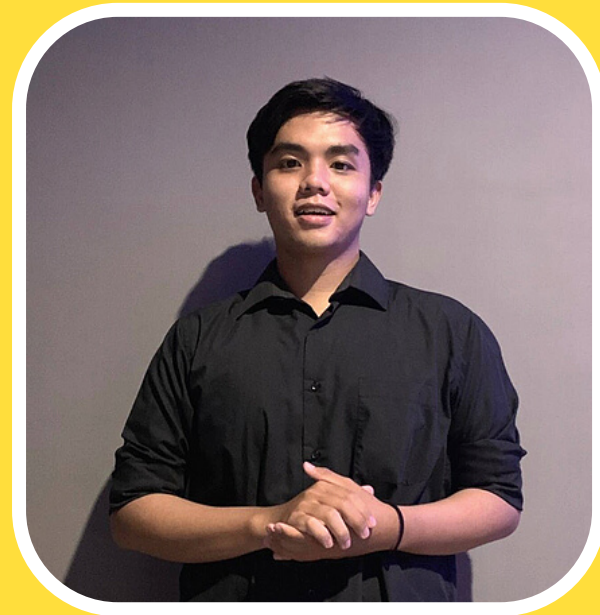




CAPSTONE PROJECT PRESENTATION

DATA ANALYTICS

KM SECTION SUMATERA



Wisnu as Team
Captain



Anita as Cleaning
Team



Rey as Cleaning
Team



Rizka as Cleaning
Team



Farhan as Cleaning
Team



Virna as Cleaning
Team



Aulia as
Visualization Team



Dave as
Visualization Team



Sheila as
Visualization Team



Ririn as
Visualization Team

TABLE OF CONTENT



1 Problem Definition & Planning

2 Data Cleaning Process

3 Data Visualization

4 Data Analyzing Process

COMPANY OVERVIEW

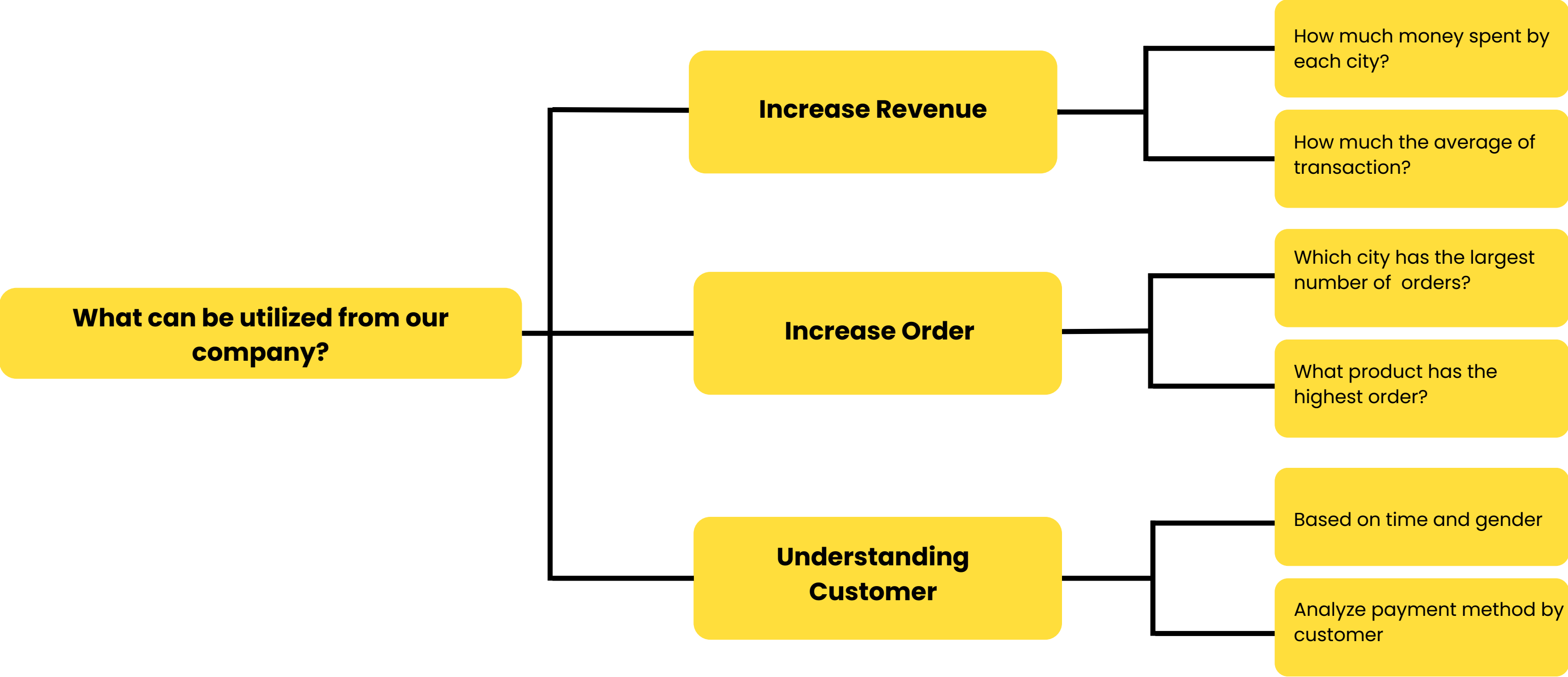
The growth of supermarkets in most populated cities is **increasing recently**. This growth also **followed by the competitions** in this industry.

