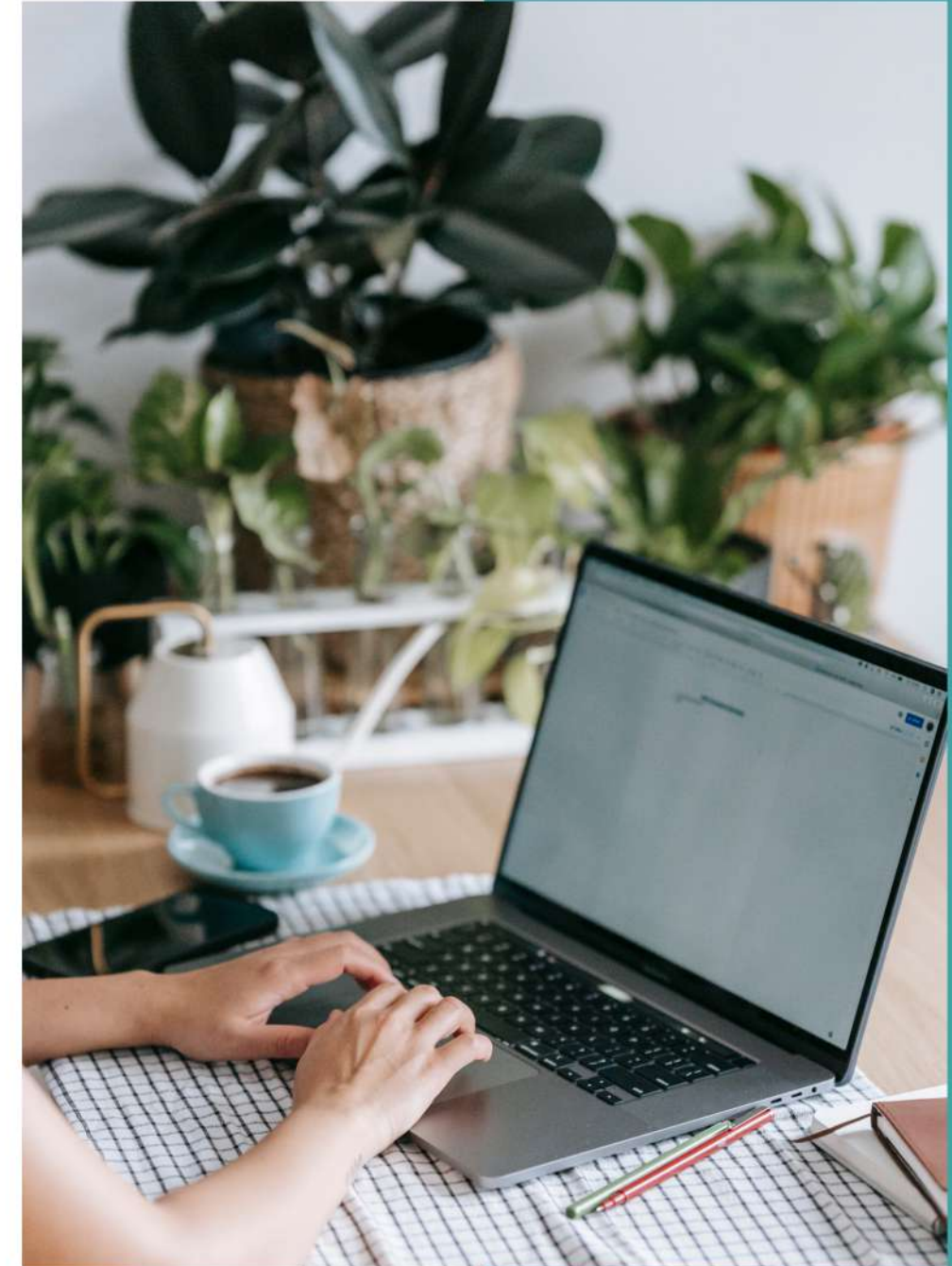


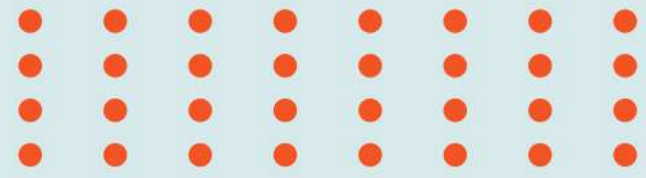
SUPER- MARKET SALES REPORT



Agenda

- 01 Objective
- 02 Dashboard
- 03 Key Visualizations and Insights
- 04 Recommendations
- 05 Conclusion



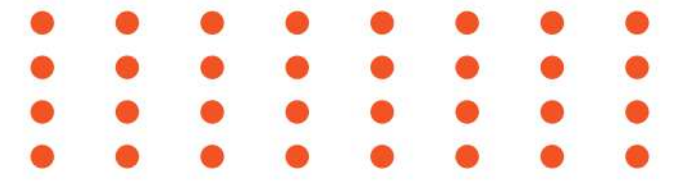


Objective

The objective of this report is to analyze sales performance across multiple dimensions, including product lines, payment methods, peak sales hours, and regional demand, to drive data-driven decision-making. This report empowers stakeholders to make informed decisions for maximizing revenue, improving customer experience, and optimizing sales strategies.



Dashboard



This dashboard represents the sales of a supermarket store based on different product lines and area-wise sales.

