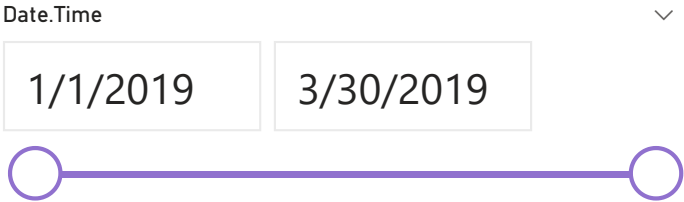
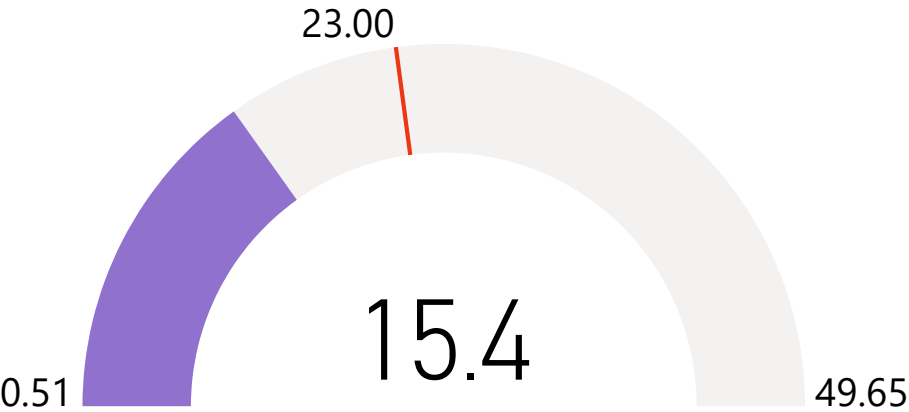


