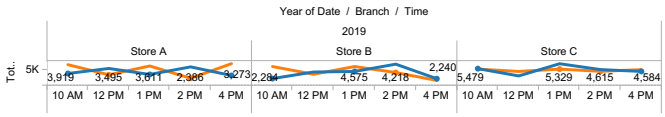
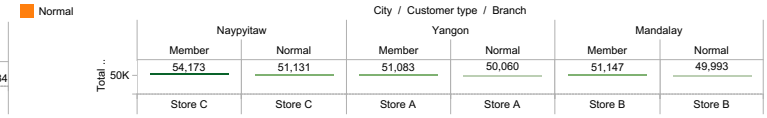
Supermarket Sales Report in Myanmar

Top 5 total sales at different points in time



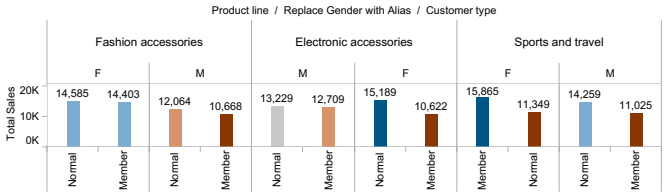
Naypyitaw has the highest sales of the three cities.
- Store A is popular among loyal customers at 4 p.m.
- Store B loyalty members buy at 2 a.m. Regular customers prefer buying at 10 a.m. and 1 p.m.
- Store C's regular customers buy at 1 p.m., while loyalty members buy from 10 a.m. to 1 p.m.

Total sales in each location



Loyalty members make more purchases.
Peak purchase times:
- Store A: Loyal = 2 p.m., Regular = 4 p.m.
- Store B: Loyal = 2 a.m., Regular = 10 a.m. and 1 p.m.
- Store C: Loyal = 10 a.m. to 1 p.m., Regular = 1 p.m.

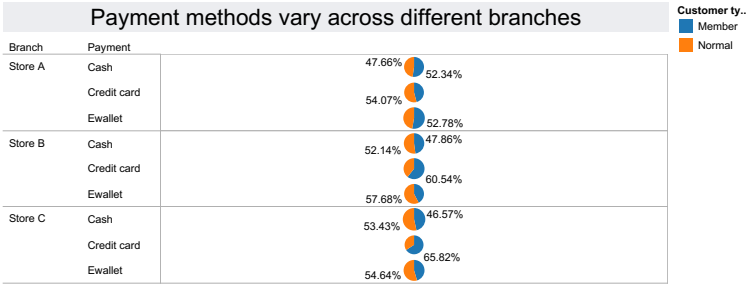
Gender-based top 3 product lines purchased



Preferred payment methods:
- Store A: Loyalty members prefer e-wallets. Regular customers prefer credit cards.
- Store B: Loyalty members prefer credit cards. Regular members prefer e-wallets.
- Store C: Loyalty members prefer credit cards. Regular members prefer e-wallets.

Gender preferences in purchases:
- Women prefer fashion accessories and sports/travel gear more than men
- Both genders purchase electronic accessories equally

Payment methods vary across different branches



Store A: Loyalty members use e-wallets, and regular customers use credit cards.
Store B: Loyalty members use cash, and regular customers use e-wallets.
Store C: Loyalty members use credit cards, and regular customers use cash.