Project Description:

This project involves a comprehensive analysis of supermarket sales data across three major cities in Myanmar: Yangon, Mandalay, and Naypyitaw. The study examines various factors influencing sales, and provide insights and recommendations through consumer behavior, payment method preferences, and time-based shopping trends. It also integrates demographic data, including population, gender distribution, and workforce metrics, to provide insights into regional differences in purchasing patterns. The analysis aims to optimize operations, improve customer satisfaction, and reduce churn by identifying opportunities for promotional strategies and workforce allocation based on peak sales periods.
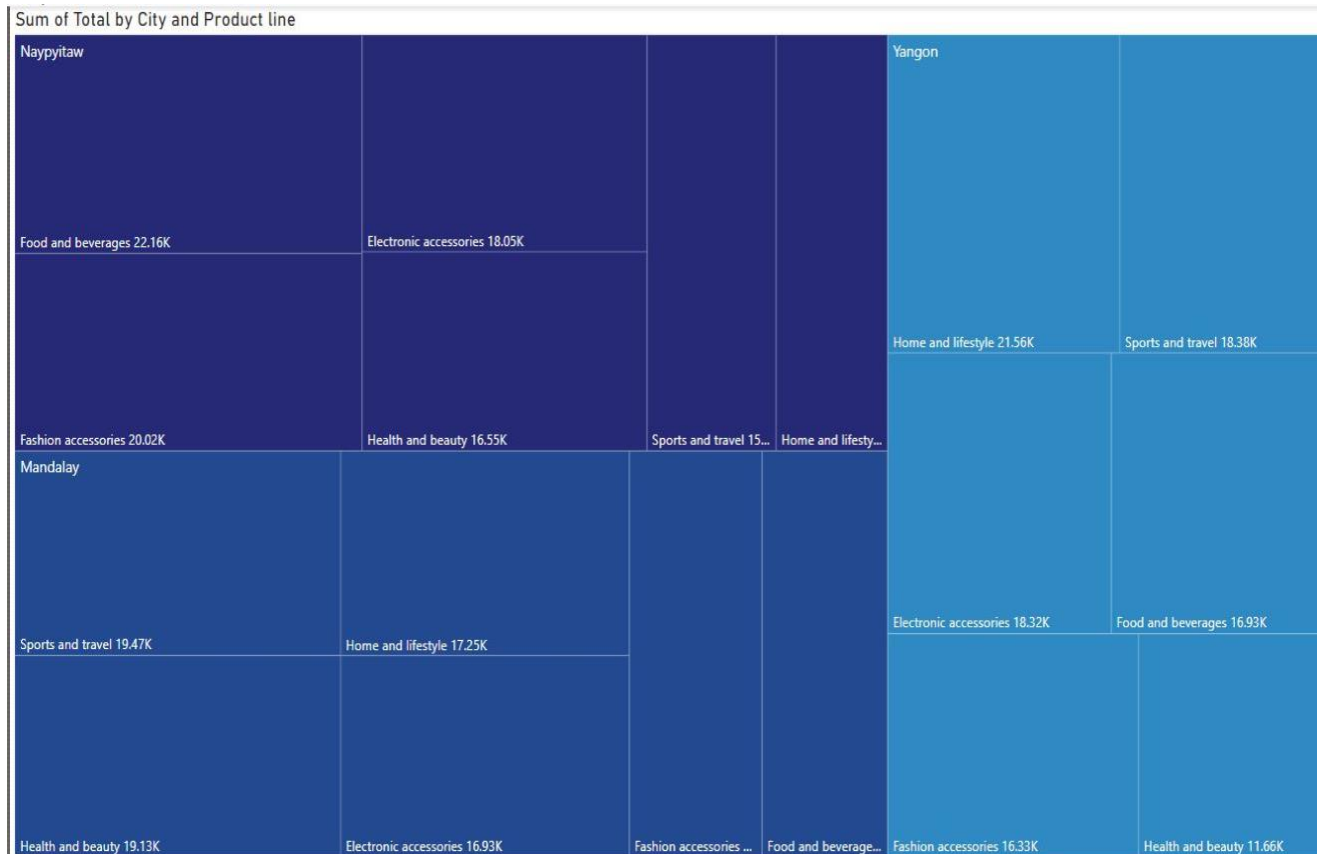
1. Demographical Analysis

