

Business Report: Supermarket Sales Analysis

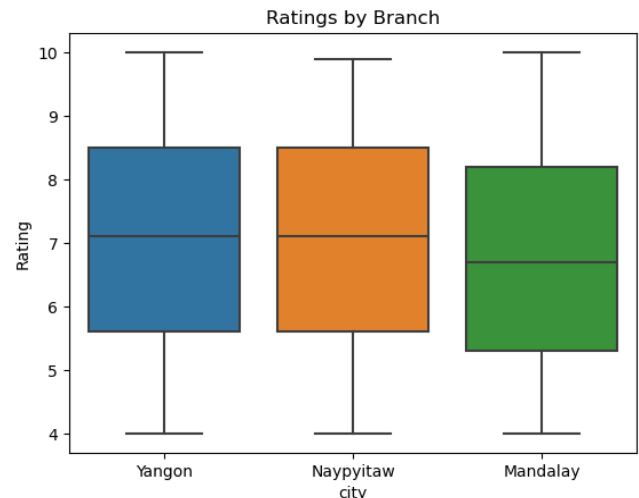
Overview

This report provides insights into the sales data of a supermarket across various branches, customer types, and product lines. The goal is to help the business understand key trends, customer preferences, and areas for improvement.

Key Findings

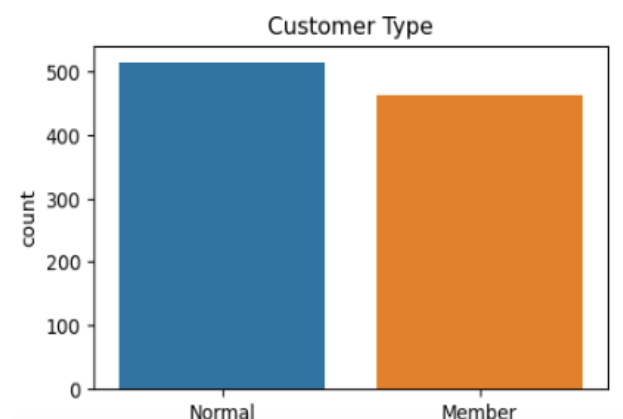
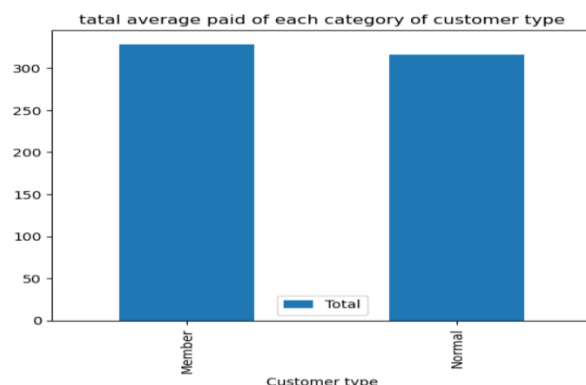
1. Sales Distribution by Branch:

- While "Yangon" and "Naypyitaw" City branches have very similar medians and ranges, **"Naypyitaw"** seems to have slightly better ratings consistency as the lower bound is higher.
- The **"Mandalay"** branch has comparatively lower ratings, which may indicate areas for improvement in customer satisfaction.