SALES BURMA ANALYSIS - TARGETS

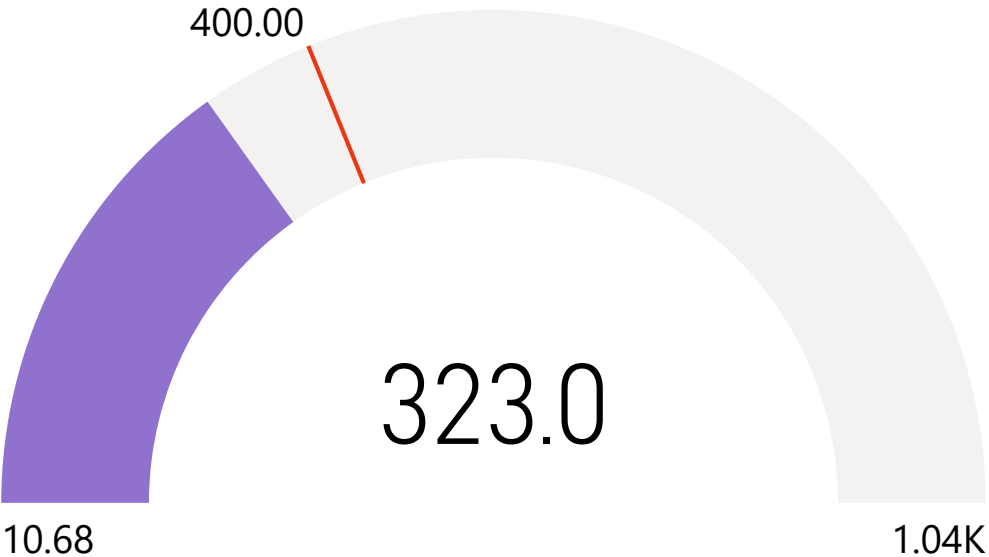
Date.Time Slicer



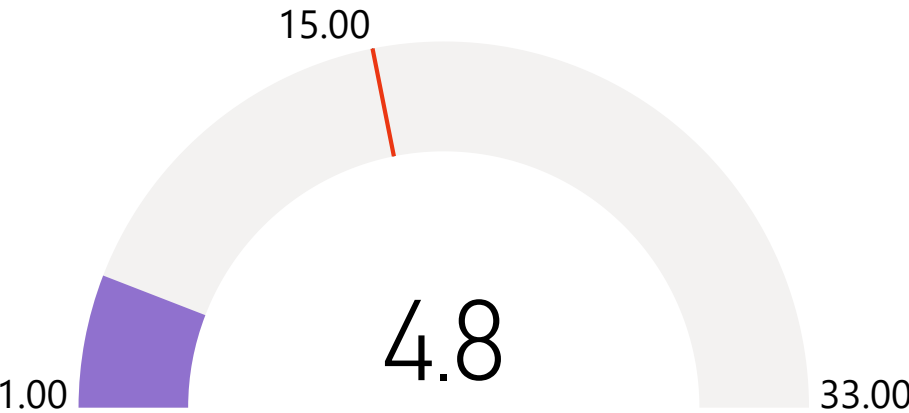
Average Gross Income



Average Gross Sales



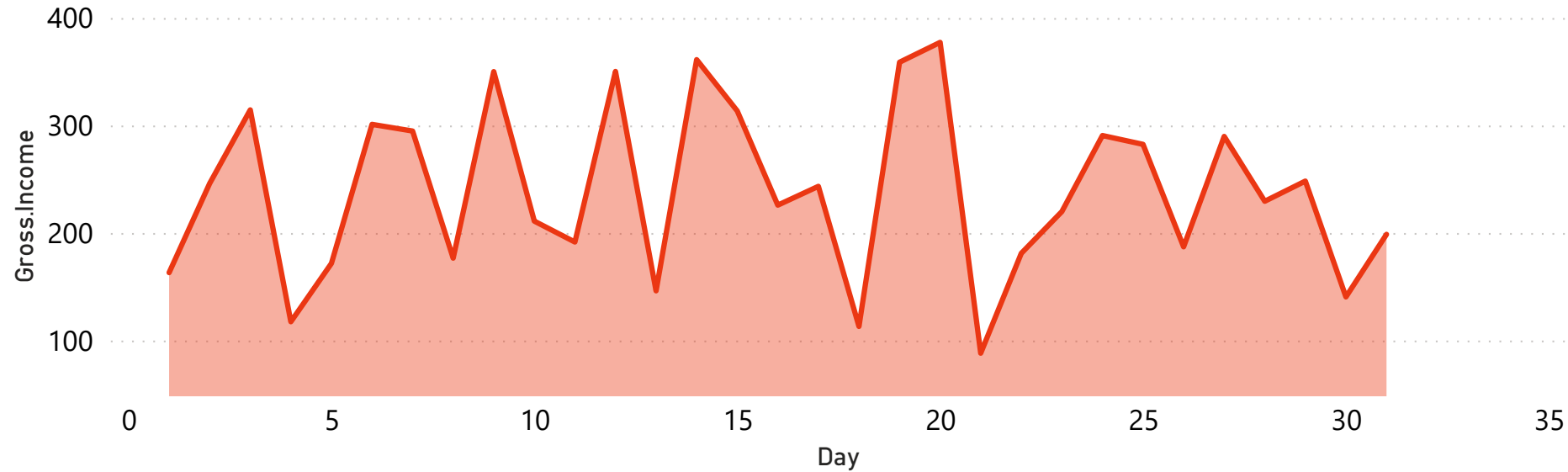
Average Gross Margin



We can analyze the Average Gross Income, Average Gross Margin and Average Sales here with their Target values to see how far we from the target. Incase of Sales, we are not that far but we need to work on Average Gross Margin and Average Gross Income. We can also observe it by slicing the Date.