Superstore Sales Report

322966.749
Total Sales

7 pm -8pm
Peak Sales Hours

Electronic Accessories
Highly Sold Product

City

Mandalay

Naypyitaw

Yangon

Hour

10

11

12

13

14

15

16

17

18

19

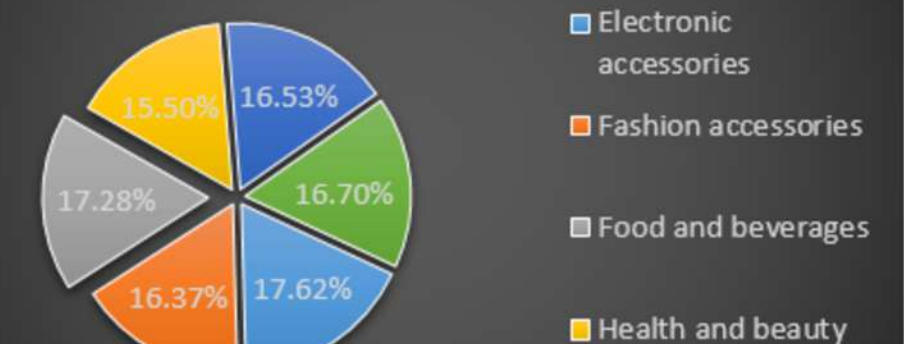