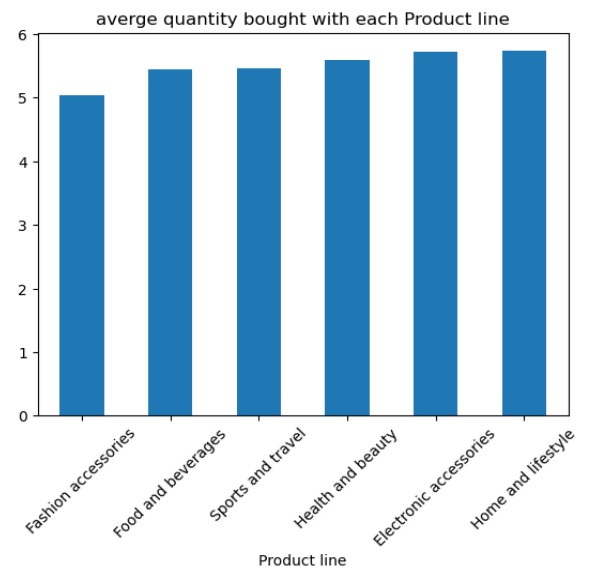
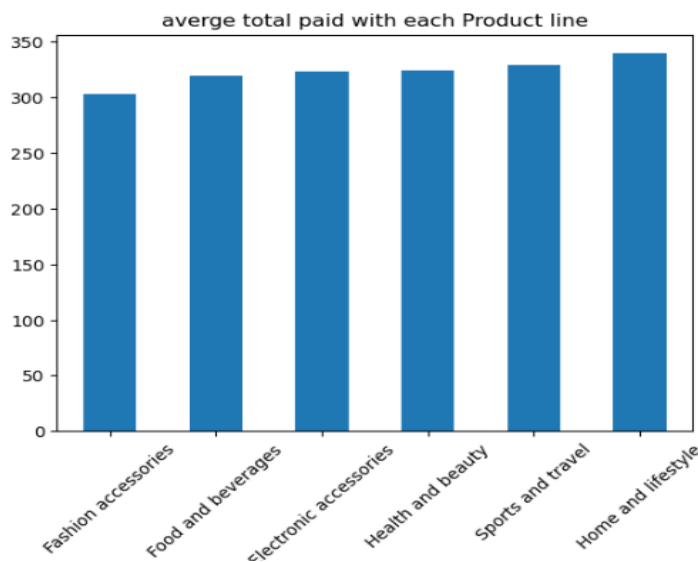
2. Customer Types:

- There are two main customer types identified: **"Normal"** and **"Member"**.
- Normal customers purchase count are more than member customers. This indicates that despite having loyalty programs or membership benefits, these may not be as effective in increasing the number of visits and Purchases as initially expected.
- And thus, the business is affected more from **normal customer**

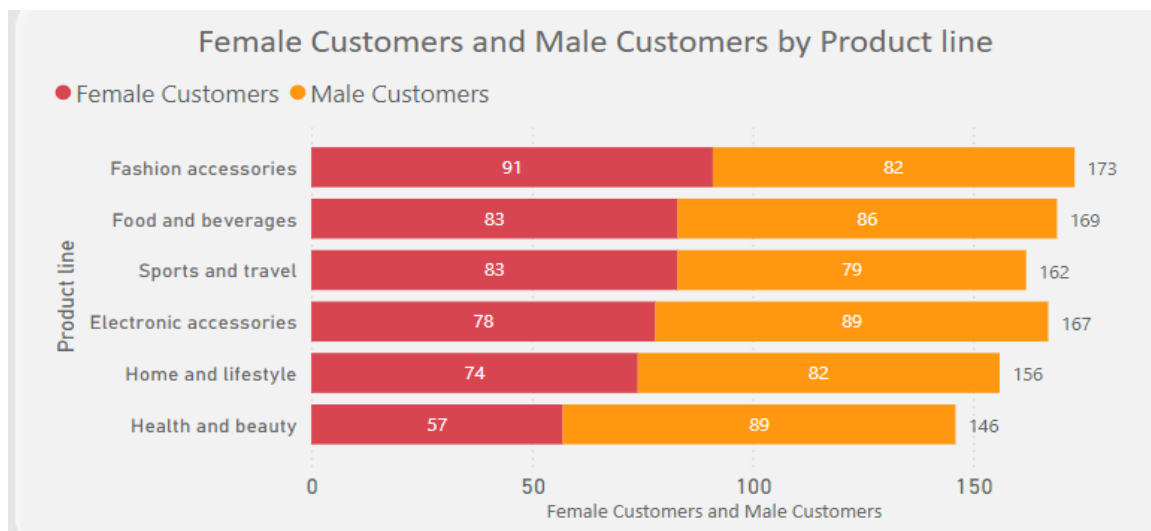


3. Product Lines:

- "Home and Lifestyle" and "electronic accessories" products are the most bought in quantities, And the ones with highest average paid is "Home and Lifestyle" and "sports" products
- "Fashion Accessories" have a lower average quantity bought but could benefit from targeted promotions or inventory adjustments.