SALES BURMA ANALYSIS - QUANTITATIVE

Gross Income Per Day



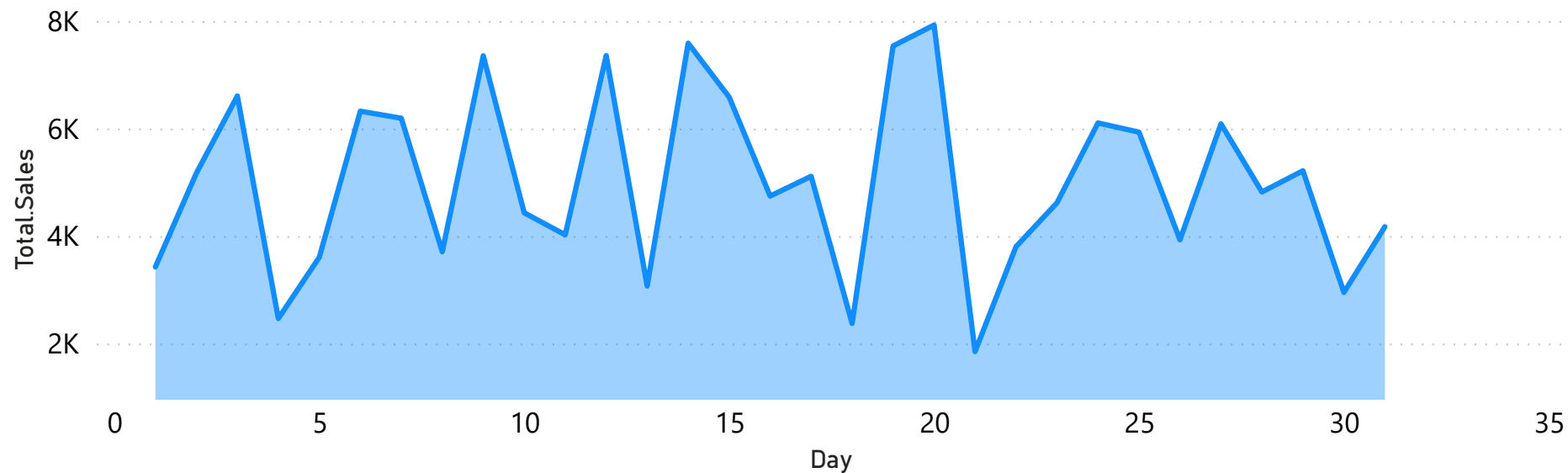
Gender

Female

Male

We can analyze the varying trend of **Gross Income Per Day** and **Total Sales Per Day** here. Both the trends look similar which indicates that overall cost is minimized to maximize the profit. We can also compare the trends wrt to **Gender**. The trend of **MALE** varies/fluctuates more frequently than **FEMALE** because of more amount of peaks.

