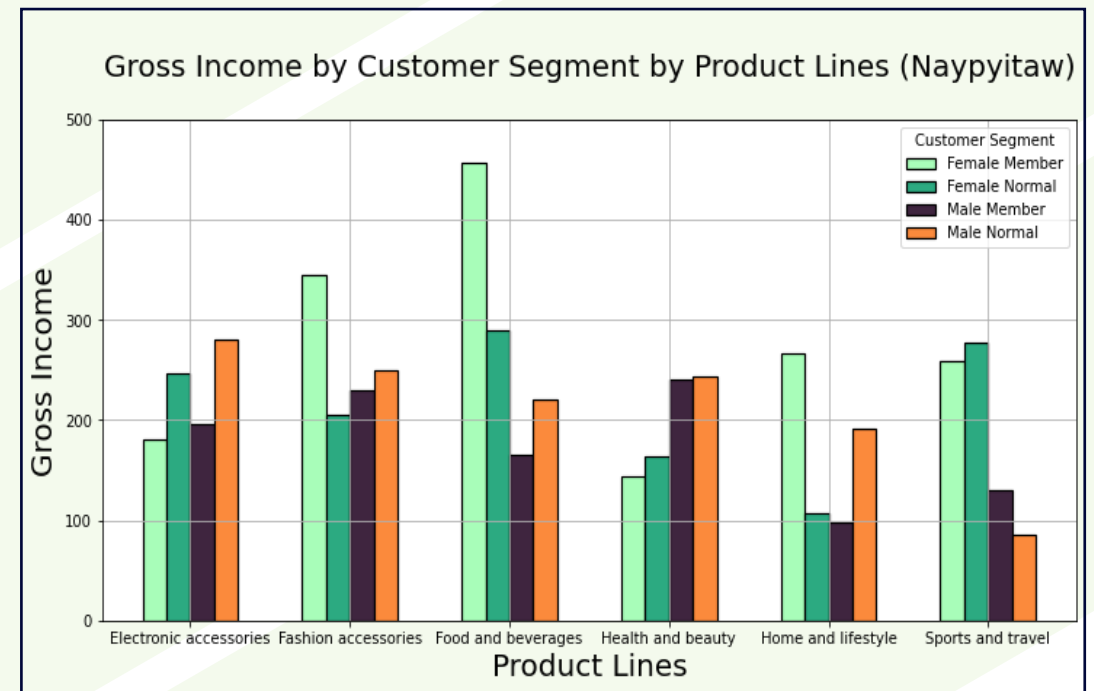
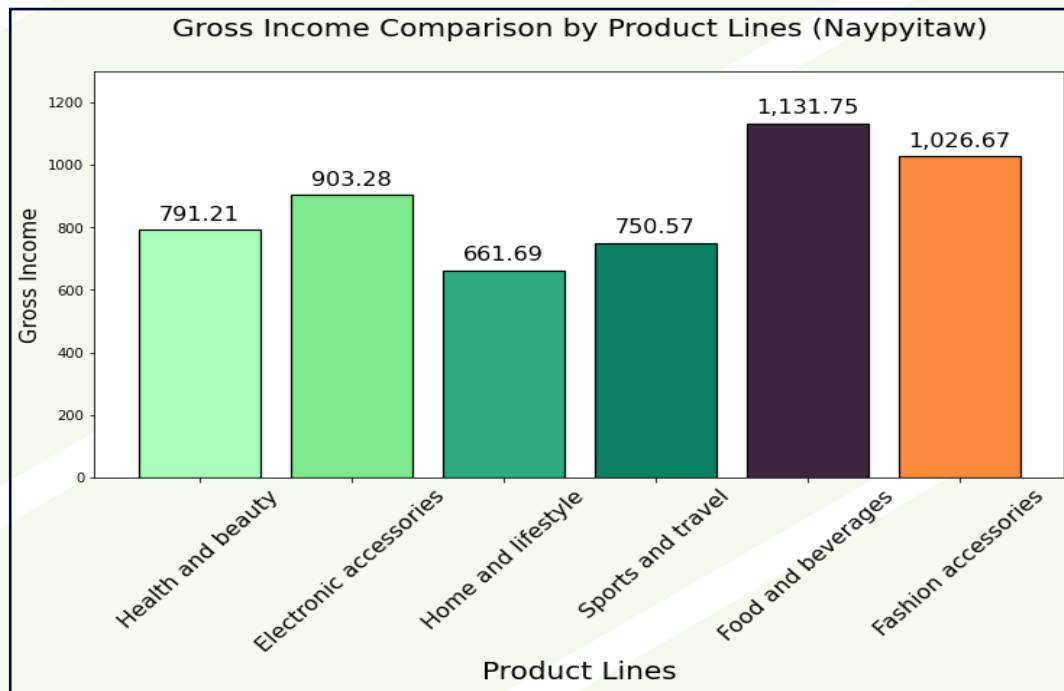
Promote in Valentine theme and decoration to increase February sale.