PROBLEM STATEMENT

How to **increase sales revenue** in **Q2 2019** from \$322K to \$514K by **increasing sales 22% per month**

SMART	PROBLEM STATEMENT
SPEIFIC	How to increase sales revenue in Q2 2019
MEASURABLE	From \$322.000 to \$514.000
ATTAINABLE, REALISTIC	By increasing sales 22% per month
TIME BOUND	Within 1 quarter (3 months)

ROOT ISSUE TREE



SUMMARY

01

The sales trend in the last 3 months is **fluctuating**

02

The biggest contribution to **revenue** & the biggest **order numbers**

03

Fashion accessories are the **best selling** product

04

Saturday is the day with **the most** orders and **Monday** is the day with **the least** order

05

Female as the most transacts gender

06

E-wallet as the most used payment

SCOPE

The scope of this report is to **analyze the supermarket sales data** which contains all the transactions that occurred between **01/01/2019** to **30/03/2019** in **supermarket company** in different **3 branches**.



METRICS

METRICS NAME	METRICS PURPOSE
Revenue	To see sales performance of the company
Number of Customers	To see the number of customers per period of time
Products	To see which products are the most and the least bought
Price Group	To see the customer's price range on purchasement

Data/Coloumn	Method	Total	Description
Invoice Date	<ul style="list-style-type: none">Sort the data with filterSeparate date into 3 columnsUse date formula (=DATE("year","month","day"))	All data in Row K (1.000 row)	Wrong date format
Day	<ul style="list-style-type: none">Select all date rowRight click and choose format cellsClick custom and type (\$-421)dddd	All data in Row K (1.000 row)	Create new field
Sales Revenue	Use formula (=quantity*unit price)	All data in Row J (1.000 row)	To see company sales performance
Statistic Revenue	<ul style="list-style-type: none">Use count, minimum, maximum, Q1, Q2, Q3, IQR formula	All data in Row J (1.000 row)	To find the outliers

SUPER
MARKET
SALES
COMPANY
DASHBOARD

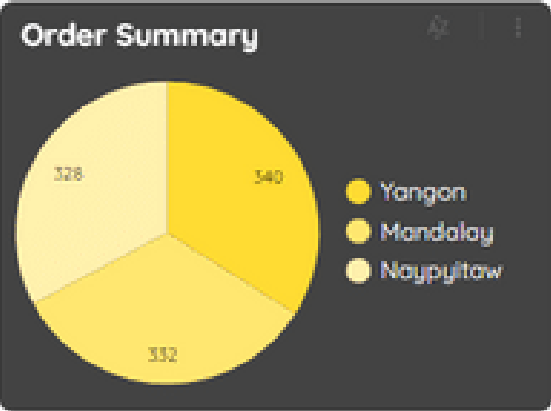
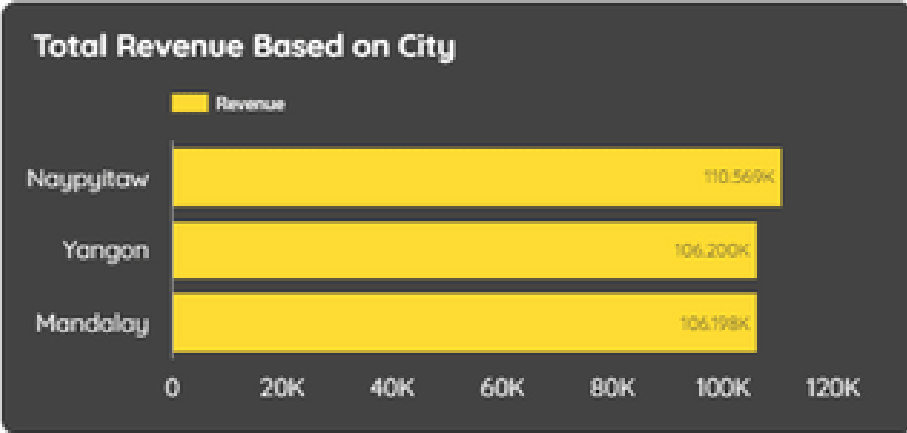
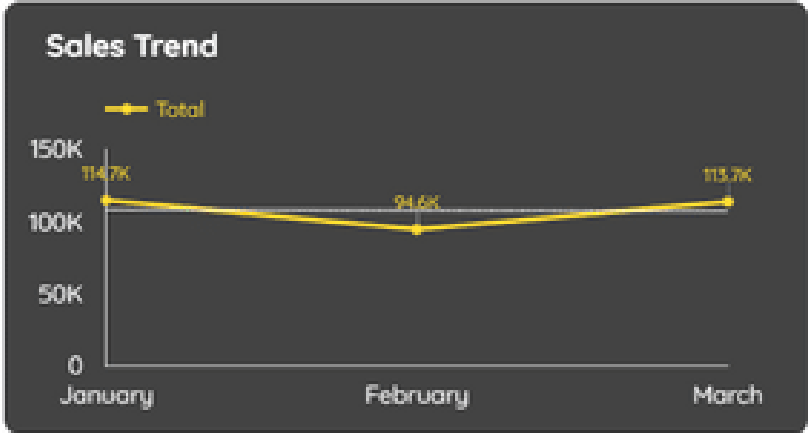
Select Date Range