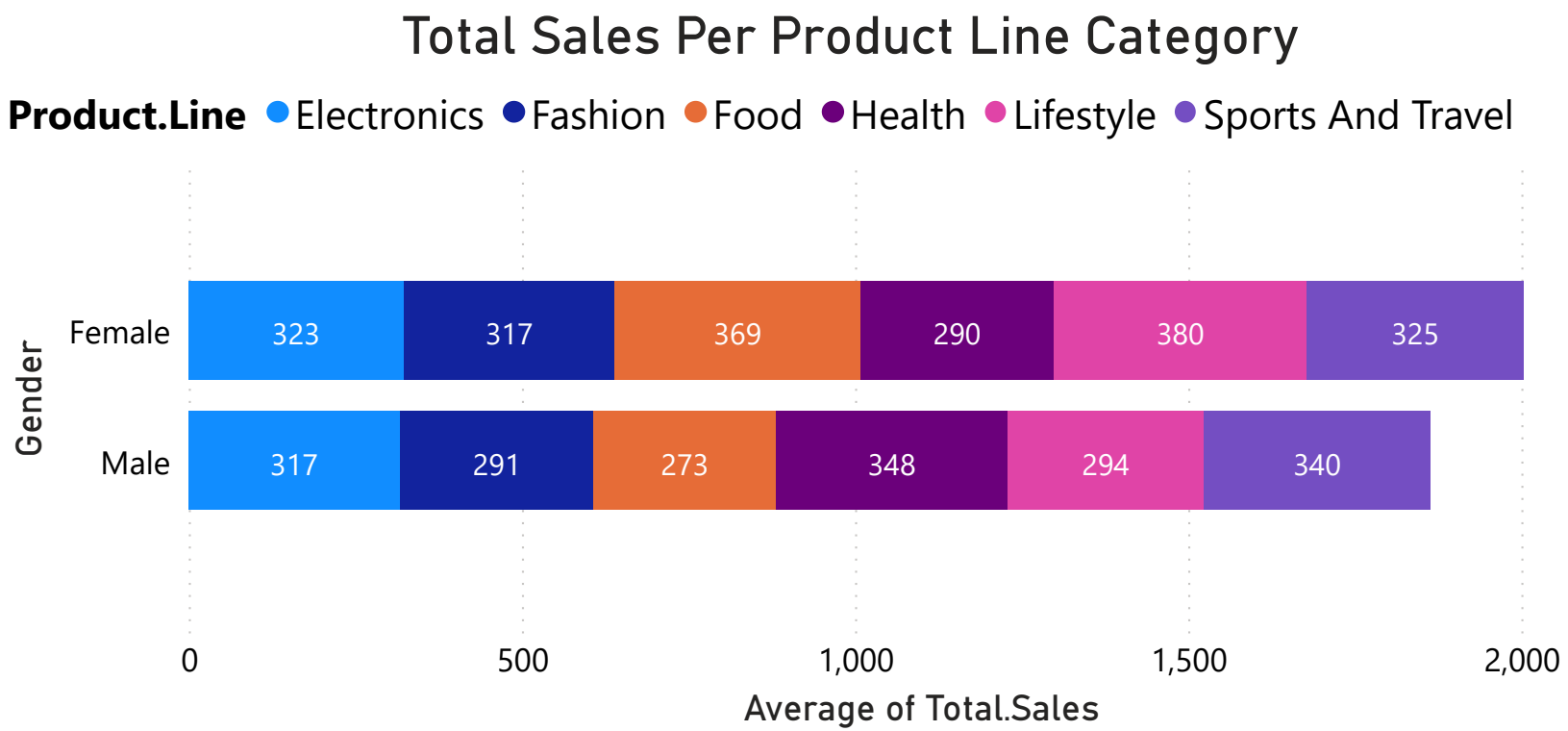
Total Sales Per Day



SALES BURMA ANALYSIS - SALES PER CATEGORY

Date.Time

1/1/20193/30/2019



On Average, Females spend more on Electronics, Fashion, Food and Lifestyle while Males spend more on Health, Sports and Travel.