Sales Based on Product Line



Mostly used Payment Method



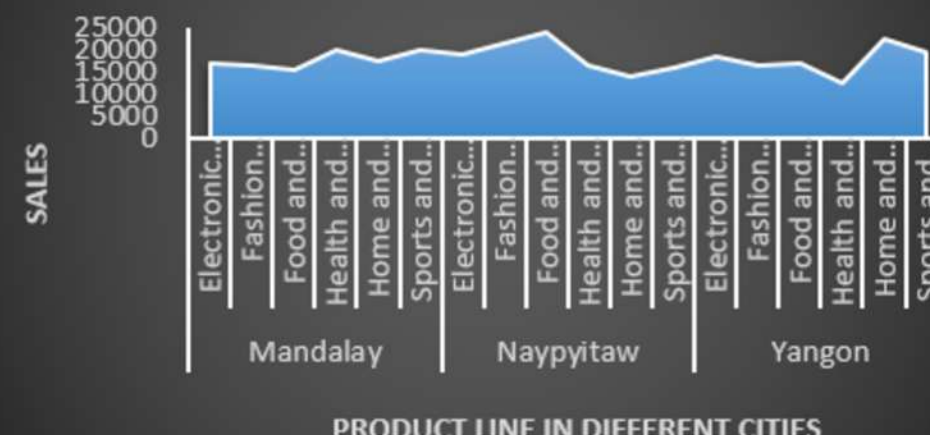
% of highly sold Products



Peak Hour of Sales



Areawise Product demand

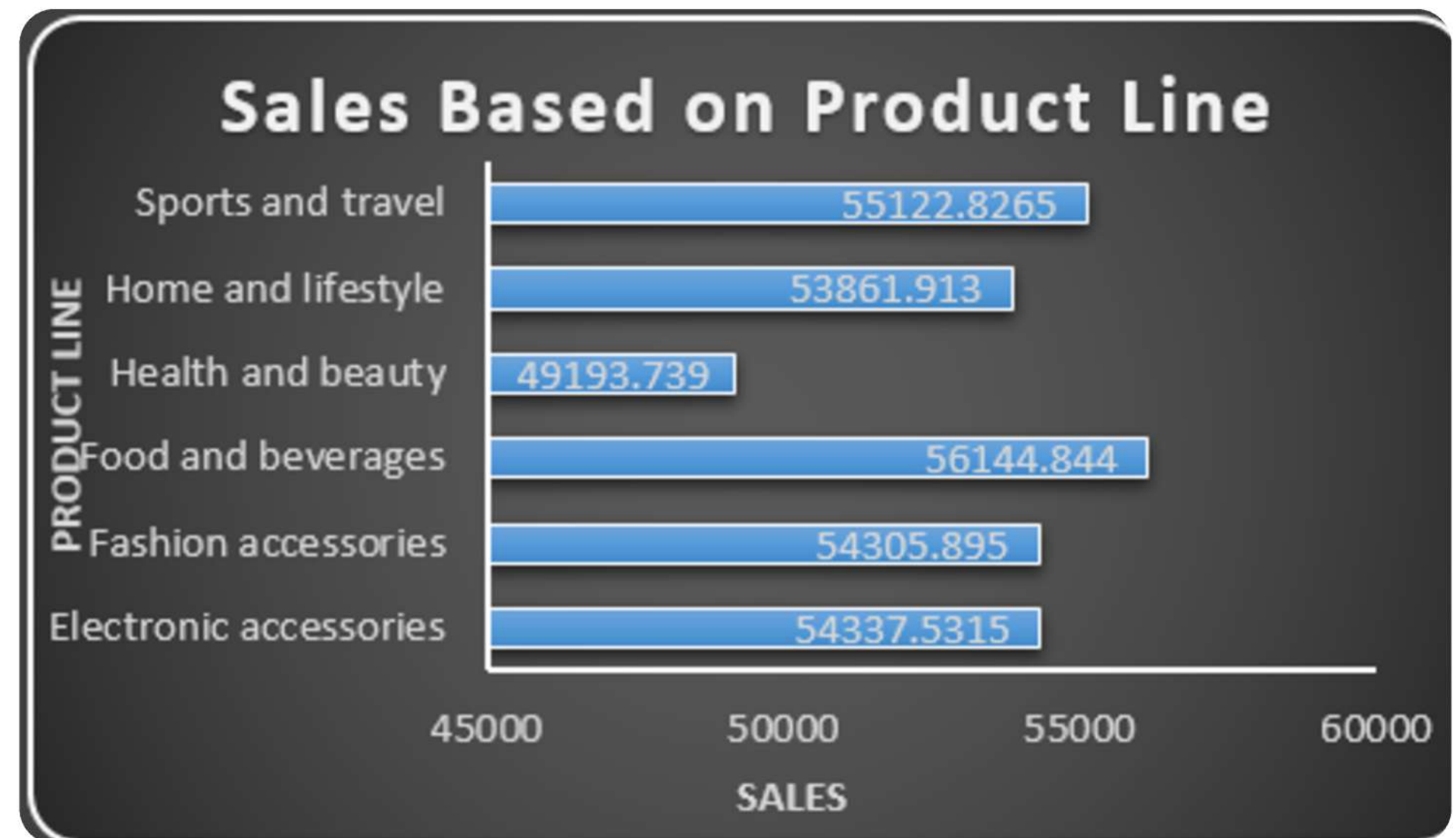
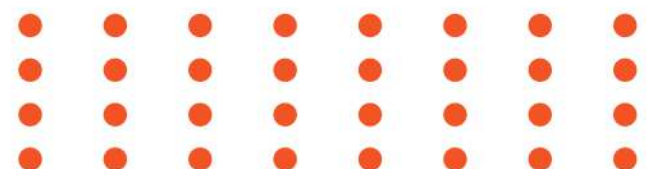


