**J.LOVE SUPERMARKET**

1. The distribution of male to the female gender is 50.1% to 49.9%
2. The age distribution between the customers; customers between the age of 45 and 50 patronized the supermarket the most.
3. The total number of customers with a loyalty card (Members) is 501, while “Normal” customers is 499.
4. The most common method of payment is E-wallet, with over 180 “Normal” customers as the highest users.
5. Food and Beverages made the highest sales in the supermarket.
6. Branch C generated the highest sales. Customers with loyalty card (Members), used the branch the most.
7. Naypyitaw made the highest sales amongst the Cities and Customers with the loyalty card (Member) contributed the most to the city.
8. i. Based on the analysis, J.Love Supermarket should make their customers feel special, both the Members and Normal customers.
9. The supermarket should strategize on how to on make free deliveries one a week as a “promo” to get more customers.
10. The supermarket should make promotion ads in the specific areas that both customer type patronize the most.
11. The supermarket should make use of the social media to advertise their goods to drive more sales, as we are in the “tech world” now.
12. From the analysis gotten, I believe that the Loyalty card is driving more sales to the supermarket because the Members with the loyalty card keep coming back to patronize the supermarket compared the “Normal” Customers.