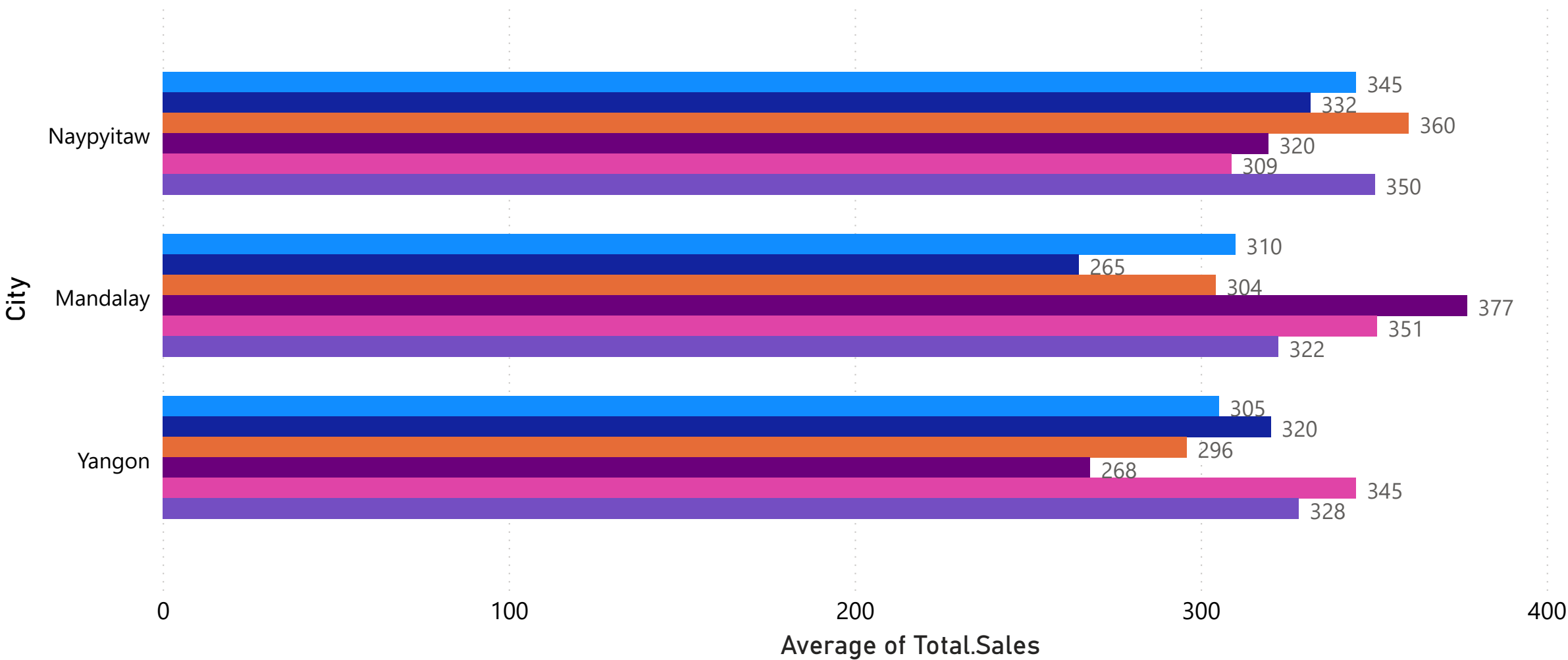
SALES BURMA ANALYSIS - AVERAGE SALES PER CITY

Date.Time

1/1/20193/30/2019

Average Sales Per City

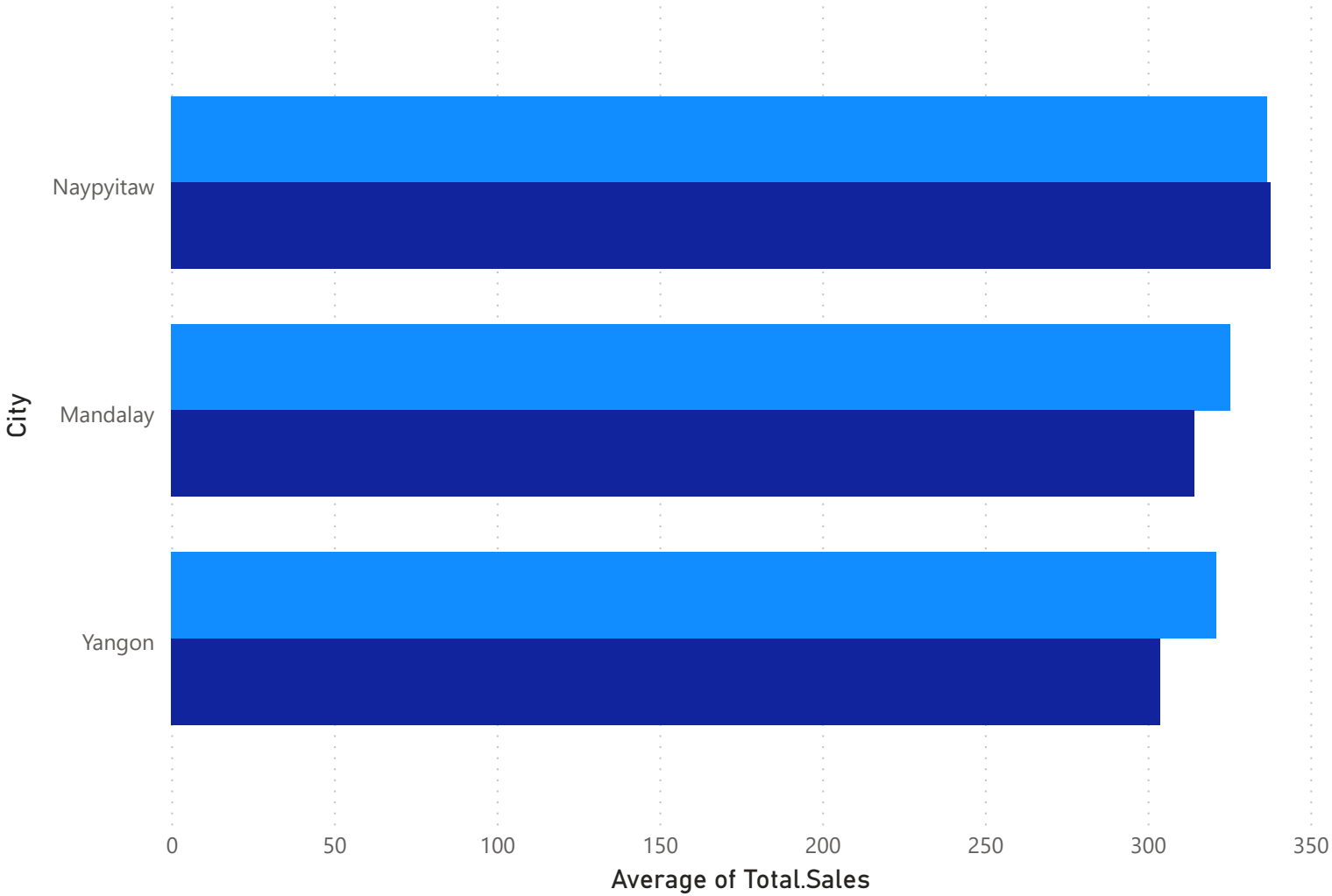
Product.Line Electronics Fashion Food Health Lifestyle Sports And Travel