1 Jan 2019 - 30 Mar 2019

KPI's Overview



Highlight Performance

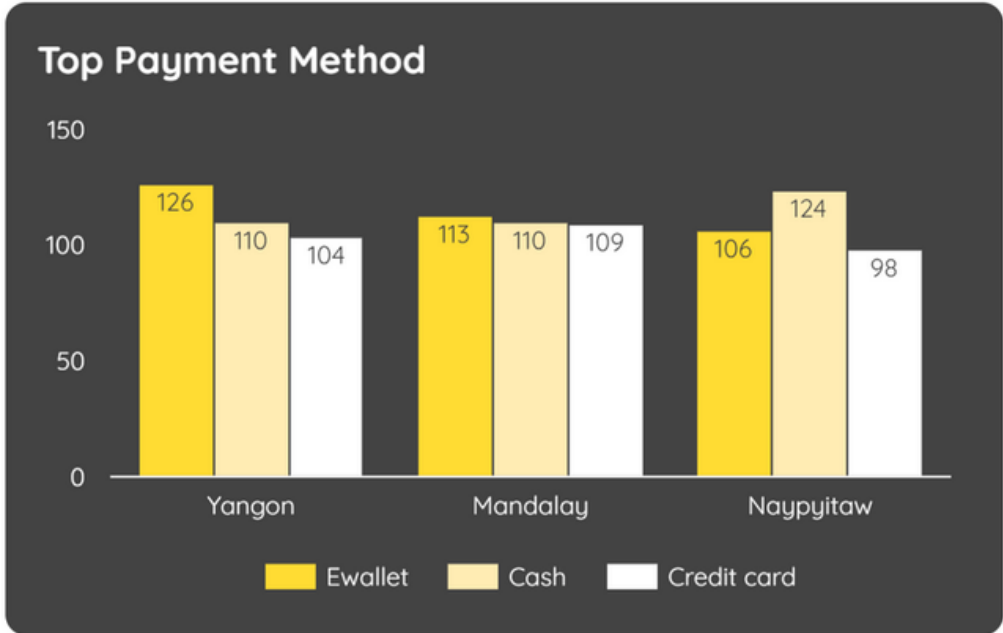
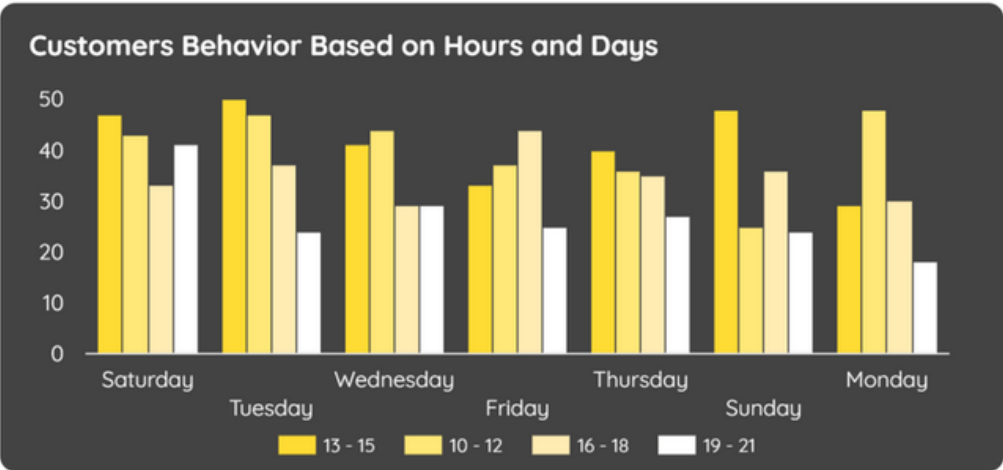


Top and Least Product

Product line	Record Count
Fashion accessories	178
Food and beverages	174
Electronic accessories	170
Sports and travel	166
Home and lifestyle	160
Health and beauty	152

