

Sales Report for Q1 2019

Summary of Total Sales:

- **Total Sales:** 322.97K
- **Cost of Goods Sold (COGS):** 307.59K
- **Gross Income:** 15.38K

Gross Income by Product Line:

- **Food and Beverages:** 2.7K
- **Sports and Travel:** 2.6K
- **Electronics:** 2.6K
- **Fashion Accessories:** 2.6K
- **Home Furnishings:** 2.4K
- **Health and Beauty:** 2.3K

Notes:

- All categories generate nearly similar gross income, ranging between 2.3K and 2.7K.

Sales by City:

- **Naypyidaw:** 106K (33%)
- **Yangon:** 106K (33%)
- **Mandalay:** 111K (34%)

Notes:

- Sales are almost equally distributed among the three cities, with a slight lead for Mandalay at 34%.
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Sales by Branch:

- **Branch A:** 111K (34%)
- **Branch B:** 106K (33%)
- **Branch C:** 106K (33%)

Notes:

- Sales distribution among the branches is nearly equal, with a slight advantage for Branch A.
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Sales by Gender:

- **Male:** 155K
- **Female:** 168K

Notes:

- Females lead in total sales by 13K over males.
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Sales and Gross Income by Month:

- **January:**
 - Sales: 116K
 - Gross Income: 6K
- **February:**
 - Sales: 116K
 - Gross Income: 6K
- **March:**
 - Sales: 109K
 - Gross Income: 5K

Notes:

- Sales and gross income remain stable over the three months.
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Quantity Sold by Product Line:

- **Electronics:** 971
- **Food and Beverages:** 952
- **Sports and Travel:** 920
- **Home Furnishings:** 914
- **Fashion Accessories:** 911
- **Health and Beauty:** 902

Notes:

- "Electronics" has the highest quantity sold, while "Health and Beauty" has the lowest quantity sold.
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Product Line Sales:

- **Food and Beverages:** 56K
- **Fashion Accessories:** 54K
- **Home Furnishings:** 54K
- **Electronics:** 54K
- **Health and Beauty:** 54K
- **Sports and Travel:** 55K

Notes:

- All categories have very close sales figures, ranging between 54K and 56K.
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Conclusion:

The report shows relative stability in sales and gross income across the months, branches, and cities. There is also a balance in sales by product line and gender.

Recomendition:

1. **Product Line Optimization:** Focus on high-income products like "Food and Beverages" and "Sports " and reassess low-performing products like "Health and Beauty."
 2. **Geographic Expansion:** Strengthen presence in Mandalay due to its strong performance, and reevaluate strategies in Naypyidaw and Yangon to boost sales.
 3. **Branch Support:** Provide additional support to Branches B and C to improve their performance and catch up with Branch A.
 4. **Gender-Based Marketing:** Target females more to increase sales, and work on increasing male engagement with offers and products.
 5. **Seasonal Sales Strategy:** Leverage January and February for sales growth and develop strategies to boost sales in March.
 6. **Inventory Management:** Maintain inventory levels for high-demand products and review the performance of slow-moving products.
 7. **Performance Monitoring:** Conduct regular performance reviews to make informed decisions.
 8. **Customer Experience:** Gather customer feedback to improve products and offer a better overall experience.
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