Title: Super Market Sales Business Insights Report

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Date: 14/9/2024

Executive Summary

The Super Market Sales Report provides an overview of key metrics, including total revenue, customer trends, and product performance. This data-driven report uses a combination of visual analytics to highlight patterns in revenue across various dimensions such as time, product line, customer type, and more.

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1. Key Performance Indicators (KPIs)

- **Total Revenue:** The supermarket generated a total revenue of $323K.

- **Total Quantity Sold:** 5,510 units of products were sold across different branches.

- **Number of Invoices:** 1,000 invoices were generated during the analysis period.

- **Average Rating:** Customers rated the supermarket services with an average rating of 7.

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2. Revenue Breakdown by City and Branch

The revenue distribution across cities and branches is relatively balanced:

- **Naypyitaw (Branch C):** Generated the highest revenue, contributing 34.24% of total revenue.

- **Mandalay (Branch B) and Yangon (Branch A):** Contributed 32.88% each.

Additional Insight: Customer ratings are fairly distributed among Mandalay, Naypyitaw, and Yangon, suggesting similar customer satisfaction levels across these cities. Yangon leads slightly in total quantity sold (36.01%), compared to Naypyitaw (32.47%) and Mandalay (31.52%).

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3. Revenue by Product Line and Gender

- **Home and Lifestyle:** Top-performing product category among both male and female customers.

- **Food and Beverages:** Significant revenue generator, especially among male customers.

- **Health and Beauty:** An unusual trend is observed with males purchasing Health and Beauty products at double the rate of females. This atypical trend suggests a need for targeted marketing strategies.

Additional Insight: The bar chart of customer ratings shows that most ratings fall in the mid-range (6–8), indicating average satisfaction with most products.

Recommendation: The director should investigate this trend in Health and Beauty products and consider adjustments in marketing or product offerings to attract more female buyers.

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4. Revenue Trend by Time (Daily Hours)

- **Peak Activity:** Revenue peaks around 7:00 PM, indicating higher customer activity during this time.

- **Dips:** Revenue drops after 8:00 PM, indicating reduced shopping activity late in the evening.

Additional Insight: The detailed sales data for March shows a significant peak mid-month (March 20th), with increased transaction activity around this date.

5.Revenue Trend by Month

Monthly Revenue Breakdown

- **January:** $116,292

- **February:** $97,219

  - **Decline:** February experienced a 17% decrease in revenue compared to January.

- **March:** $109,456

Observations

- **Revenue Performance:** January had the highest revenue, followed by March, and February saw a notable decline. The decrease in February revenue could be due to various factors such as seasonal variations, market conditions, or changes in customer behavior.

- **Trend Analysis:** The overall revenue trend shows fluctuations throughout the three months, with a significant dip in February. It is crucial to investigate the factors contributing to the February decline to better understand its impact on business performance and strategize improvements.

5. Revenue by Customer Type and Payment Method

- **Customer Type:** Normal customers contributed slightly more to the revenue than members, number of type normal slightly more than number of type member, so Both customer types contribute almost equally to total revenue.

- **Payment Methods:** usage of Cash, credit cards and eWallet mostly equal. January had the highest overall revenue followed by March with a noticeable trend towards digital payments.

Additional Insight: E-wallets lead with 39.84% of total revenue, suggesting a growing preference for digital payments. The fairly balanced split of payment methods indicates a steady distribution across the three months.

Recommendation: The director should conduct a deeper evaluation of the membership services. If the membership program is not driving more revenue or customer loyalty, it may need revamping to offer more value.

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6. Revenue by Day and Rating

- **Profitable Days:** Saturdays and Tuesdays are the most profitable days, while Mondays see the lowest sales.

- **Revenue vs. Rating:** There is a diverse range of customer ratings with no strong correlation between higher ratings and revenue generation.

Additional Insight: The count of ratings by category shows average satisfaction with most products, with no significant skew in customer ratings by gender or payment type.

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7. Product Line Insights

- **Top Performers:** "Home and Lifestyle" and "Health and Beauty" saw significant revenue in March. "Sports and Travel" performed well in earlier months, while "Fashion Accessories" had consistent performance.

Additional Insight: A tree map highlights that "Home and Lifestyle" and "Health and Beauty" lead in sales quantity, whereas "Sports and Travel" and "Fashion Accessories" are lower-performing product lines.

Additional Insight: The pie chart of quantity sold by city indicates a fairly balanced distribution of sales, with Yangon leading slightly.

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Conclusion and Recommendations

This report provides actionable insights into customer behavior, revenue trends, and product performance. Key recommendations include:

1. **Investigate the Health and Beauty Product Line:**

- o The trend of higher male purchases in this category suggests a gap in product appeal or marketing for female customers. Review this trend and consider targeted campaigns or promotions.

2. **Evaluate Membership Services:**

   - o The membership program is not showing a clear advantage over regular customers. Evaluate the membership structure and benefits to enhance customer loyalty and increase revenue contribution from members.

3. **Optimize Digital Payments:**

   - o With the increasing preference for eWallets, further investment in digital payment infrastructure and promotions could boost revenue.

4. **Focus on Product Lines:**

   - o Address performance issues in lower-performing product lines and explore strategies to enhance their appeal.

By focusing on these areas, the supermarket can enhance its customer targeting, improve service efficiency, and potentially drive revenue growth in key product lines and customer segments.