

Supermarket Sales Analysis from Jan - March (Myanmar towns)

Overview

City



15.38K

Total gross income

5510

Total Quantity bought

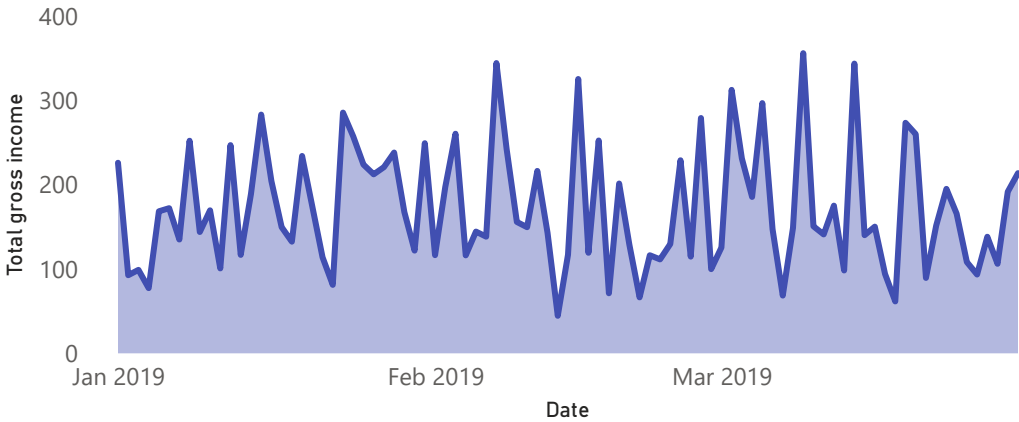
1000

Count of Customers

Mandalay, Naypyitaw, and Rangoon(Now Yangon) are tourism sites with different attractions, thus affecting the products sold in supermarkets.

- Yangon contains a lot of historical sites; golden Shwedagon Pagoda and is a main center for export trade.
- Mandalay is known for Buddhist pilgrimages found on top of Mandalay Hill.
- Naypyitaw is the recent capital city and modern in its tourist attractions, including luxury villas and hotels.

Total gross income by Date



Areas around Mandalay would be the best area to put up a supermarket due to the potential growth in consumption.

City

Mandalay	Naypyitaw	Yangon
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Month

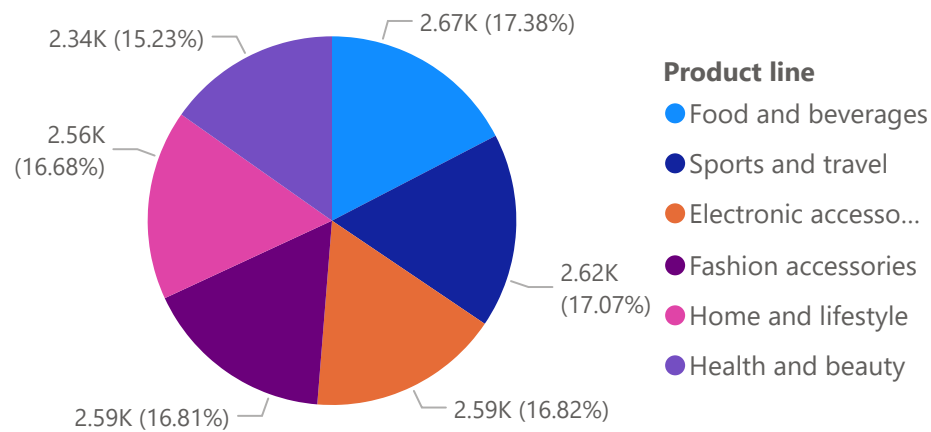
January	February	March
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Mandalay's economy is influenced by Buddhist pilgrimages to Mandalay Hill, driving demand for sports and travel-related products.

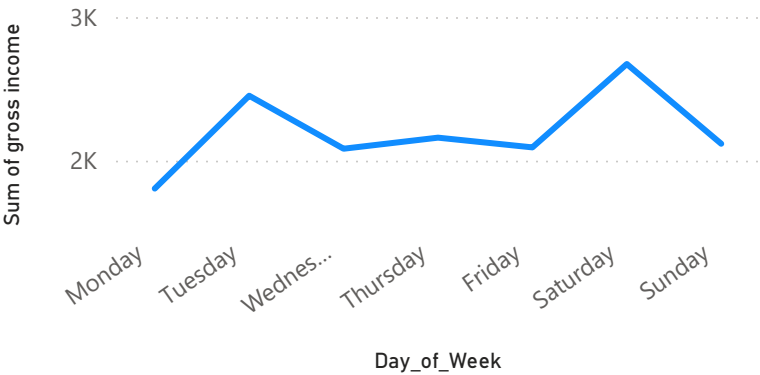
In Yangon, the most popular products are home and lifestyle items, as tourists frequently stay in hotels and villas during their visits.