City	Area (km²)	Population	Gender Distribution	Workforce Distribution
Yangon	10,277	8,203,832	Female :4192629 Male :3639201	Female :1660533 Male :2020003
Mandalay	30,888	6,477,740	Female: 3342055 Male:2826170	Female :1542214 Male :1656149
Naypyitaw (Capital)	7,057	1,269,188	Female:624012 Male:559302	Female: 244106 Male: 308613

City	Male	Female
Total Orders	506	466
Total Sales	157 K	154 K
Top Products Analysis	• Health & Beauty (31.2K) • Electronics (28.7 K)	• Fashion & Accessories (28.6K)

2. **Sales Revenue and Orders by Region: Analysis**

Upon analyzing the "Sales Revenue vs. Order Count by Region" chart, we observe some notable insights. While Yangon has the highest number of orders, it generates the lowest revenue. In contrast, Nay Pyi Taw, with fewer orders, contributes significantly to overall revenue. After examining the lifestyle and economic environments of these three key cities, we gathered the following observations:

- **Nay Pyi Taw**: As the capital of Myanmar, Nay Pyi Taw is characterized by a more affluent, luxury-driven lifestyle. The city is home to government officials, embassies, and military personnel, contributing to higher living costs, particularly for **food, beverages, and essential utilities**. This explains why Nay Pyi Taw generates the highest revenue despite a lower order volume. Furthermore, the city's residents, who frequently travel domestically and internationally, tend to purchase non-essential goods abroad, while relying on local markets for food and essentials.
- **Yangon**: Formerly the capital, Yangon's lifestyle is fast-paced and driven by trade, commerce, and services. Many residents are employed in the retail, hospitality, and logistics sectors. The presence of street markets and numerous small businesses increases competition within the supermarket sector. This competitive environment necessitates pricing strategies that include frequent promotions on essential items such as food and beverages. Consequently, categories like **home and lifestyle are top sellers**, followed by **sports and electronics**.
- **Mandalay**: With a more relaxed and affordable lifestyle, Mandalay serves as a hub for sports, particularly soccer. This is reflected in the prominence of **the sports category** in the city's sales, which ranks as the highest.

Sum of Total by City and Product line

Naypyitaw			Yangon	
Food and beverages 22.16K	Electronic accessories 18.05K		Home and lifestyle 21.56K	Sports and travel 18.38K
Fashion accessories 20.02K	Health and beauty 16.55K	Sports and travel 15... / Home and lifesty...	Electronic accessories 18.32K	Food and beverages 16.93K
Mandalay				
Sports and travel 19.47K	Home and lifestyle 17.25K			
Health and beauty 19.13K	Electronic accessories 16.93K	Fashion accessories ... / Food and beverage...	Fashion accessories 16.33K	Health and beauty 11.66K

3. Sales Trends by Time of Day: Insights and Recommendations

The "Time Bins" chart reveals that peak sales occur around 7:00 PM. After reviewing typical working hours in Myanmar, where most employees work 8-hour shifts from either 9:00 AM to 5:00 PM or 10:00 AM to 6:00 PM, it becomes clear that by 7:00 PM, most people have completed their workday and are likely stopping by to shop on their way home.

Additionally, many workers take a lunch break after 4-5 hours of work, which explains the secondary sales peak observed at 1:00 PM.

These findings suggest two key strategies for optimizing operations and increasing sales:

A. Employee Scheduling: It is essential to ensure that an appropriate number of staff are available at branches during these peak hours (1:00 PM and 7:00 PM) to manage increased customer demand.

