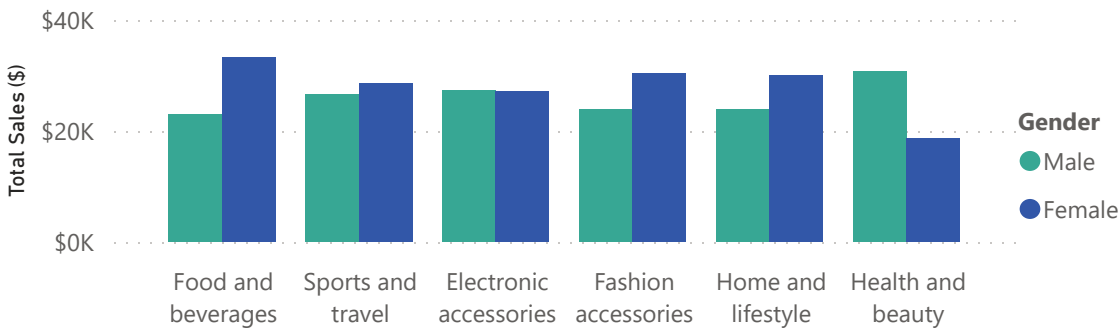# Supercenter Sales Analysis: Key Insights
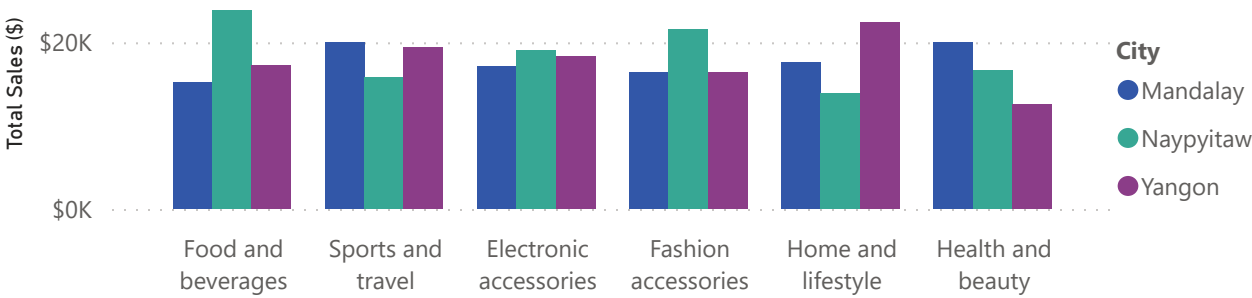
Female *health and beauty* sales represent only **60%** of male *health and beauty* sales, indicating a substantial disparity in demand.

Total Sales by Product Line and Gender

The Naypyitaw location's *home and lifestyle* sales are lagging compared to the other locations.

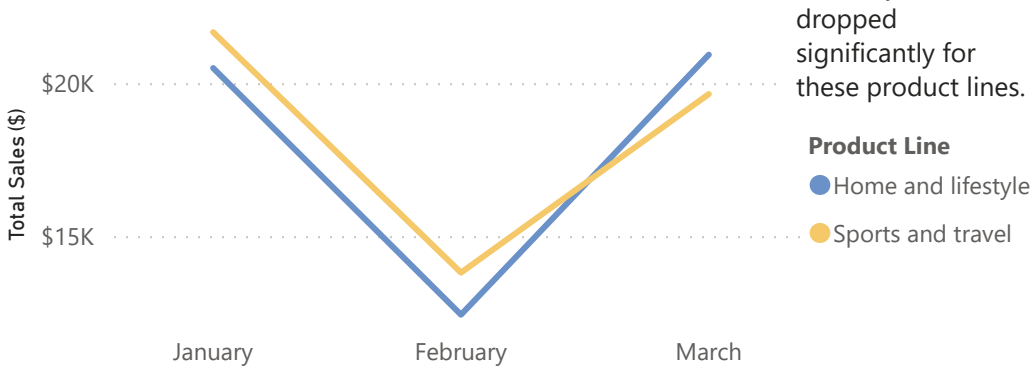## Total Sales by Product Line and City

The Naypyitaw location is outperforming the other two locations.

City	Membership %	Avg Amount Spent	Avg Customer Rating
Naypyitaw	51.52%	$337.10	7.07
Mandalay	49.70%	$319.87	6.82
Yangon	49.12%	$312.35	7.03
Total	**50.10%**	**$322.97**	**6.97**

Customer Segmentation Results

Customer Segment	Avg Amount Spent	Avg Items Purchased	Avg Price of a Unit	% Male	Avg Customer Rating	Count
Balanced Buyers	$421.59	6.86	$62.35	43.12%	7.09	276
Budget Shoppers	$132.86	5.33	$24.18	47.97%	7.05	296
High-Spending Elite	$762.48	8.70	$84.25	48.19%	6.63	166
Selective Spenders	$155.38	2.27	$66.12	60.31%	6.98	262
Total	**$322.97**	**5.51**	**$55.67**	**49.90%**	**6.97**	**1000**

Monthly Sales by Product Line

February sales dropped significantly for these product lines.

Product Line
- Home and lifestyle
- Sports and travel

Total Sales by Hour of the Day and Gender

Female customers account for the majority of sales before 2 PM.