Total Sales of different cities based on Product Line



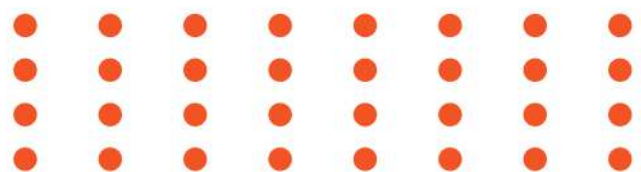
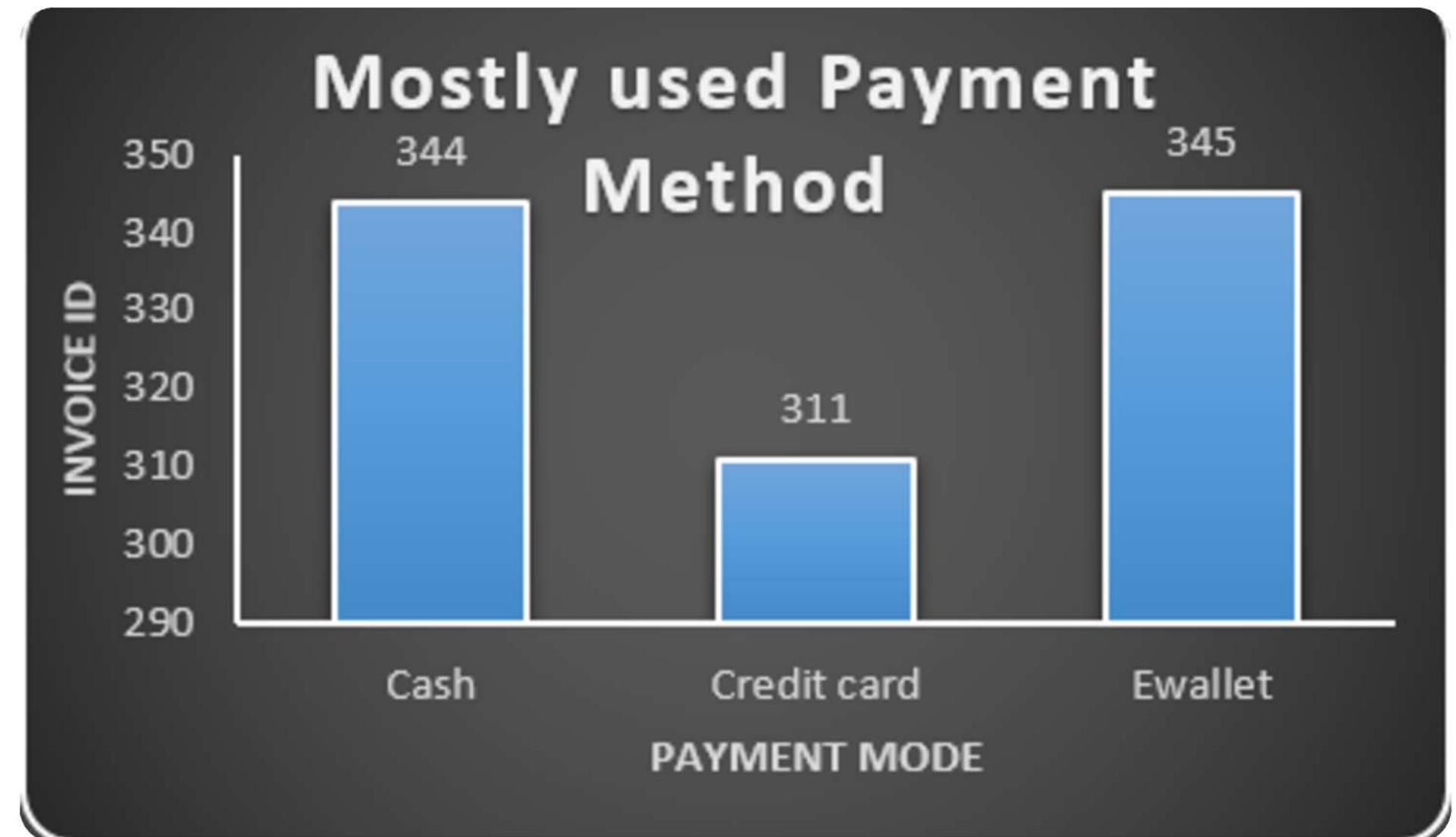
Key Visualizations and Insights