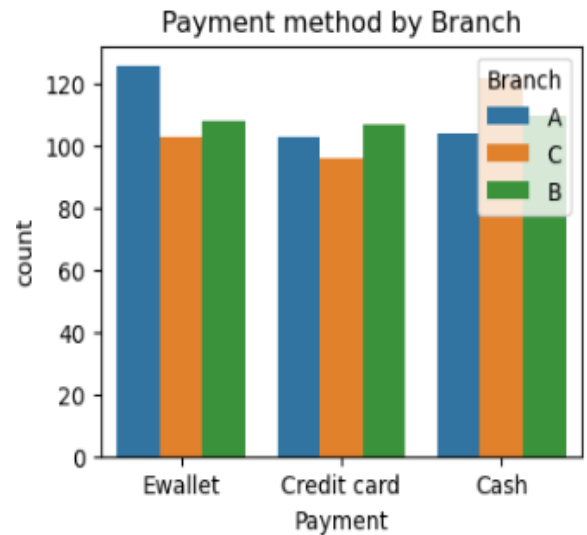
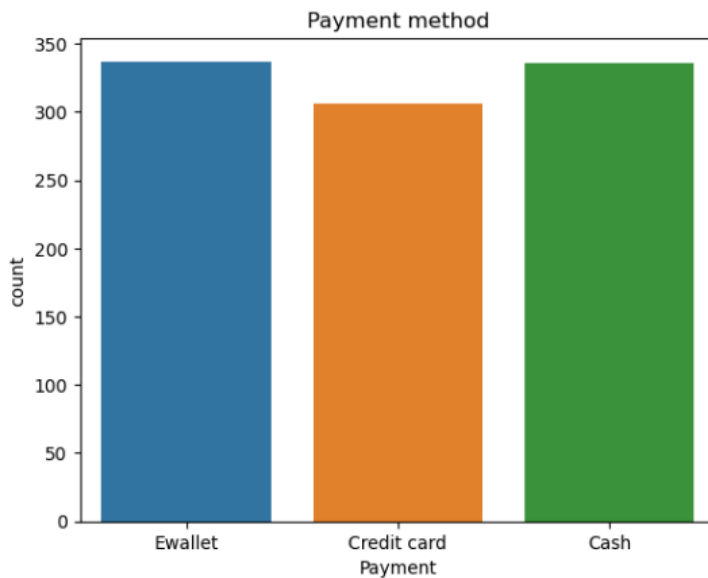


- "Fashion Accessories" are common among females' customers while "electronic accessories" and "health" products are more common among males.



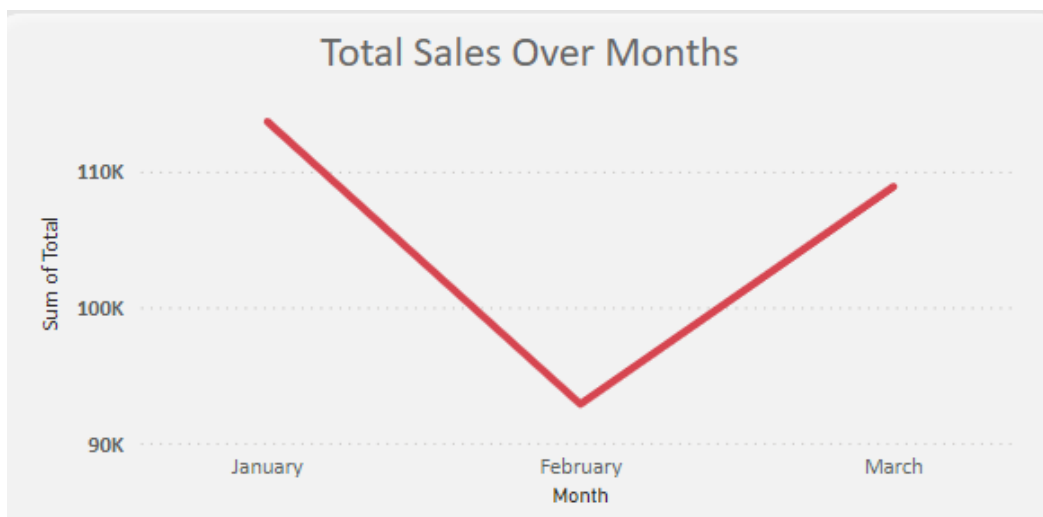
4. Payment Methods:

- "Ewallet" is the most preferred payment method, followed by "Cash" and "Credit Card".
- Branches with higher usage of Ewallet could consider promoting this payment option further.



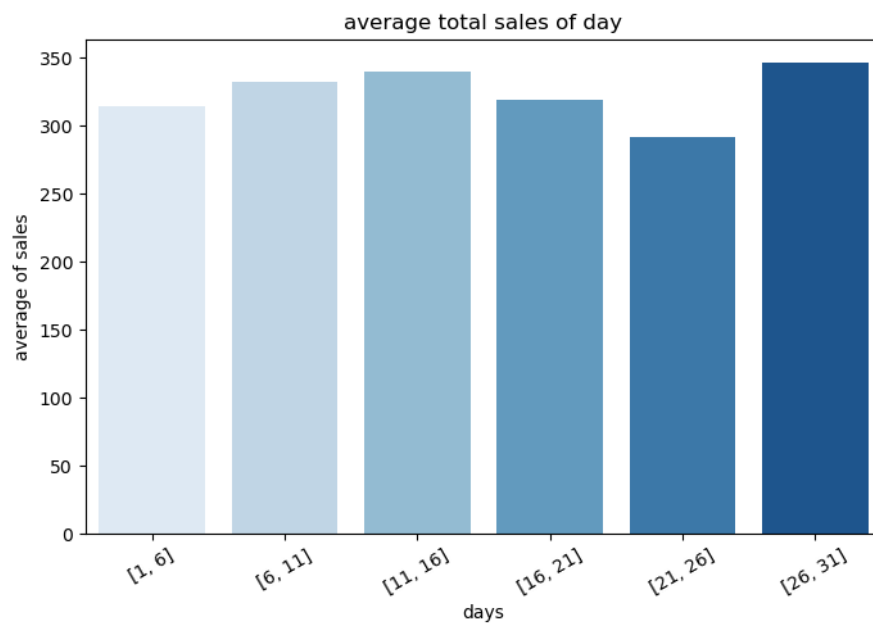
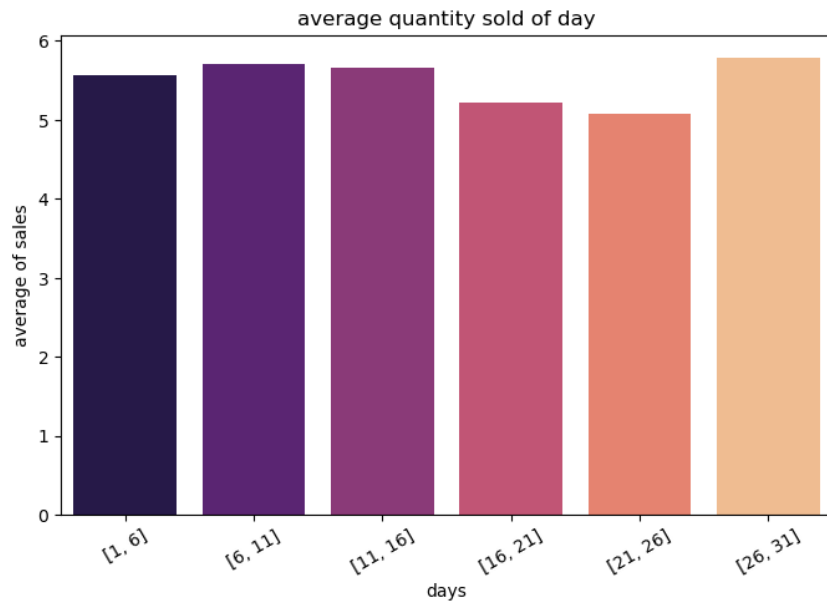
5. Total sales Over months:

As we see there is drop in sales in February, we will try to identify the cause



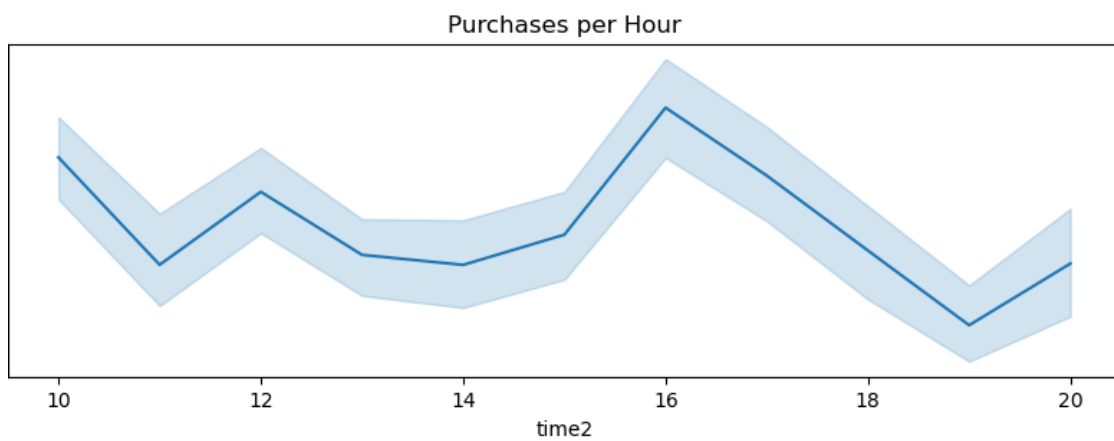
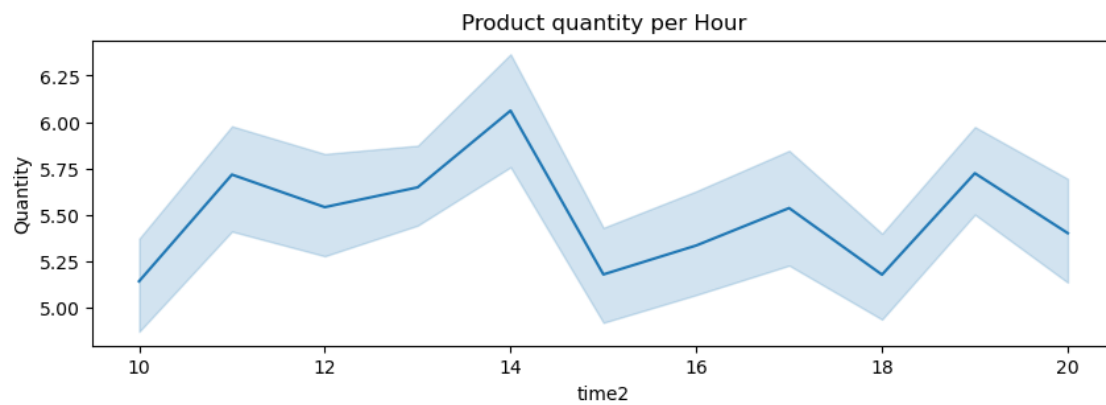
6. Sales of each period of months:

- The first 5 days of month have highest total sales, and have highest number of purchases
- This implies that we need to take care of store especially in first five days of each month



