# February Report:

**✅ Key Business Insights**

1. **📍 Top Performing City:**
   * **Yangon** leads in total sales: **34.42K (≈35%)**
   * Followed by **Mandalay (32.93K)** and **Naypyitaw (29.86K)**
   * ✅ **Focus more promotional and inventory efforts in Yangon.**
2. **🏆 Most Profitable Product Lines:**
   * **Food and Beverages:** 20K
   * **Fashion Accessories:** 19K
   * **Electronic Accessories:** 17K
   * ✅ **Maximize stock and bundle offers on these categories.**
   * 📉 Lowest: **Home and Lifestyle (12K)** – consider repositioning or cross-selling.
3. **🕒 Best Time to Sell:**
   * **Morning sales dominate** – highest revenue observed.
   * ✅ Consider running **morning promotions**, flash sales, or discounts during this period.
4. **📅 Best Day for Sales:**
   * **Thursday** is the highest performing day (7.23K sales on Feb 7).
   * ✅ Introduce **weekly Thursday-exclusive deals** to drive repeat traffic.
5. **🛒 Customer Types & Profit:**
   * More transactions from **Members (163)** than Normal (140).
   * ✅ Invest in a **loyalty program** to convert Normal customers into Members.
6. **📈 Sales Performance Over Time:**
   * Peaks on: **7th (7.2K)** and **15th (6.8K)**
   * Slumps on: **13th (0.9K)**
   * ✅ Analyze why certain dates drop and align campaigns to avoid them.
7. **💳 Payment Preferences:**
   * Not shown on dashboard, but from dataset: E-wallet and cash dominate.
   * ✅ Offer **cashback/reward points on E-wallets** to encourage higher cart values.

**📌 Strategic Recommendations**

| **Area** | **Recommendation** |
| --- | --- |
| City | Expand operations and marketing in **Yangon** |
| Product Line | Promote **Food, Fashion & Electronics** through seasonal combos & discounts |
| Timing | Focus on **Morning sales** and **Thursday campaigns** |
| Customer Growth | Enhance **loyalty benefits** to increase Member base |
| Inventory Mgmt | Reduce low-performing categories (like **Home and Lifestyle**) or re-market |
| Sales Campaigns | Offer **weekly themed deals** (e.g., “Tech Thursdays”, “Fashion Fridays”) |