- Sales Distribution by Product Line - The top-selling product categories are "Food and Beverages" and "Sports and Travel," with sales exceeding 55,000 units. "Health and Beauty" ranks lowest, with sales around 49,000 units.
- This indicates that customers have a strong preference for consumable goods.



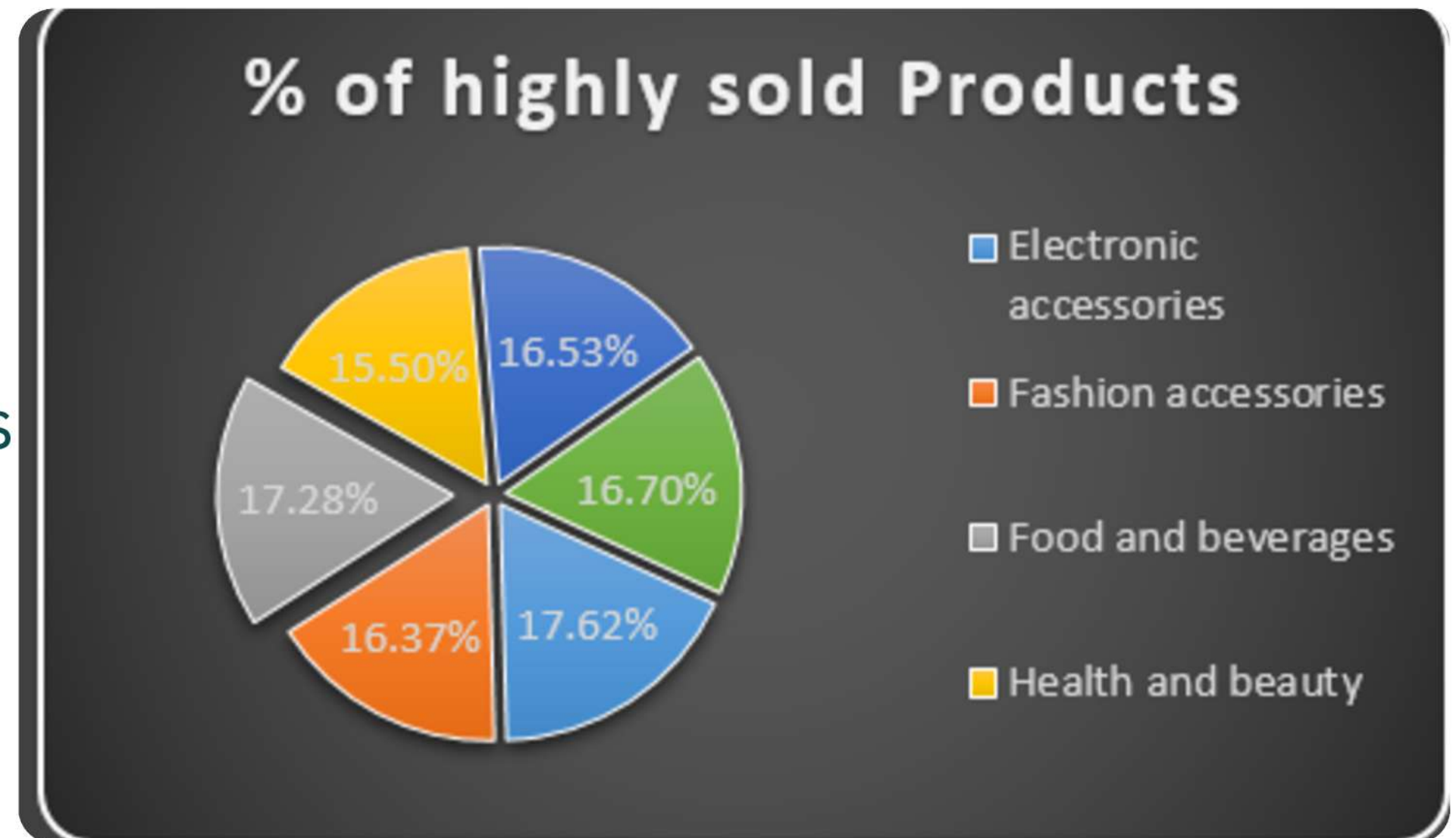
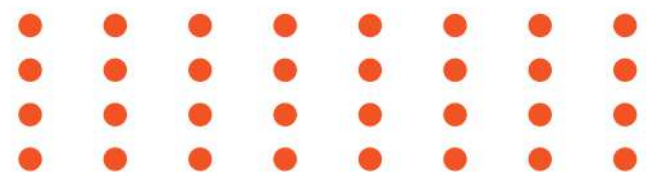
Key Visualizations and Insights

