

# Supermarket Sales Report

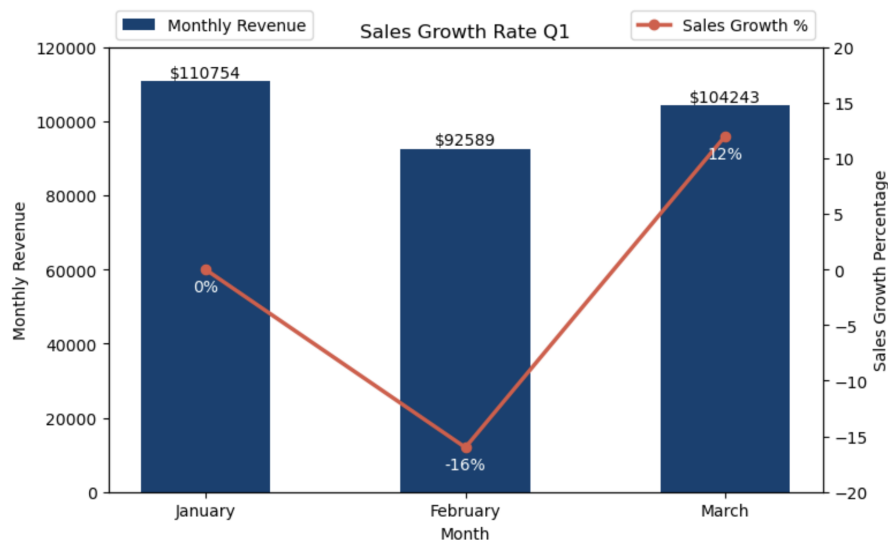
The report analyzes key aspects such as Sales Growth Rate, Customer Satisfaction Score, Best Month by Product Line, Hourly Analysis, and Gender- and Branch-based comparisons. It aims to assist management, marketing, and sales teams in boosting revenue and profit growth. This report provides a foundation for developing targeted marketing campaigns and incentive programs to attract more clients and enhance customer satisfaction.

Key actionable insights include:

- **Best Month:** January is the highest-performing month, generating \$110,000 in revenue.
- **Top Product Line:** 'Sports and Travel' is the highest-grossing product line
- **Peak Hours:** The supermarket has the most visitors at 13:00 and 19:00
- **Payment Preferences:** Men prefer using Ewallets, while women prefer Cash.
- **Spending Habits:** Women spend an average of \$23 more per visit than men.
- **Membership Program:** There are 9% more female members compared to male members.

These insights reveal the business's strengths and areas for improvement in Q1 across the three branches, offering strategic guidance for future growth.

## Monthly Sales Growth Rate for Q1 2019



### Key Insights:

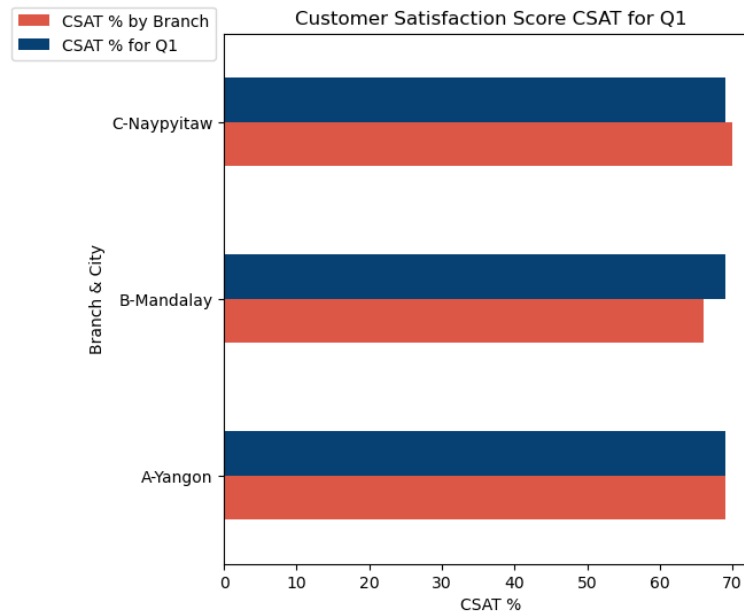
- **January:** Best-performing month with the highest revenue of **\$110k**.
- **February:** Significant drop with a **-16%** growth rate and the lowest revenue of \$92k, needing attention.
- **March:** Growth rate recovers to **12%**, but revenue still below January's level.