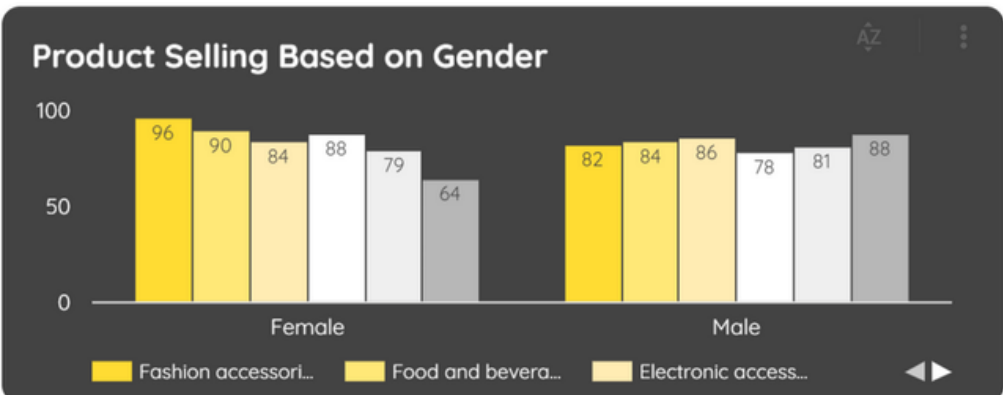
Price Grouping

Price_Group (\$)	Record Count
0 - 245.99	506
246 - 491.99	281
492 - 737.99	145
738 - 983.99	65
984 - 1228.99	3



Customer Type & Gender

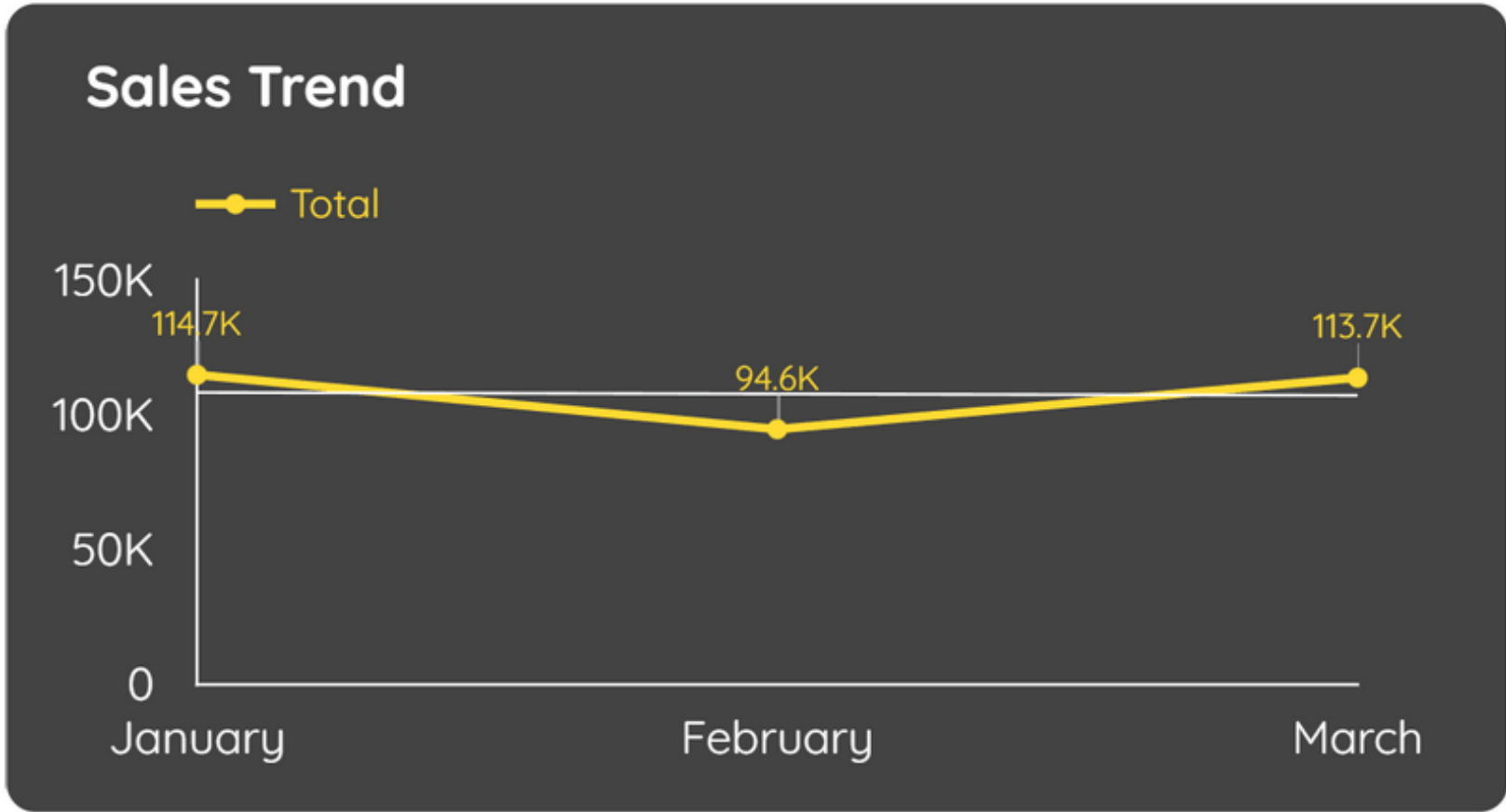
Customer type / Total		
Gender	Member	Normal
Female	88.1K	79.7K
Male	76.1K	79K