- Most Used Payment Methods- "E-wallets" and "Cash" are equally popular, with 345 transactions each, while "Credit Card" payments are lower, at 311 transactions. This indicates people prefer cash and e - wallet payments over using credit cards.
- The popularity of e-wallets highlights the growing trend of digital payments.



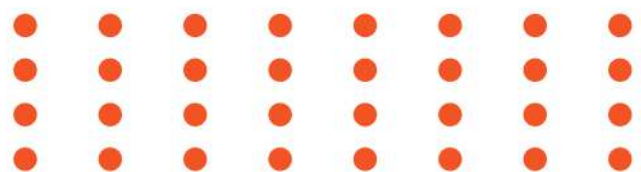
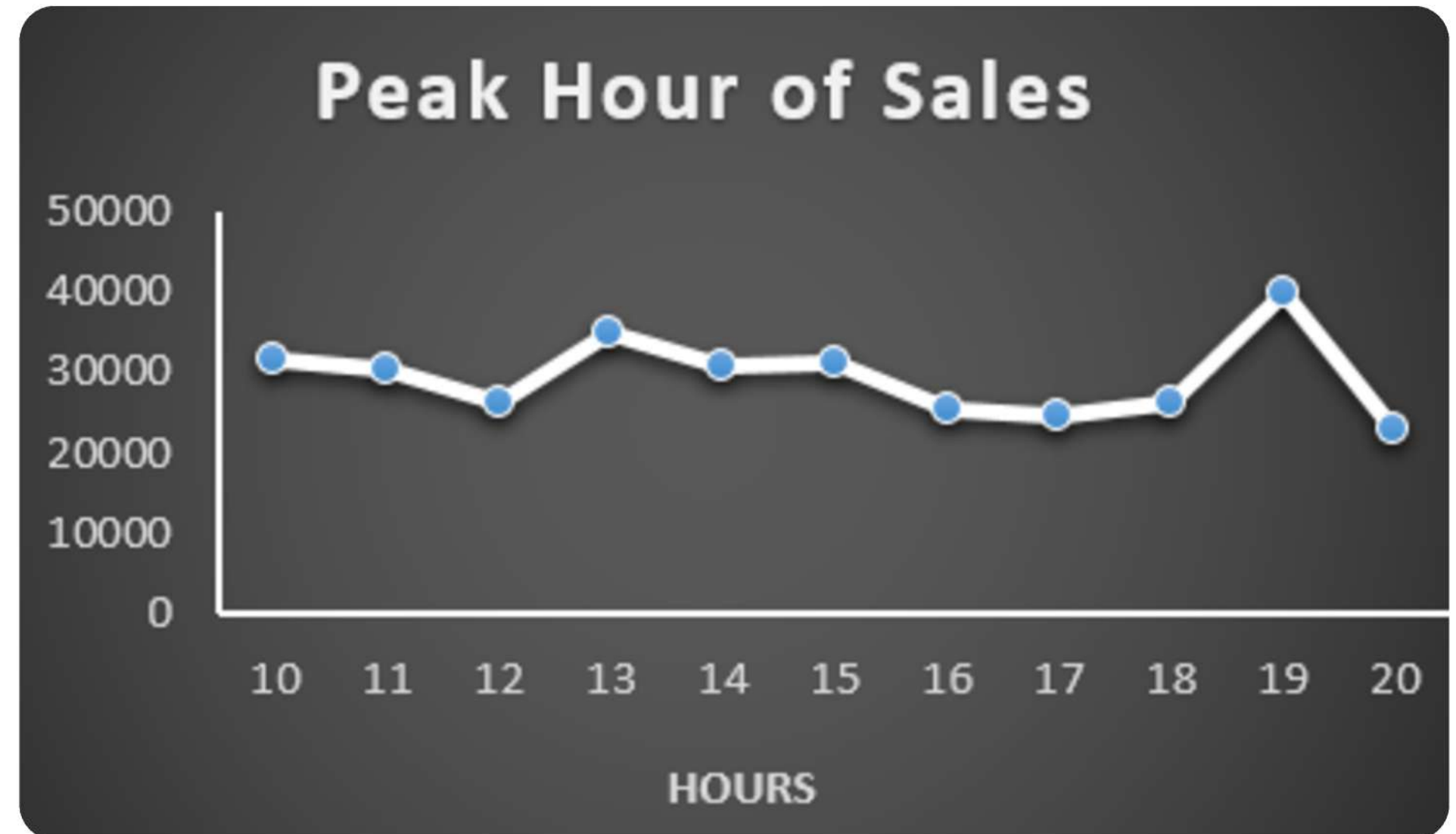
Key Visualizations and Insights

- Contribution of Product Lines to Total Sales- Each product line contributes almost equally, with slight variations, ranging from 15.5% to 17.62%. This shows that there is no particular reason behind sales.
- This even distribution shows that no single category dominates sales. A balanced focus on all product categories can help maintain consistent revenue streams