7. Sales of each hour of months:

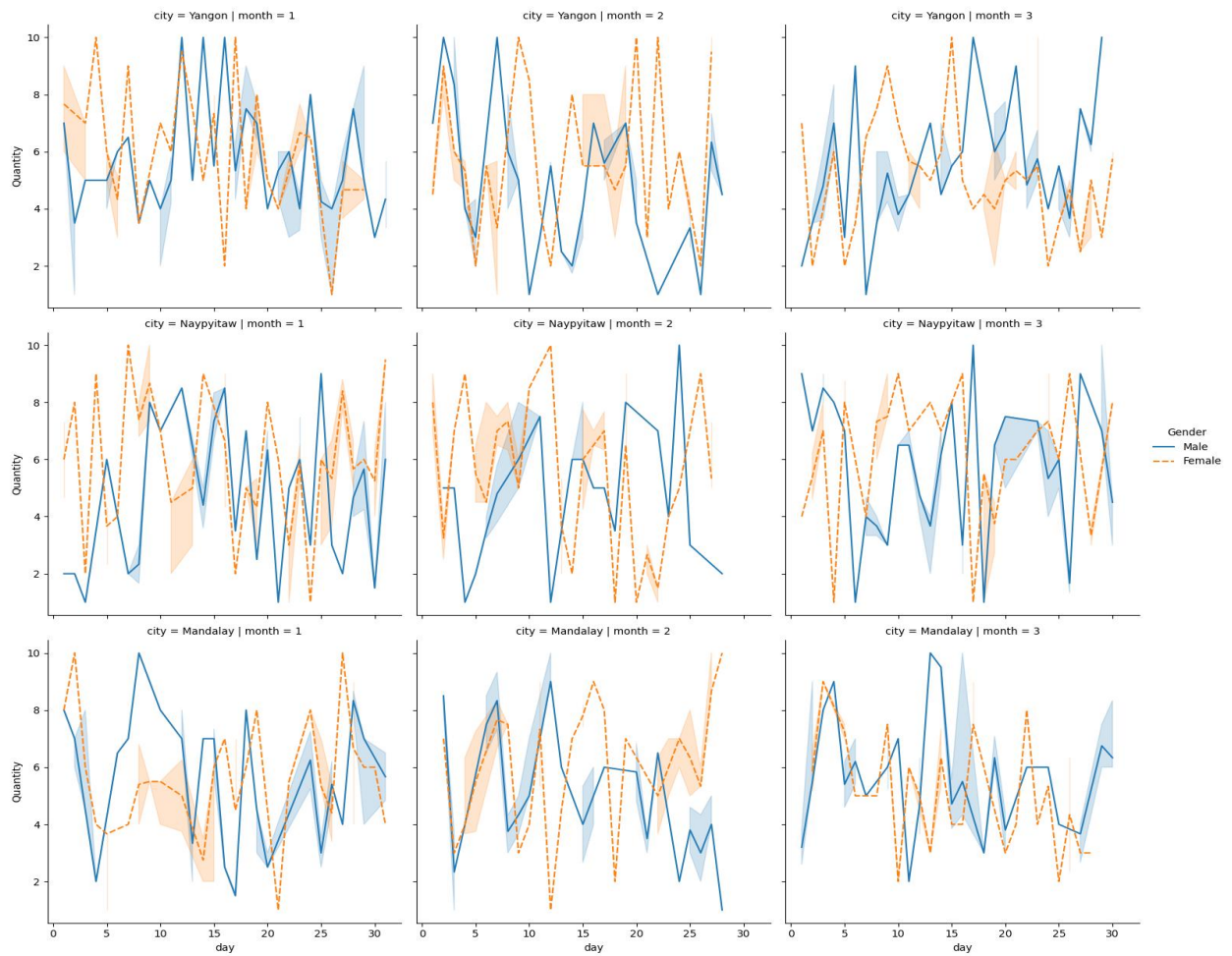
- The number of purchases reach its peak around **16:00**
- But average quantity sold per Purchase is highest in about 14:00 so those customers tend to buy more quantities of products