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

# Naypyitaw – Interesting Insight

## Gross Income



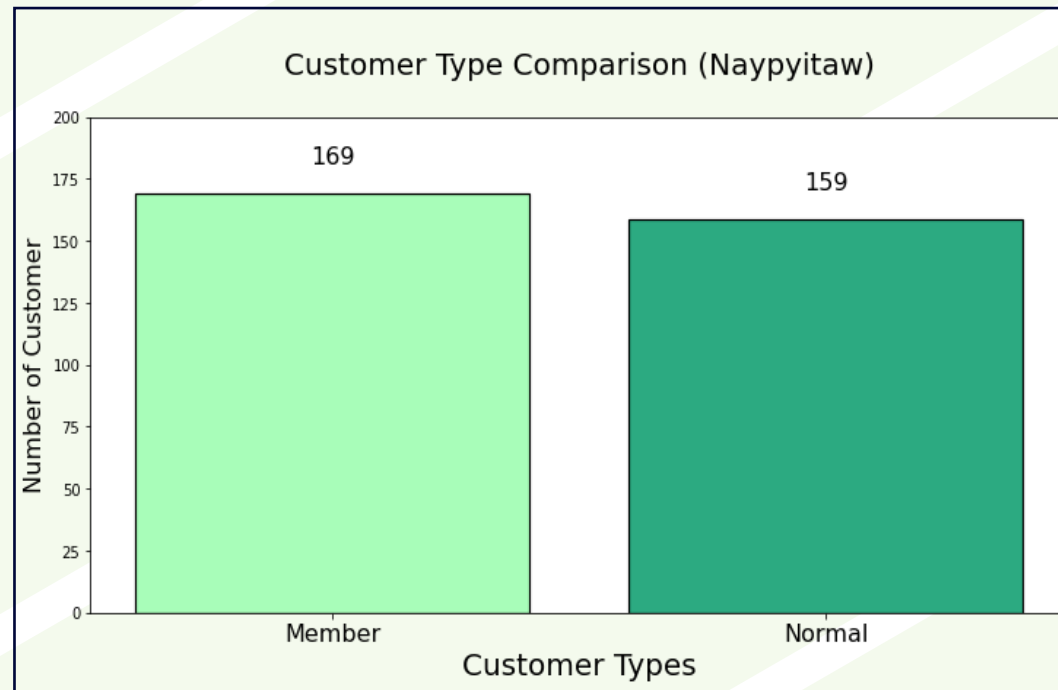
For loyalty program and sale boosting:

- 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

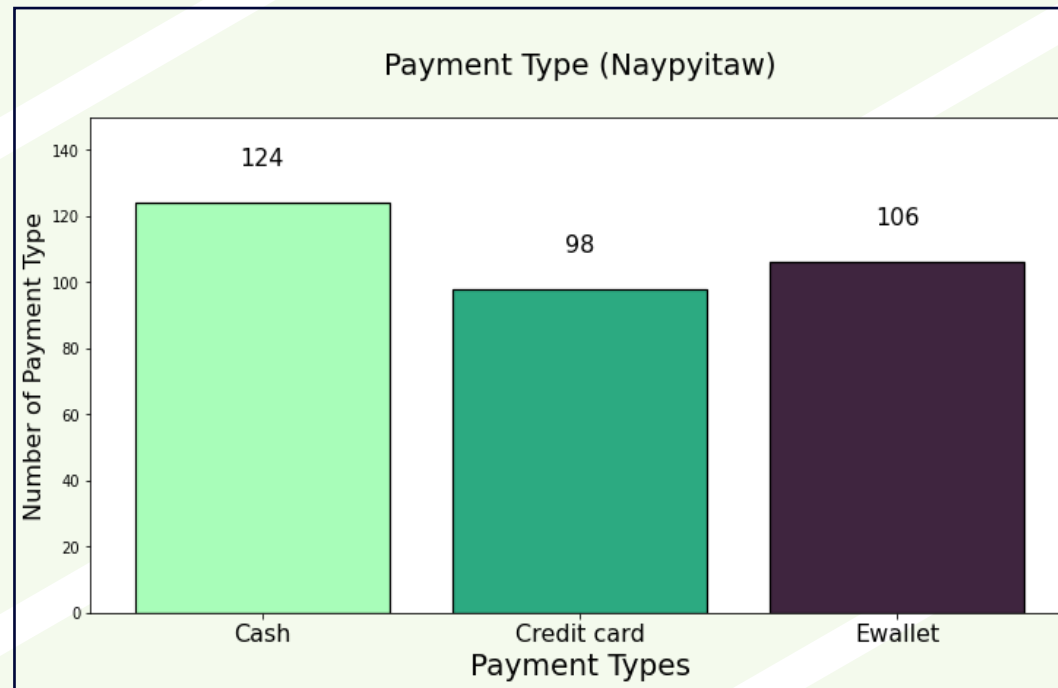
## Customer Type



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

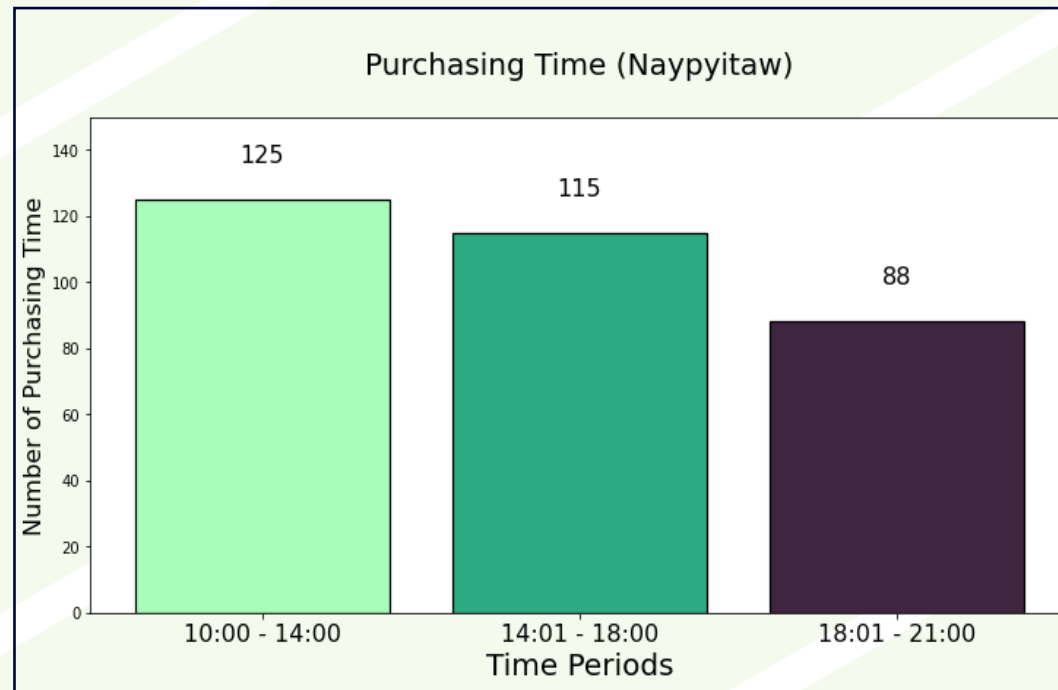
## Payment Type



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

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YOU