### Actionable Steps:

- **Analyze February's Decline:** Investigate the factors contributing to the poor performance in February.
- **Sustain and Boost Revenue Growth:** Develop and implement strategies to maintain the positive growth trend seen in March.

## Customer Satisfaction Score(CSAT) for Q1

Branch & City	CSAT % by Branch	CSAT % Q1 2019
A-Yangon	69	69
B-Mandalay	66	69
C-Naypyitaw	70	69



### Key Insights:

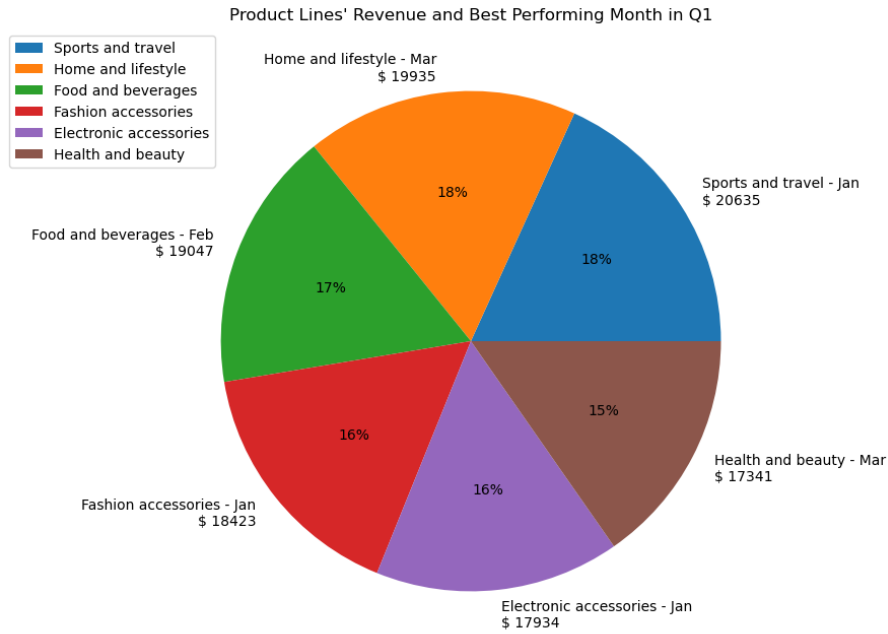
- The CSAT Score of **69%** indicates that a significant majority of customers are satisfied, but there is still room for improvement
- Our goal should be to achieve a CSAT score in the range of **80%-90%** to ensure higher customer satisfaction.
- Branch C** has the highest CSAT score at **70%**, while **Branch B** has the lowest score at **66%**.

### Actionable Steps:

- Develop Customer Satisfaction Programs:** Introduce more product discounts, coupons, and loyalty programs where customers can collect points for discounts on future purchases.
- Optimize Store Layout:** Rearrange product placement to ensure easier access to popular items, making the shopping experience more convenient for customers.
- Improve Customer Support:** Invest in training staff to provide better customer service

## Product Lines' Revenue and Best Performing Month in Q1

Product Line	Month	Total Sales	Total Profit	Total Qty Sold
Sports and travel	Jan	20635	1031	375
Home and lifestyle	Mar	19935	996	364
Food and beverages	Feb	19047	952	349
Fashion accessories	Jan	18423	921	336
Electronic accessories	Jan	17934	896	333
Health and beauty	Mar	17341	867	334