8. Sales of February:

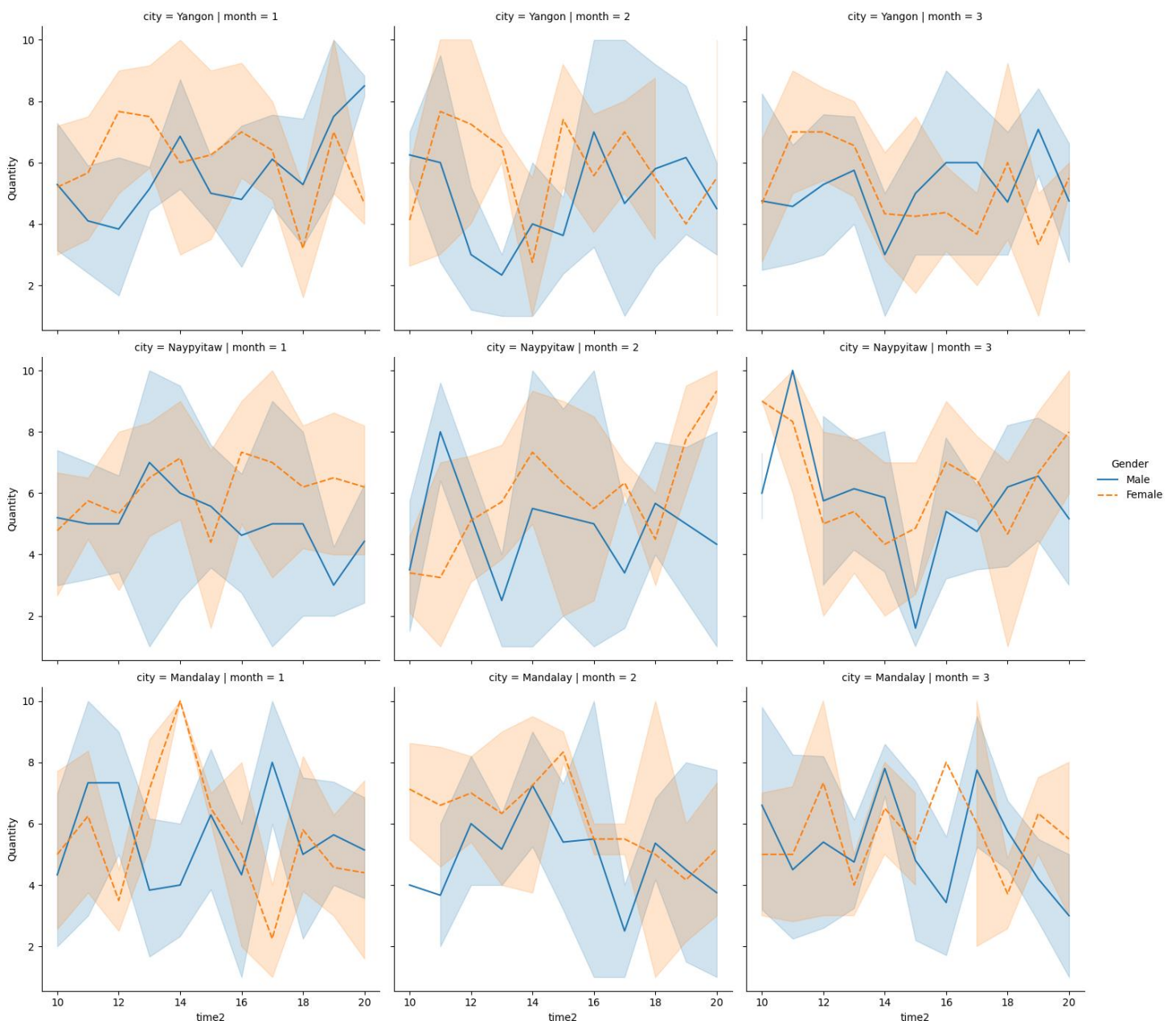
There is noticeable downfall in male sales In February so we need to find the root cause, but we can find it as we lack data and info to do so.