Naypyidaw, primarily home to high-ranking civil servants, military personnel, and expatriates, experiences minimal tourism. Consequently, household goods account for a significant portion of local expenditures.

Sum of gross income by Product line



Sum of gross income by Day_of_Week



City	Sum of gross income
Naypyitaw	5,265.18
Yangon	5,057.16
Mandalay	5,057.03
Total	15,379.37

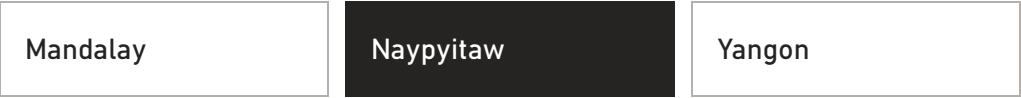
Both Mandalay and Naypyitaw experience peak supermarket sales on three out of seven days each week.

However, it is important to note that this trend is observed only within the first three months of the year. Despite Naypyitaw's higher expected spending power, Mandalay demonstrates a steady sales performance that matches Naypyitaw.

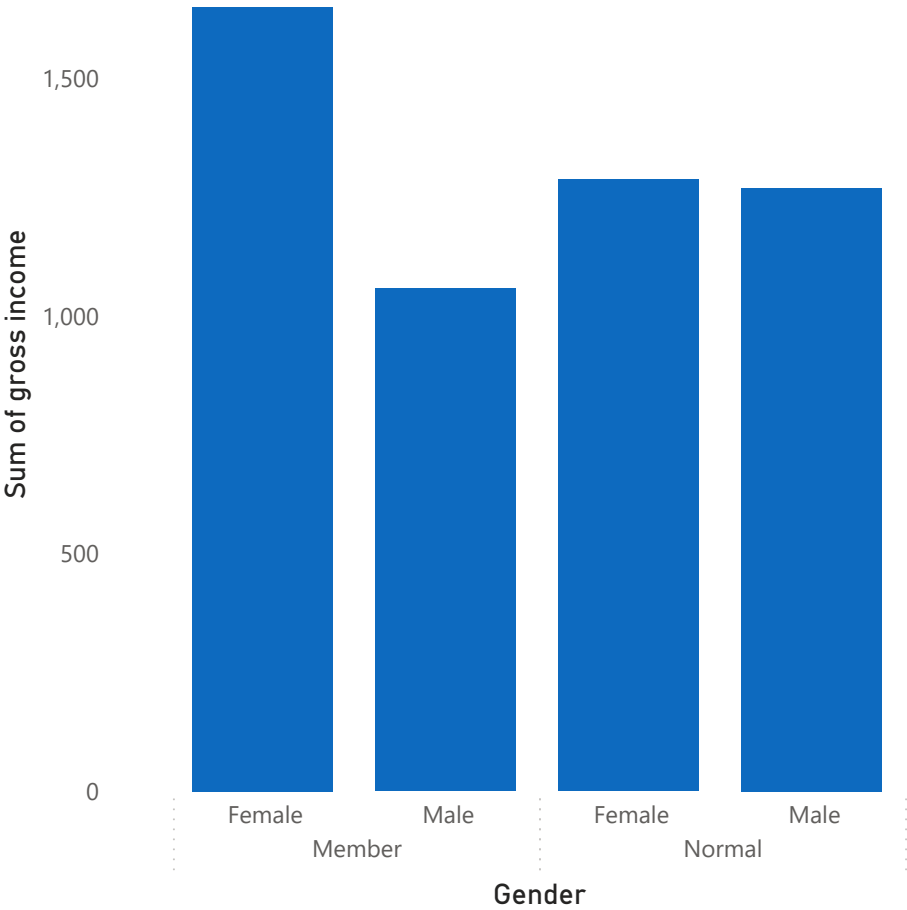
Additionally, Saturday records the highest sales in Mandalay, indicating increased consumer activity on this day.

Supermarkets set up around Naypyitaw should consist of household items.

City



Sum of gross income by Customer type and Gender



The data indicates that Naypyitaw attracts minimal tourist activity, with the primary supermarket customers being local residents.

Notably, women make up the majority of shoppers, likely serving as housekeepers or household decision-makers. Given this demographic trend, supermarkets should tailor their offerings and marketing strategies to better resonate with the women.