LINK GOOGLE DATA STUDIO

<https://datastudio.google.com/reporting/d36f4bc8-0b29-4a6f-a8a9-df5d4768f8ed/page/6vt1C/edit>

THE SALES TREND IN LAST 3 MONTHS WAS **FLUCTUATING**



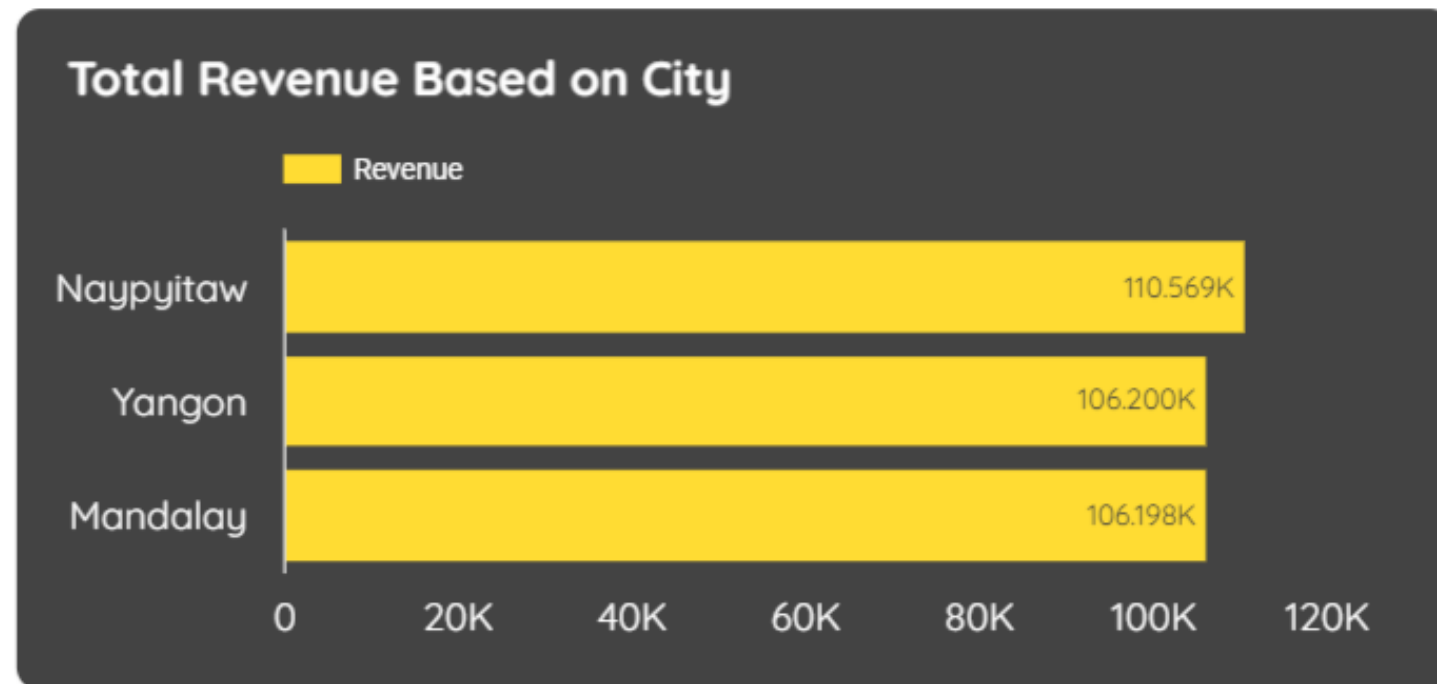
Insight

- The revenue **decreased** by **18%** from **January** to **February**
- The revenue **increased** by **20%** from **February** to **March**