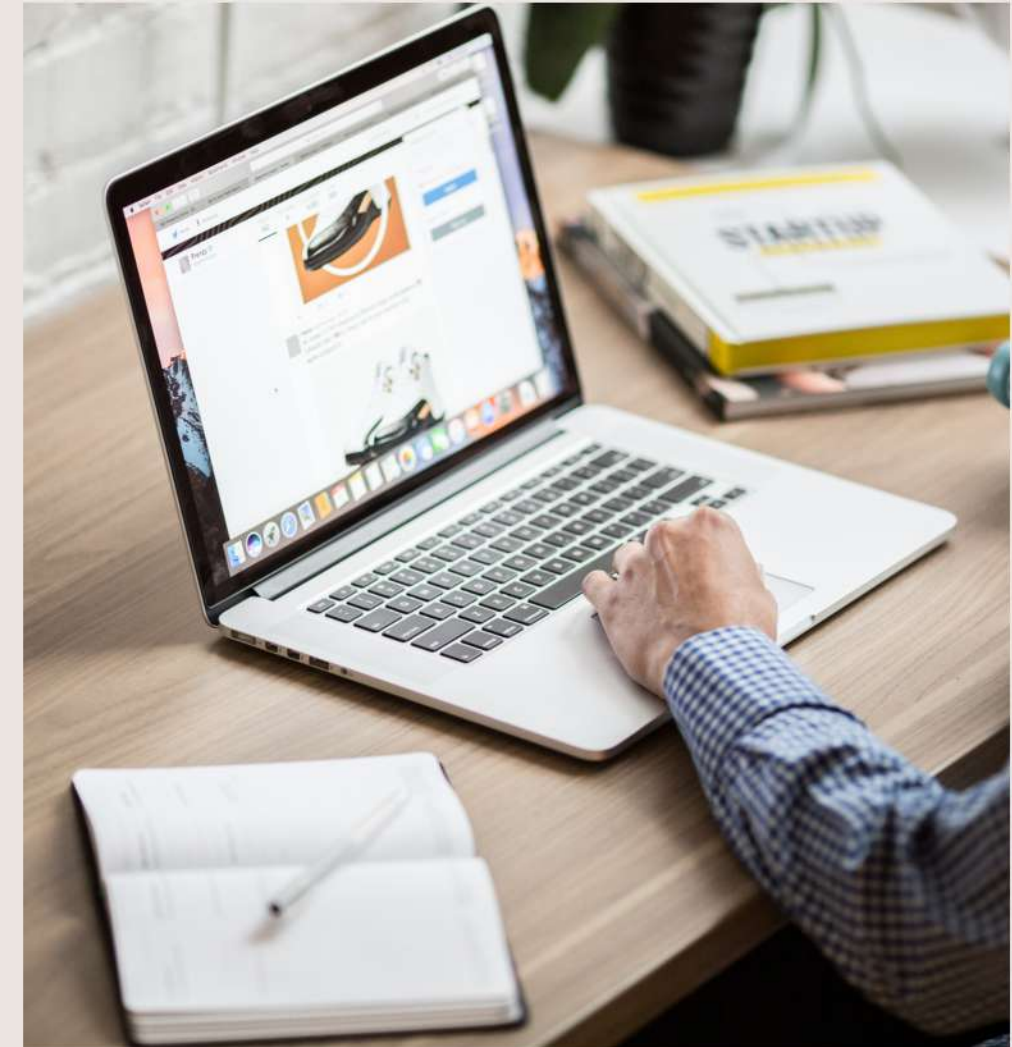
Key Visualizations and Insights

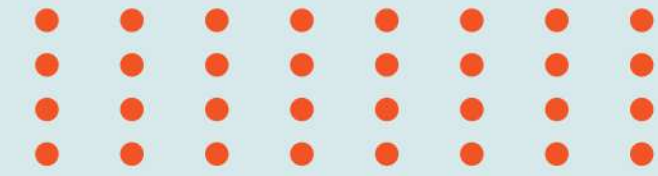
- Peak Hour of Sales- Sales peak between 13:00 (1 PM) and 14:00 (2 PM), with a steady decline post-16:00 (4 PM).
- This suggests that lunchtime is the busiest period for sales. Businesses can maximize profits by offering time-specific promotions or ensuring adequate staffing during these peak hours.



Recommendations

- Boost Health and Beauty Sales- Launch targeted promotions or discounts for "Health and Beauty" products to increase their popularity.
- Encourage E-Wallet and Credit Card Usage- Offer cashback or reward points for e-wallet and credit card payments to further encourage their adoption.
- Focus on High-Performing Product Lines- Expand product ranges and stock for "Food and Beverages" and "Sports and Travel," as these categories have the highest demand.





Conclusion



The analysis of the sales dashboard reveals valuable insights into product performance, customer preferences, and sales patterns across regions. By implementing the recommended strategies—such as building long-term contracts, encouraging electronic payments, and tailoring regional offerings—businesses can boost customer retention, improve sales performance, and drive sustained growth across markets.





Thank You