SALES BURMA ANALYSIS - AVERAGE SALES PER CITY AND CUSTOMER TYPE

Average of Total.Sales by City and Customer.Type

Customer.Type ● Member ● Normal



Tax (5%)

0.51

49.65

Quantity

1

2

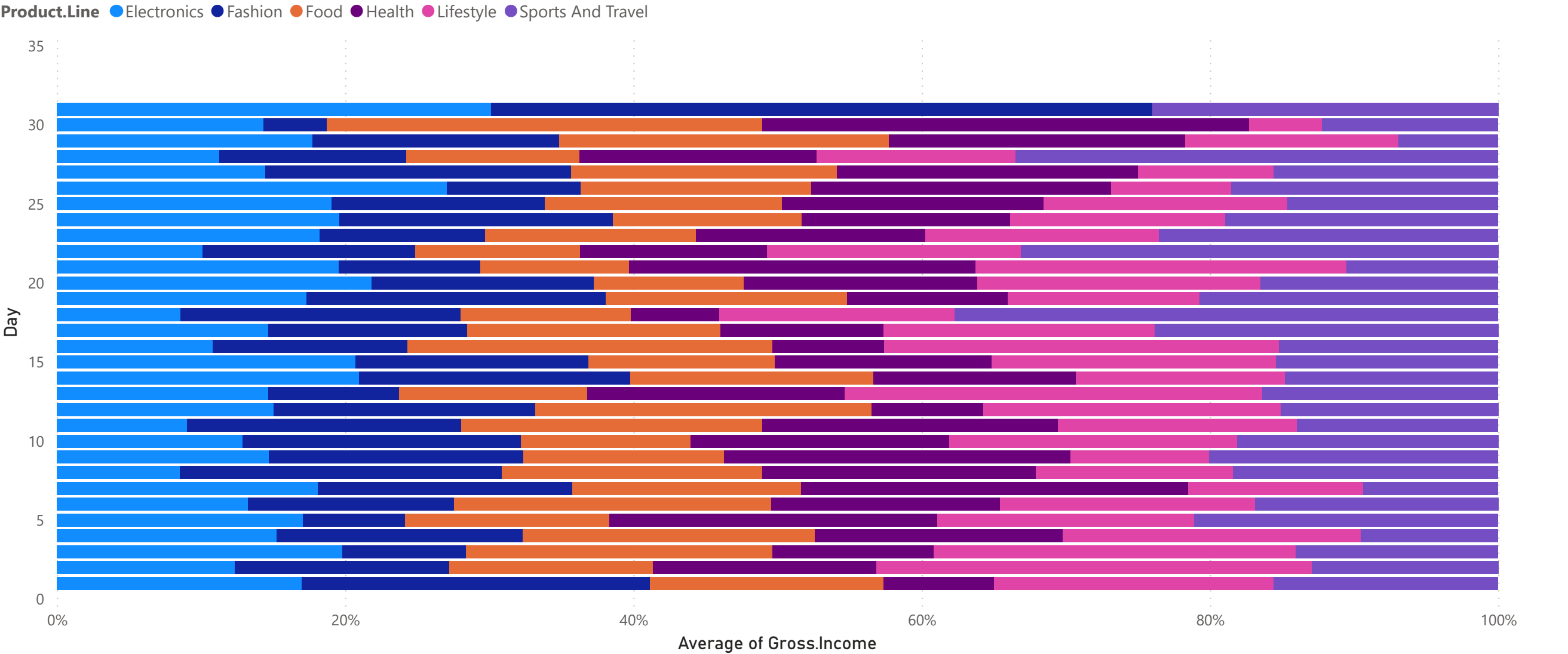
3

4

5

SALES BURMA ANALYSIS - AVERAGE GROSS INCOME PER DAY

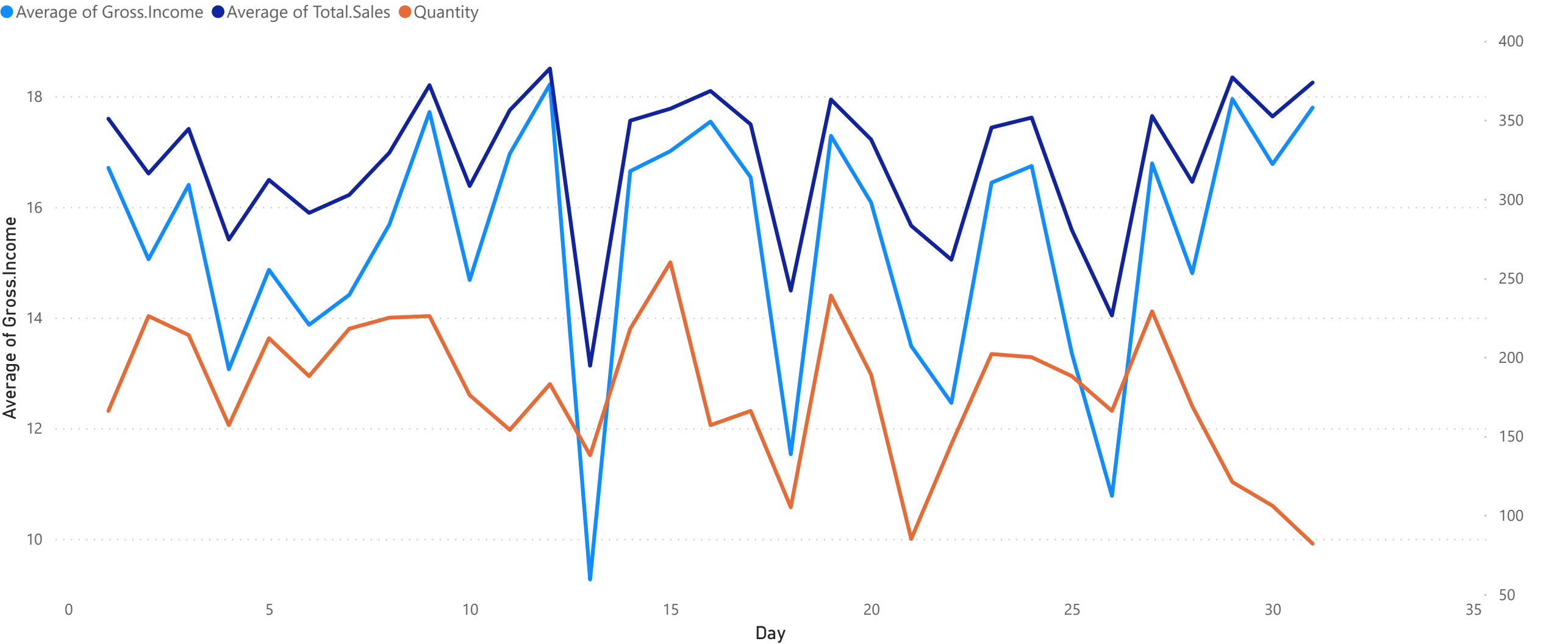
Average of Gross.Income by Day and Product.Line



Shows the varying trends of Average Gross Income Product Line Category Wise. The trend of Food and Health seems to vary the most among all the categories.