B. Promotional Opportunities: To drive higher sales during these times, we recommend offering special promotions at 1:00 PM and 7:00 PM. These time-specific deals, branded as "Lucky Hour" promotions in marketing campaigns, could incentivize customers to shop during these peak periods.

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4. Consumers Behavior

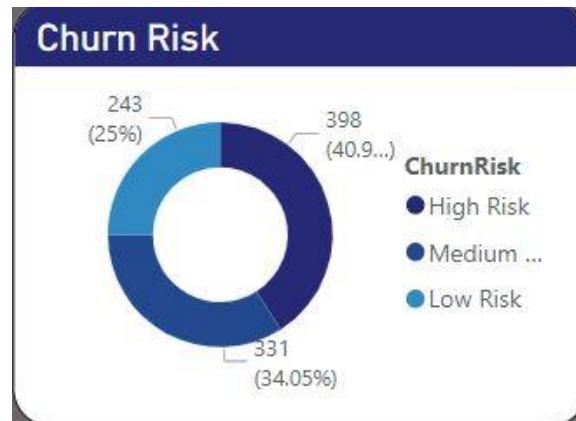### 1.4 Payment Method Preferences: Analysis and Recommendations

The "Payment Method Preferences" chart highlights that residents across the three cities predominantly use cash and e-wallets, both of which represent instant payment options. This preference can be attributed to Myanmar's historical position as one of Asia's last untapped markets for credit cards. A long-standing conflict between major American corporations and the Myanmar government since the 1990s has shaped local payment habits, with most people avoiding credit-based payments.

Although efforts are being made to promote the use of credit cards, it remains a relatively slow cultural shift. Given this, we recommend maintaining the current number of payment machines in the cities until the next quarterly review, where we can reassess any changes in payment method adoption and adjust our strategy accordingly if needed.

2.4 Loyalty and Satisfaction: Analysis and Recommendations

Our analysis reveals that consumer loyalty in Myanmar is relatively low, with customers often seeking new brands, influenced primarily by promotions or experiences of dissatisfaction.

Upon reviewing the rating graphs in our dashboard, we determined that setting a safe satisfaction threshold of 8.5 reveals concerning trends. The average satisfaction rate across the three cities is less than 70, and even within individual cities, the rates fall below this already low average. This indicates that we may soon face significant customer satisfaction issues, which could lead to an increased churn rate. The churn risk rate chart shows that we are currently facing a high churn risk of 40%, a critical figure that requires immediate attention.

Churn Risk

243 (25%) — Low Risk
398 (40.9...) — High Risk
331 (34.05%) — Medium Risk

ChurnRisk
- High Risk
- Medium ...
- Low Risk

To mitigate this, we recommend the following actions:

A. **Customer Surveys**: Conduct comprehensive surveys to identify the specific issues customers are facing, gathering both positive and negative feedback.
B. **HR Involvement**: Collaborate with the HR department to reassess team performance, establish clear KPIs, and communicate these objectives to the team.
C. **Staff Development**: Provide soft skills training to employees to enhance customer experience, ensuring a smoother and more positive journey for our shoppers in-store.

Figure 24: Overall attitudes towards brand loyalty

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7
I actively search out for new brands and promotions	9%	6%	9%	12%	17%	21%	27%
I would switch to another brand that is more aligned to my beliefs and social causes regardless of the price	11%	12%	9%	15%	18%	21%	14%
I would switch to another brand that is more aligned to my main purchasing considerations regardless of the price	14%	17%	19%	15%	17%	9%	9%
I would switch to another brand that offers a cheaper price regardless of the quality	6%	12%	16%	24%	13%	14%	16%
I would switch to another brand that offers the same quality for a cheaper price	25%	24%	20%	12%	10%	6%	4%
I would not switch brands unless my current product/brand disappoints me on rare occasions	22%	19%	16%	11%	11%	13%	7%
I would not switch brands even if my current product/brand disappoints me a couple of times	13%	11%	11%	11%	14%	16%	23%

Source: Deloitte's Myanmar Consumer Survey (2020)