Recommendation

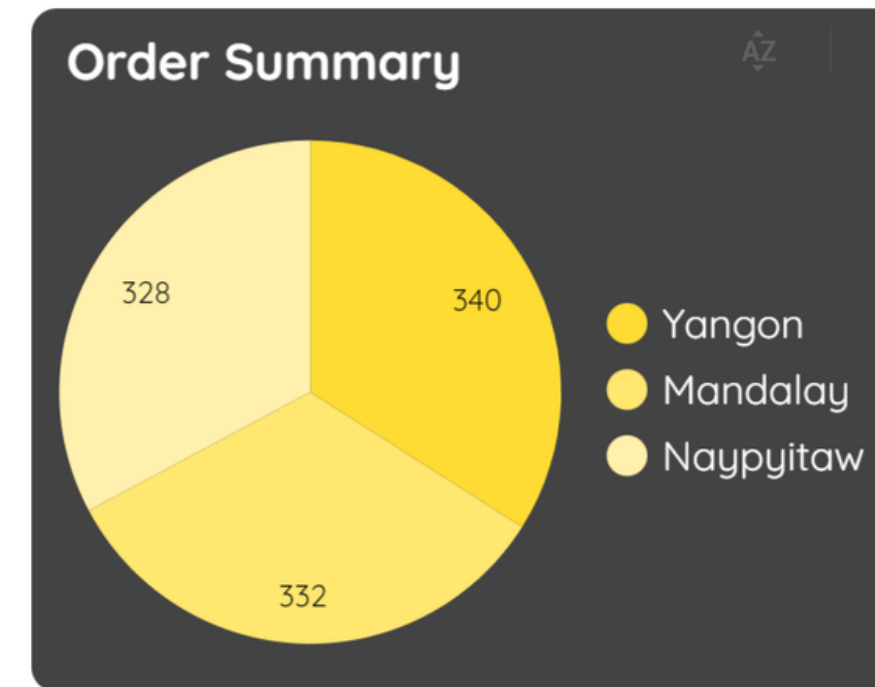
- Retain customers through **loyalty points**
- Acquisitioning from other competitors by **providing offers** to **new members**

THE BIGGEST CONTRIBUTION TO REVENUE & THE BIGGEST ORDER NUMBER



Insight

- The total revenue from 3 cities are **not much different**
- Naypyitaw is the **biggest revenue** contributor as it is the **capital city**
- Yongan has the largest order as it is the **most populated**



Recommendation

- Increase **average transaction per order**
- Increase **brand awareness**
- Implement **click and collect** to shorten the waiting time

THE MOST AVERAGE
TRANSACTION IS \$0 – \$245.99
PER ORDER

Price Grouping	
Price Group (\$)	Record Count ▾
0 - 245.99	506
246 - 491.99	281
492 - 737.99	145
738 - 983.99	65
984 - 1228.99	3

Insight

- Most customer spend their money in range price **\$0 – \$245.99** per order
- The **least** range customer spend their money is **\$984 – \$1228.99**

Recommendation

- Give **discount** to the high-priced product if customer spend money more than **\$246**
- Give **promo** like a buy 1 get 1
- Offer **cheap redeem** for certain kind of product

Insight

- **Health beauty** is the **least** product
- The difference of each selling products are **not much**