SALES BURMA ANALYSIS - AVERAGE GROSS INCOME, AVERAGE TOTAL SALES AND QUANTITY PER DAY

Average of Gross.Income, Average of Total.Sales and Quantity by Day

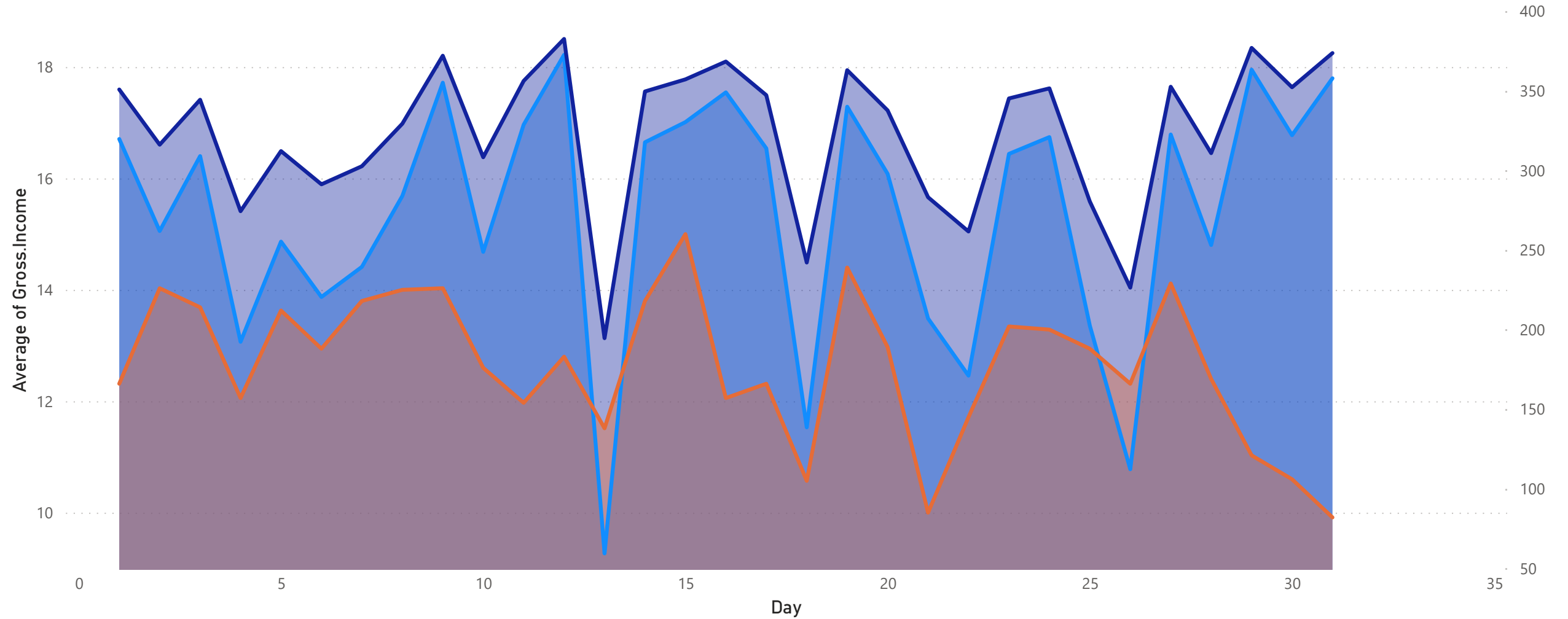


The fluctuation patterns are similar in all the variables. Average Total Sales fluctuates more at some days.

SALES BURMA ANALYSIS - AVERAGE GROSS INCOME, AVERAGE TOTAL SALES AND QUANTITY PER DAY AREA WISE

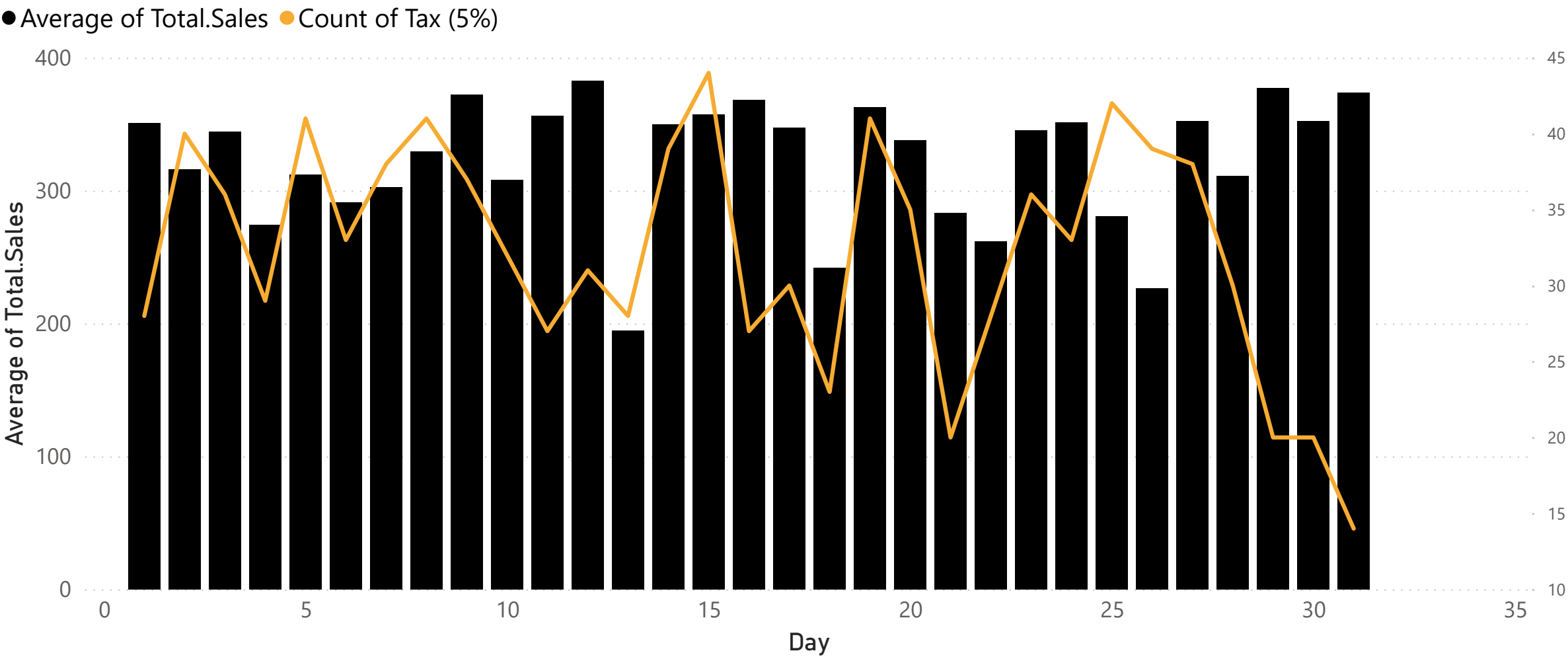
Average of Gross.Income, Average of Total.Sales and Quantity by Day