Analysis of Purchase day for Each Gender in each city



9. Purchase Time(hours) for Each Gender in each city:

- **Yangon:** Both male and female sales show fluctuations across months, but female sales (orange) tend to follow a slightly more stable trend in the first month compared to males. In months 2 and 3, both genders exhibit greater variance.
- **Naypyitaw:** There are more significant variations between male and female sales across time and months. The second month shows a drastic fluctuation for females between times 10-20.
- **Mandalay:** This city has higher variance in quantity across all months, with distinct peaks and valleys for both genders.



Actionable Recommendations

1. Branch Improvement for Mandalay:

- **Focus on Customer Satisfaction:** Since Mandalay branch has lower customer ratings, consider conducting customer feedback surveys to identify specific pain points. Invest in employee training and enhance customer service initiatives to improve satisfaction.
- **Branch-Specific Promotions:** To boost sales and customer engagement, consider launching targeted promotions or loyalty programs exclusively for the Mandalay branch to attract and retain more customers.

2. Revise Loyalty Programs:

- **Increase Effectiveness:** Since Normal customers are spending more on average compared to Members, the current loyalty programs or membership benefits need reevaluation.

3. Product Line Optimization:

- **Promote High-Performing Categories:** Since "Home and Lifestyle" products have the highest total sales, it would be beneficial to allocate more inventory and marketing budget to this category.
- **Boost Sales for Low-Performing Categories:** To increase the sales of "Fashion Accessories," implement targeted promotions such as limited-time offers, bundle deals, or collaborations with fashion influencers.

4. Gender-Based Purchasing Insights:

- **Tailored Marketing for Female Customers:** Since female customers make more purchases than males, consider creating targeted campaigns that focus on their preferences. For example, offering promotions on popular product lines for women could further increase sales.

5. Time-Based Sales Optimization:

- **Focus on High-Sales Months:** Identify the months with the highest sales and concentrate marketing efforts and promotions during these periods to increase revenue. Offer special discounts, rewards, or seasonal promotions to attract more customers.
- **Improve Inventory and Staffing:** Ensure you have enough stock and staff during the busiest months to meet customer demand and provide a smooth shopping experience.
- **Boost Sales in Slower Months:** Find ways to improve sales during the months with lower performance by offering exclusive deals, targeted promotions, or events to draw more customers.

Future Trends

Future trends refer to predicted changes or shifts in the market and consumer behavior that businesses need to prepare for. These trends help companies stay competitive by adapting to new customer demands, technological advancements, and market dynamics.

1. Increased Digital Engagement:

More people are using E-wallets, so the supermarket should improve its digital platforms, like mobile apps and online promotions, for a better online shopping experience.

2. Personalized Shopping Experiences:

Using customer data, the supermarket can create personalized promotions and product suggestions. This helps increase customer loyalty, especially for those who spend more.

3. Sustainability and Health-Conscious Products:

Consumers are leaning towards sustainable and healthy products. The supermarket should expand its range of organic and eco-friendly items, focusing on popular categories like Home and Lifestyle.

4. Omni-channel Shopping Preferences:

Customers want to shop both online and in-store seamlessly. The supermarket should make sure inventory, and promotions are synced across both channels for better convenience.

5. Focus on Customer Experience:

Improving customer service, especially at the Mandalay branch, will be crucial. Investing in staff training and service quality will help boost customer ratings and satisfaction.

7. Influence of social media and Influencers:

social media and influencers will play a bigger role in shaping customer choices. Collaborating with influencers can boost sales, particularly for Fashion Accessories.

8. Adaptation to Technological Advances:

Investing in new technologies like AI can help predict customer trends and manage inventory better, keeping the supermarket ahead of the competition.

9. Health and Safety Considerations:

Ongoing health concerns will affect shopping habits. The supermarket should maintain strong health and safety measures and communicate them to reassure customers.

Conclusion:

By preparing for these trends, the supermarket can better meet changing consumer needs and market conditions, leading to long-term growth and a stronger market position.