INSIGHTS FOR SUPER MARKET SALES ANALYSIS

INSIGHTS:

**1. City-Wise Sales**

Focus on top-performing cities like Naypyitaw for growth opportunities by expanding store presence or enhancing local marketing efforts. For underperforming areas like Mandalay, targeted promotions and pricing strategies can help attract more customers and boost sales.

**2. Gender-Based Sales**

Men favor health and beauty (was shocking actually), while women purchase more products under the fashion accessories category. Use this data to design gender-specific promotions, such as offering discounts on beauty items for men or on fashion accessories for women during relevant holidays and events.

**3. Monthly Sales Trends**

Peak sales in January require advanced planning, such as stocking up and launching timely promotions. For off-peak months like February, focus on discounts and loyalty programs to drive sales and retain customer engagement.

**4. Product Categories**

Keep top-selling categories like electronic accessories well-stocked. For lower-performing categories, consider bundling products or offering discounts to increase their appeal and boost sales.