

Regional Performance Optimization: A Supermarket Sales Velocity Study

This study analyzes branch performance and consumer payment trends across three major cities to optimize inventory management and enhance digital tracking capabilities, ultimately maximizing regional Return on Investment (ROI).





Unlocking Regional Potential: Key Performance Indicators

\$322K

Total Revenue

Across all analyzed
regions.

\$110K

Top Performing
City

Naypyitaw leads in
sales.

7.0

Average
Customer
Rating

Reflecting overall
satisfaction.

While overall sales maintain stability, a closer look reveals significant regional disparities in operational efficiency and sales effectiveness. Identifying these gaps is crucial for targeted improvements.



The Sales Velocity Gap: Selling Smarter, Not Just More

Naypyitaw Sales Velocity

60.39

Reflects higher efficiency in converting units into revenue.

Yangon Sales Velocity

57.13

Indicates an opportunity for optimization.

Naypyitaw isn't just generating higher sales volume; it demonstrates superior sales velocity. Every unit sold in Naypyitaw yields nearly \$3 more in revenue compared to Yangon, highlighting a critical efficiency difference.

Identifying Underperforming Branches and Cities

Our analysis pinpoints Yangon and Mandalay as key areas for improvement. Both cities are currently underperforming relative to the regional average revenue of \$107,655.

- **Yangon Revenue:** \$106,200.37
- **Mandalay Revenue:** \$106,516.67

Specifically, Branch Alex in Yangon shows the lowest Average Transaction Value (ATV) in the entire region, at \$312.35, indicating a significant area for intervention.



The Payment Dilemma: Bridging the Digital Divide



Cash Transactions

\$112,206.57



E-Wallet Transactions

\$109,993.11

A significant portion of our sales, over 30%, is conducted via cash, leaving us "data blind" to crucial customer insights. Transitioning customers to digital payment methods is essential for accurate Customer Lifetime Value (CLV) tracking and personalized engagement.



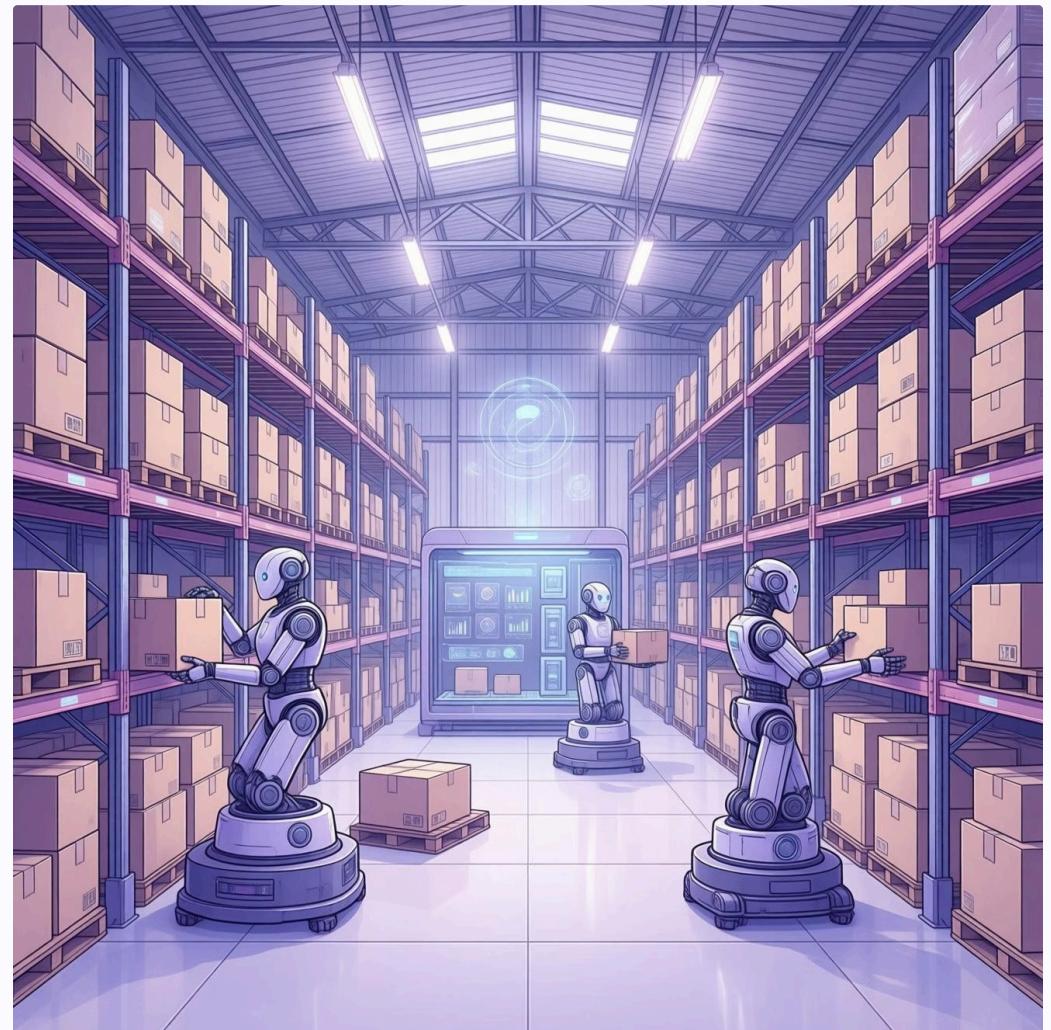
Solution 1: Smart Inventory Rebalancing for Optimal Sales