● Average of Gross.Income ● Average of Total.Sales ● Quantity



SALES BURMA ANALYSIS - AVERAGE TOTAL SALES VARYING WITH TAX

Average of Total.Sales and Count of Tax (5%) by Day

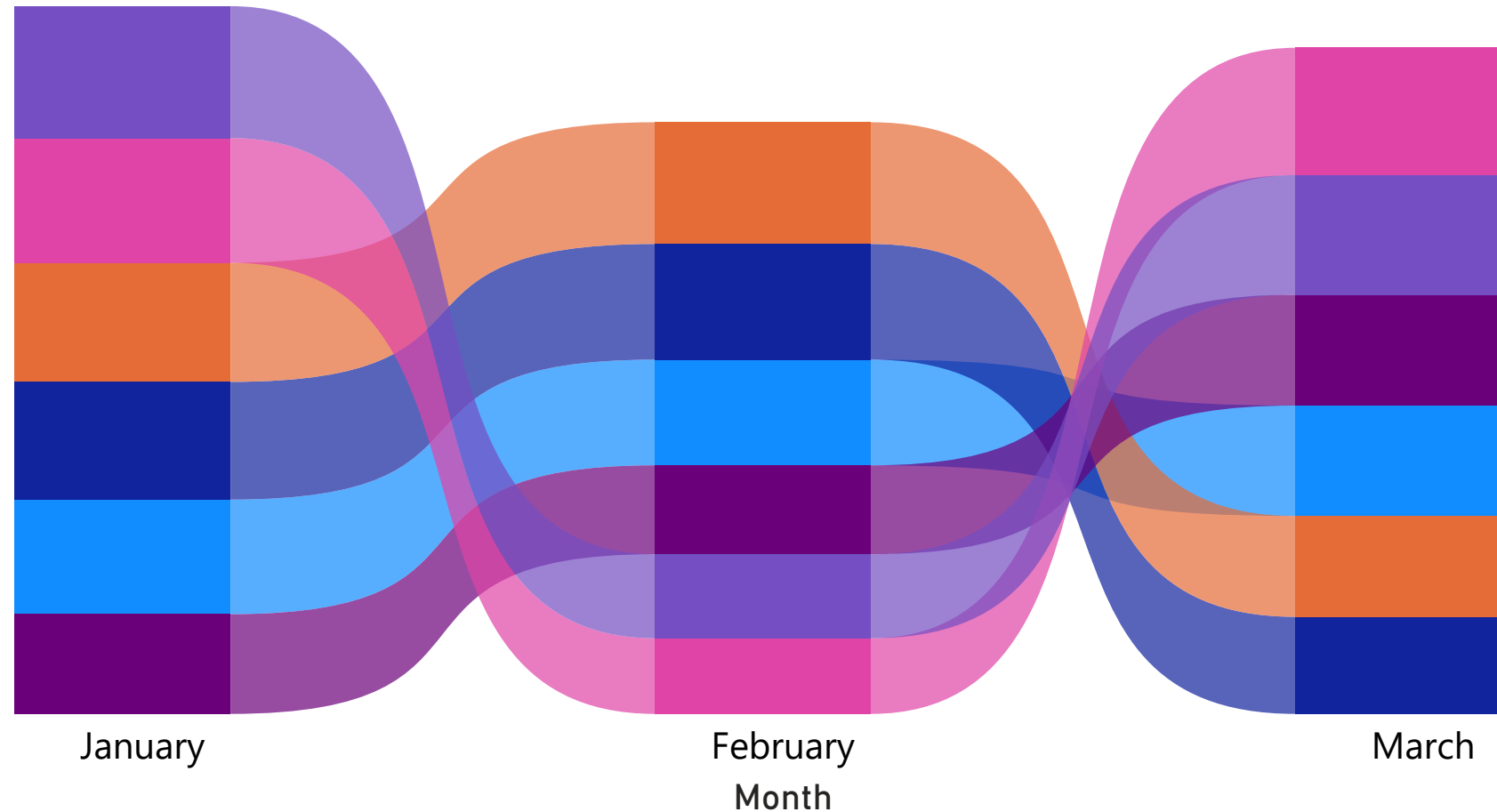


It shows that the amount of tax does not significantly affect our Average Sales

SALES BURMA ANALYSIS - AVERAGE TOTAL SALES PER MONTH BY PRODUCT LINE

Total.Sales by Month and Product.Line

Product.Line ● Electronics ● Fashion ● Food ● Health ● Lifestyle ● Sports And Travel



In the month of January, the Total Average Sales was more in Sports and Travel. In Feb, it was Food and in March it was Lifestyle.