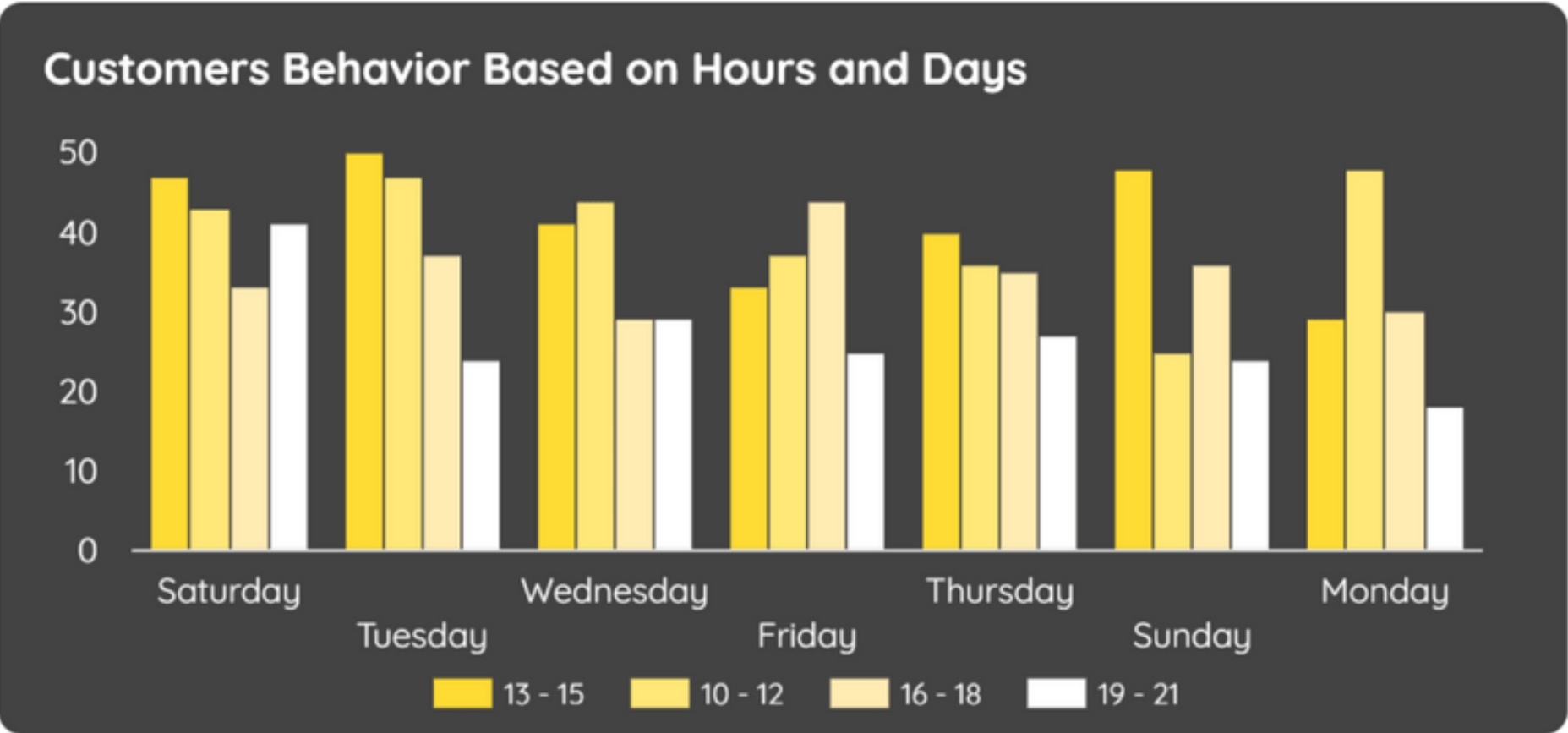
Recommendation

- Give **cashback** for **health** and **beauty product**
- Provide more **product variety** on **fashion accsessories, F&B, and electronic accessories**

FASHION ACCESSORIES AS THE BEST SELLING PRODUCT

Top and Least Product	
Product line	Record Count ▾
Fashion accessories	178
Food and beverages	174
Electronic accessories	170
Sports and travel	166
Home and lifestyle	160
Health and beauty	152

THE MOST ORDERS OCCURRED ON SATURDAY



Insight

- **Saturday** is the day with the **most** orders and **Monday** is the day with the **least** order
- **Tuesday from 1 – 3 PM** is the **most** order time
- **Monday from 7 – 9 PM** is the **least** order time

Recommendation

- Provide **bundling products** on **Tuesday afternoon**
- Provide **promos** on **F&B** at **dinnertime** on **weekdays**
- Provide **attractive family promos** on a **weekend night**
- Advertise **products** and **held promos** on a **busy day**

Insight

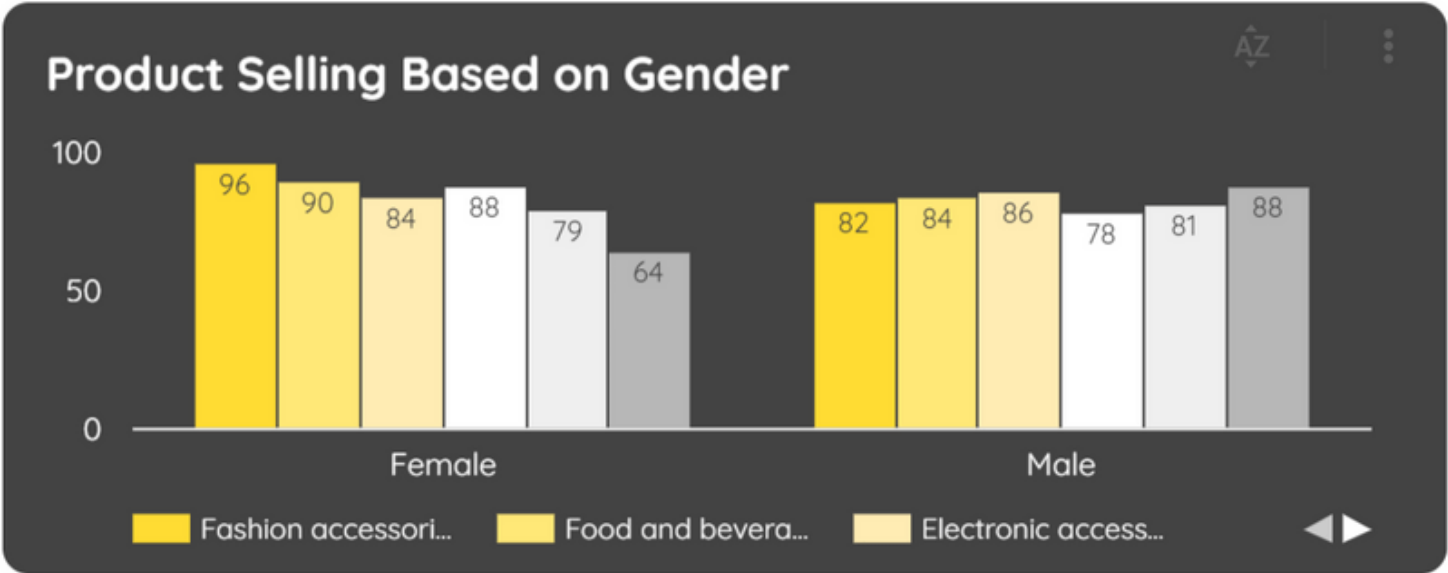
- The **most** contributor to the revenue is **female-member** customers.
- **Female** customer is the **most transacts** gender.