Real-time Inventory Dashboard

Leveraging real-time data, our dashboard identifies optimal stock distribution across branches.

Action: Strategically rebalance high-margin "Electronic Accessories" from low-velocity Yangon to high-velocity Naypyitaw.

Impact: This dynamic inventory adjustment reduces capital tied up in slow-moving stock, maximizes revenue per shelf-inch, and boosts overall profitability.





Solution 2: Point-of-Sale Digital Incentive (POS-DI)

To address the payment dilemma, we propose implementing a POS Digital Incentive (POS-DI) program.

POS Software Update

Integrate functionality for "Instant Digital Rewards" directly into our existing POS systems.

2% Instant Discount

Offer customers a 2% immediate discount when they choose to pay via E-wallet or the Store App.

This initiative aims to convert anonymous cash buyers into "Known Profiles," enabling future personalized marketing automation and enhanced customer relationship management.

Future Roadmap: Digital Loyalty Program in Yangon

Full Digital Loyalty Rollout

Launch a comprehensive Digital Loyalty program specifically in Yangon.

Increase Average Transaction Value (ATV)

Utilize personalized offers and digital upselling strategies within the loyalty program.

Target 5% ATV Increase

Aim to achieve a 5% increase in ATV through targeted digital engagement.

Achieving a 5% increase in Average Transaction Value through digital upselling is projected to add an estimated \$16,000 to monthly revenue in Yangon, without requiring additional foot traffic.



Expected Impact: Enhanced Profitability and Customer Insights

Optimized Inventory

Reduced waste and increased sales of high-margin items.

Improved Data Collection

Better understanding of customer behavior and preferences.

Increased Digital Adoption

Growth in e-wallet and app usage, fostering digital engagement.

These strategic initiatives are designed to create a more agile, data-driven supermarket operation, leading to sustained profitability and a deeper connection with our customer base.





Next Steps and Regional Rollout Plan

- Phase 1: Pilot Program
Implement POS-DI and inventory rebalancing in Yangon (Q3).
- Phase 2: Data Analysis & Refinement
Evaluate initial results, gather feedback, and optimize strategies (Q4).
- Phase 3: Mandalay Expansion
Roll out successful strategies to Mandalay based on pilot learnings (Q1 next year).
- Phase 4: Full Regional Integration
Expand to all regional branches, solidifying a data-driven approach (Q2 next year).

By systematically implementing these solutions, we aim to transform regional performance and set new benchmarks for efficiency and customer engagement across all our supermarket operations.