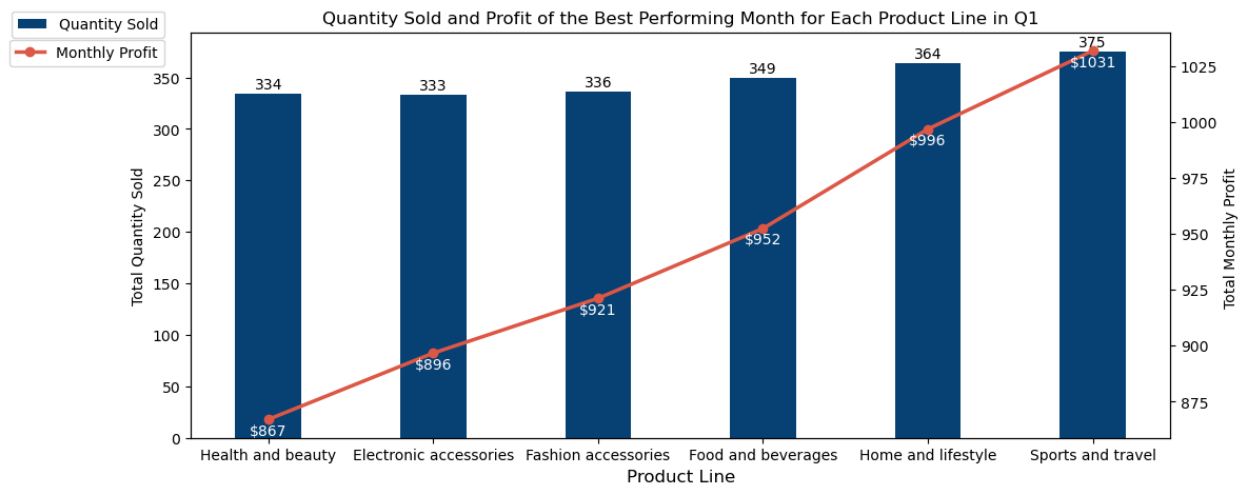


#### Key Insights:

- 'Sports and Travel' and 'Home and Lifestyle' lines have the largest market shares at **18%**.
- The revenue distribution is fairly balanced, ranging from **17k** to **20k** monthly.
- **January** is the **best-performing** month for most product lines.
- 'Health and Beauty' has the **lowest** market share and revenue among all product lines - **15%**.
- Given the strong correlation between quantity, profit, and sales, increasing inventory for top-performing lines could lead to higher sales and profit.

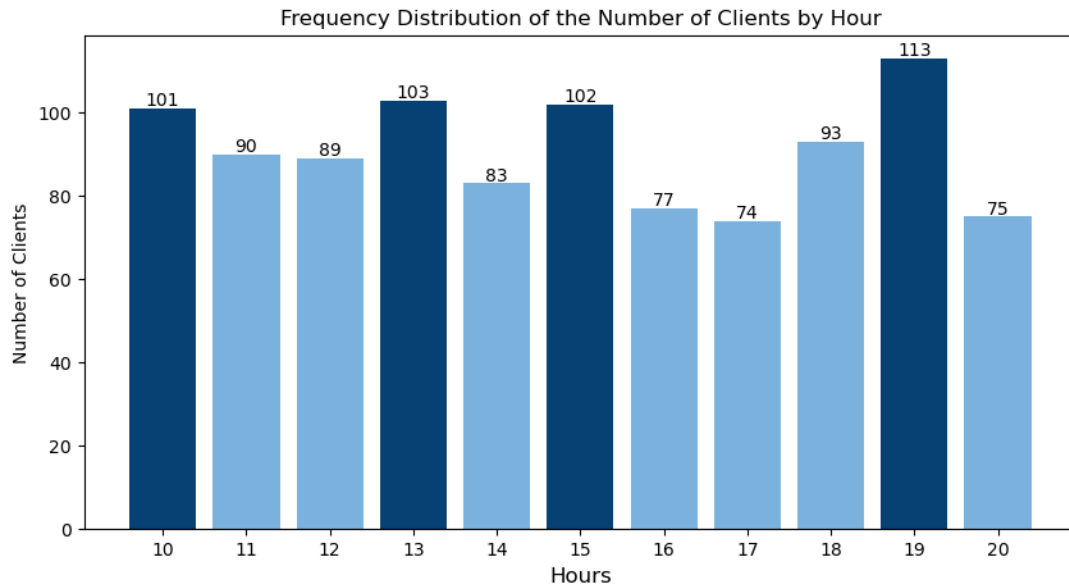
#### Actionable Steps:

- Stock up on merchandise in December to maximize sales in January.
- Expand and diversify the 'Health and Beauty' product line to drive revenue growth.
- Maintain balanced distribution of goods across lines but focus more on 'Sports and Travel' and 'Home and Lifestyle' to potentially increase revenue and profit.