Recommendation

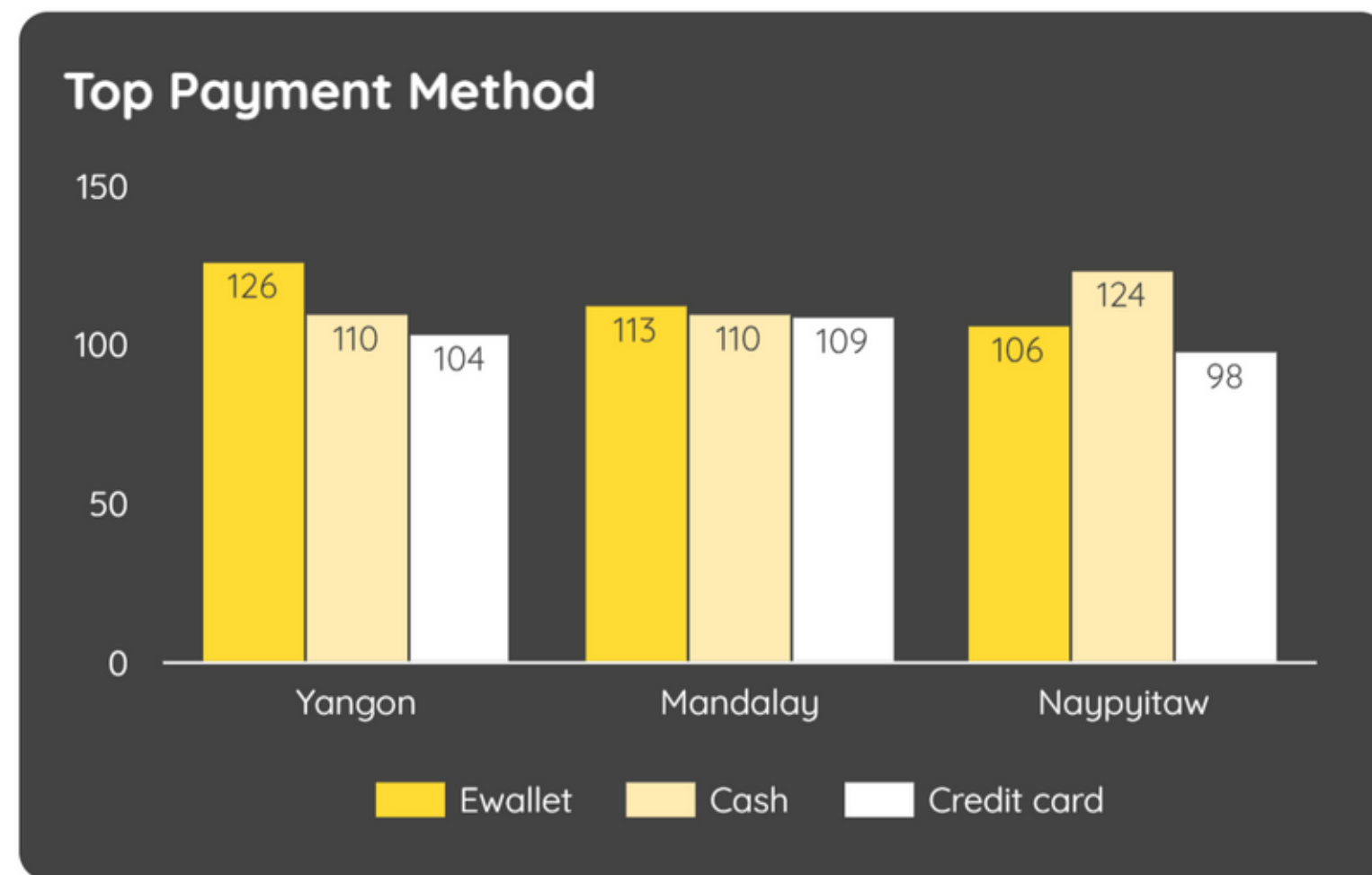
- Provide **shopping voucher** for **fashion accessories** and **F&B** for **female** buyers
- Provide **shopping vouchers** for **men's good**
- Provide **special promos** and **disccount** for **members**

FEMALE AS THE MOST TRANSACTS GENDER

Customer Type & Gender		
Customer type / Total		
Gender	Member	Normal
Female	88.1K	79.7K
Male	76.1K	79K



E-WALLET AS THE MOST USED PAYMENT



Insight

- **E-wallet** is the most payment in **Yangon** and **Mandalay**
- **Cash** is the most used payment in **Naypyitaw**

Recommendation

- Provide **shopping cashback** for conditional or **minimum purchases** by **using e-wallet**
- Payment by **credit card** is quite low, giving a **discount** for using it, can **increase** its use

RECOMMENDATION

& NEXT STEP