## Hourly Analysis of Customer Purchases 10am - 8pm

Hour	Number of clients	Total Sales	Total Profit	Total Quantity	Top Buying Gender
19	113	37809.06	1890.49	649	Male
13	103	33069.74	1653.51	585	Female
10	101	29925.22	1496.28	525	Female
15	102	29694.77	1484.73	530	Male
14	83	29360.38	1468.05	495	Male
11	90	28930.79	1446.59	513	Female
12	89	24824.65	1241.26	501	Female
18	93	24790.80	1239.50	475	Male
16	77	24025.07	1201.23	420	Male
17	74	23281.16	1164.08	415	Female
20	75	21875.74	1093.79	402	Male



### Key Insights:

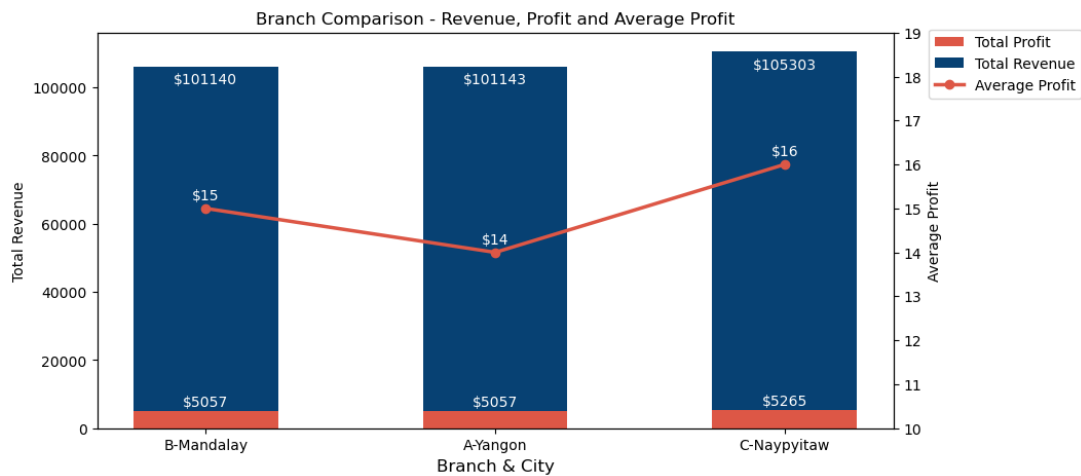
- **Women** are more likely to shop in the **morning** or around **lunchtime**, while **men** prefer visiting the supermarket **later in the day**.
- The **most frequently visited hours**(bringing the most revenue and profit) are:
  - **7 PM** - after work hours, before heading home
  - **1 PM** - post-lunch hours
- The supermarket experiences the **lowest customer traffic** at:
  - **5 PM** - just before the end of the workday, an inconvenient time for shopping
  - **8 PM** - late evening when most people are already home or unlikely to make substantial purchases
- Due to the **positive correlation** between the number of clients and the sales, profit, and quantity sold, we can assess that **the more clients** we bring into the supermarket, **the higher the revenue and profit** growth will be, especially during the most frequently visited hours.

#### Actionable Steps:

- Hire additional part-time staff for the 10 AM-2 PM and 3 PM-7 PM shifts to manage high customer volumes.
- Prioritize stocking products frequently bought by women in the morning and by men in the afternoon/evening.
- Utilize off-peak hours to reorganize the store layout and restock inventory or receive goods in the warehouse.

#### Comparative Analysis of Branch Performance

Branch & City	Total Units Sold	Total Profit	Total Revenue	Avg Profit	Avg Rating	Payment
B-Mandalay	1820	5057	101140	15	6	Ewallet
A-Yangon	1859	5057	101143	14	7	Ewallet
C-Naypyitaw	1831	5265	105303	16	7	Cash



#### Key Insights:

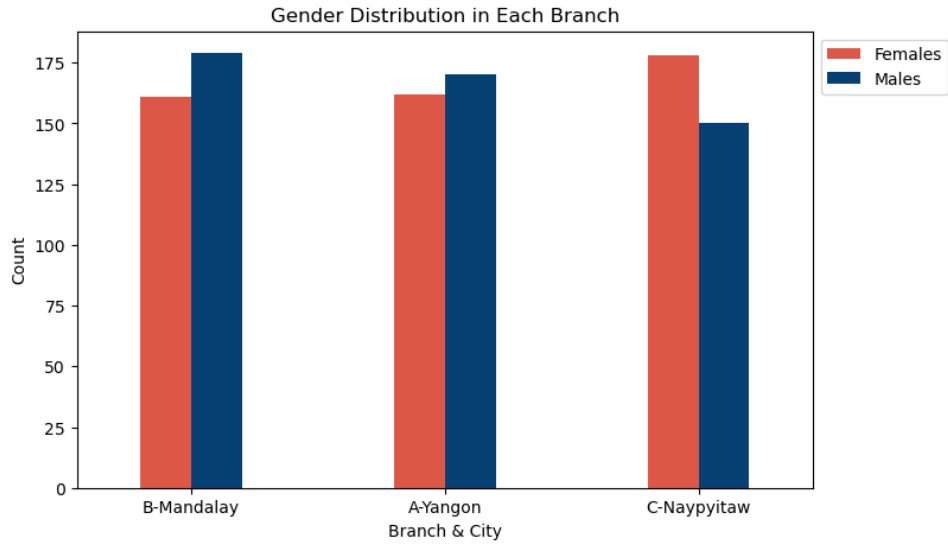
- **Branch C** in Naypyitaw is the **top performer** with **\$105k** in revenue and **\$5265** in profit.
- Branches A and B have similar performance levels, though Branch A has the lowest average profit at \$14.
- The profit **margin** across all three branches is relatively **low** for supermarket goods - 5%.
- **Branch B** has the fewest clients and the lowest average rating of 6, making it the **poorest performer**.

#### Actionable Steps:

- Branches A and B should focus on **acquiring more clients** to match Branch C's performance.
- Increase the purchase of higher-margin products to **improve overall margin percentages**, especially in Branch A.
- Review and **enhance customer experience** and inventory management in Branch B to boost customer ratings and sales volume.

#### Gender Distribution By Branch

Branch & City	Females	Males
A-Yangon	161	179
B-Mandalay	162	170
C-Naypyitaw	178	150



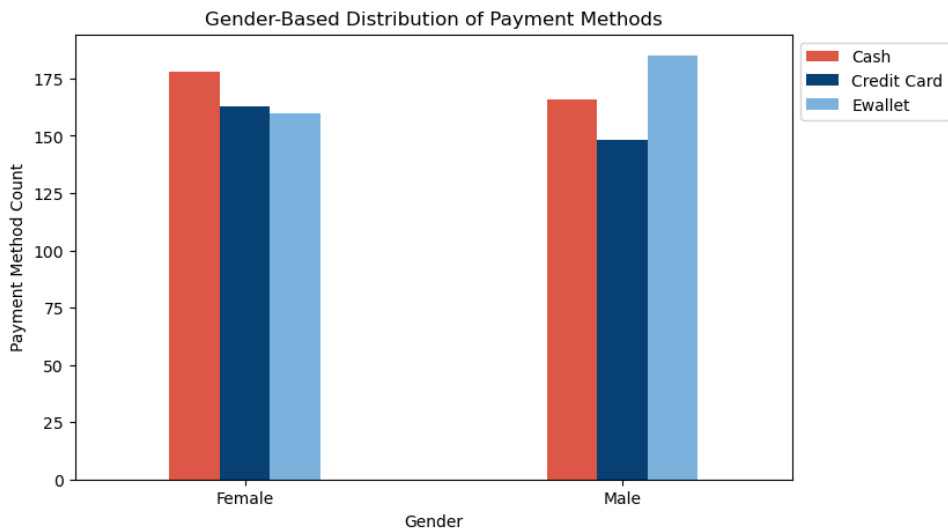
**Key Insights:**

- **Branch C** has the **highest number of female clients**, which may explain why it's the top performer.
- **Branches A and B** have **more male clients than female**, even though their gender distributions are fairly balanced.

**Actionable Steps:**

- Branch A should offer discounts and stock more products that appeal to male customers to increase sales.
- Both Branches A and B should expand female-friendly product lines to attract more female customers.

**Gender-Based Payment Methods Distribution**



**Key Insights:**

- Males' most frequently used payment method is **Ewallet** and least used is **Credit Card**.
- Females' most frequently used payment method is **Cash** and least used is **Ewallet**.

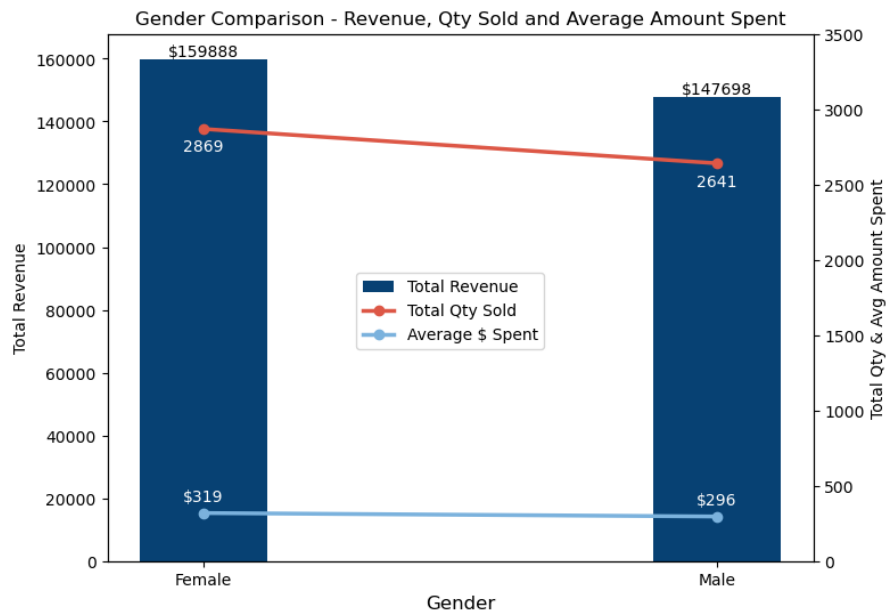
**Actionable Steps:**

- **Promote Ewallet usage** by offering discounts or loyalty points for purchases made through Ewallets to encourage usage among **females**.

- **Encourage Credit Card payments** by providing incentives such as cashback offers or exclusive deals for customers using Credit Cards, especially targeting **male** customers.

### Gender-Based Metrics Comparison

Gender	Total Revenue	Avg Spent	Total Qty Sold	Avg hour at Store	Avg Rating	Members	NonMembers
Female	159888.50	319	2869	14	7	261	240
Male	147698.88	296	2641	15	7	240	259



#### Key Insights:

- **Female Customers Outperform Male Customers:**
  - **Females** generate approximately **160k** in revenue, whereas **males** generate **148k**.
  - On average, women spend **\$23 more** per visit than men.
  - There are **9% more female members** compared to male members.
- **Average Customer Satisfaction Rating:**
  - Both genders have an average rating of 7, suggesting room for improvement.
- **Shopping Time Preference:**
  - Men tend to visit the supermarket **later in the day** compared to women.

#### Actionable Steps:

- **Targeted Marketing Campaigns:**
  - Launch marketing campaigns aimed at male customers to increase their spending and **encourage membership**.
  - Focus these campaigns during the later hours of the day, when male customers are more likely to visit.
- **Enhance Sales Strategies for Female Customers:**
  - Continue enhancing strategies to boost sales among female customers, leveraging their potential for rapid revenue growth.
- **Membership Program Optimization:**
  - Analyze the preferences of female and male members separately to come up with membership benefits more effectively.