### 1. Sales Analysis Based on Quantity and Value Over 3 Months

Based on the data from 3 months M1, M2, and M3:

* **M1**: The total number of products sold was 77,042 units, with a revenue of 66M.
* **M2**: The quantity increased slightly to 78,658, an increase of about 2%, while the revenue rose to 73M, a 10.2% increase.
* **M3**: The quantity decreased slightly to 77,515, with a revenue of 68M.

Overall, **M2** had the highest performance, both in terms of quantity and revenue. Sales remained quite stable across the three months, with minor fluctuations, suggesting that business activity was steady.

**M2 - Slight Revenue Increase**

* **Promotional Campaigns or Special Offers**: M2 may have coincided with discount events, major brand promotions, or special holiday sales that boosted consumer demand.
* **Product Range Expansion**: New products or notable brands may have been launched, attracting customers and boosting sales.
* **Weather or Seasonal Factors**: M2 could have been during a period of increased consumer demand due to seasonal changes (e.g., more beauty products consumed in spring or seasonal food products).

**M3 - Slight Revenue Decrease**

* **End of Promotional Campaigns**: If M2 had significant promotions, the slight drop in M3 revenue may be due to the market returning to normal consumption levels.
* **Competition from Rivals**: Competitors launching their own promotions in M3 could have diverted sales.
* **Changing Consumer Preferences**: Some products may no longer meet market demand, leading to a reduction in the quantity sold.

**Overall Stability**

* Overall, the fluctuations were not too large, indicating stable sales. This can be attributed to:
  + **Product Diversification**: There are many product lines or strong brands helping to maintain steady revenue.
  + **Unified Business Strategy**: Stores distribute goods regularly, not significantly impacted by specific periods.

### 2. Sales Analysis by Store Based on Revenue

**Overview**

* **Store with the highest revenue**: P7 with a revenue of 47 million VND, leading the list.
* **Store with the lowest revenue**: P2 with a revenue of only 6 million VND, the lowest in the list.
* **Average Revenue**: The total revenue is 208 million VND, with an average of 20.8 million VND per store.
* **Revenue Variance**: There is a clear disparity, with P7 far exceeding the average and P2 lagging behind significantly.

**Detailed Analysis**

**High-Performing Stores**:

* + **P7 (47M)**, **P4 (30M)**, **P8 (23M)**, and **P3 (22M)**: These stores have revenue well above the average, showing successful sales operations.
  + **Assumptions**:
    - P7 may be in a strategic location, such as a city center or densely populated area, making it easily accessible to customers.
    - Stores like P4 and P8 may benefit from promotional campaigns or focus on best-selling items.
    - The products sold at these stores may be high-value or popular in the area.

**Low-Performing Stores**:

* + **P2 (6M)**, **P1 (12M)**, and **P10 (13M)**: These stores have revenue below average.
  + **Assumptions**:
    - P2 may be located in a sparsely populated area with low purchasing power.
    - The store might lack effective marketing strategies or focus on less appealing products.
    - P10 may face intense competition from neighboring stores.

**Medium-Performing Stores**:

* + **P5 (21M)**, **P6 (15M)**, and **P9 (19M)**: These stores are close to the average but still have room for improvement.
  + **Assumptions**:
    - They may serve a steady customer base but have not reached a breakthrough.
    - Inventory management or pricing strategies may not be optimized.

**Further Assumptions for Deeper Analysis**

* **Geographical Location**: Stores in urban areas may have an advantage due to a dense population.
* **Product Range**: Stores selling high-value products (such as electronics or luxury cosmetics) will likely have superior sales.
* **Marketing Strategy**: Some stores may execute more effective advertising or promotions.
* **Service Quality**: Stores with professional and friendly staff may attract loyal customers.
* **Local Competition**: Store P2 may face competition from other chains in the same area.

**Action Suggestions**

* **Evaluate Performance at P7**: Analyze in more detail to extract successful lessons that can be applied to other stores.
* **Investigate Negative Factors at P2 and P10**: Focus on strategies for improvement.
* **Enhance Product Promotion at Medium-Performing Stores**: Strengthen marketing efforts at stores like P5, P6, and P9 to boost revenue.

### 3. Revenue Analysis Based on Product Group

**1. High-Revenue Product Groups**

**Biscuits - Core & Non-Core (22,885,052)**

* + **Reason for High Sales**: Biscuits are an everyday consumable, priced affordably, and appeal to a broad customer base, including children, families, and workers.
  + **Strategy Suggestions**:
    - Expand the product line, such as sugar-free biscuits for seniors or diet biscuits.
    - Invest in creative packaging to attract younger customers.

**Refined Edible Oils - All Packs (20,381,190)**

* + **Reason for High Sales**: Cooking oil is a staple in every household. Its short usage life encourages repeat purchases.
  + **Strategy Suggestions**:
    - Increase presence in smaller supermarkets and convenience stores.
    - Market the product as health-conscious, e.g., cholesterol-free oils.

**Packaged Tea (18,127,793)**

* + **Reason for High Sales**: Packaged tea is popular because it is convenient, and many households consume it regularly. It also offers high profit margins.
  + **Strategy Suggestions**:
    - Focus on premium teas or herbal tea lines.
    - Run "Buy One, Get One Free" promotions to boost consumption.

**Palmolein Refined Oil (16,787,773)**

* + **Reason for High Sales**: This oil is affordable and widely used by middle-income families.
  + **Strategy Suggestions**:
    - Raise brand awareness through advertising campaigns focused on quality.
    - Promote larger packaging for larger families.

**Washing Powders/Liquids (14,027,084)**

* + **Reason for High Sales**: These products are indispensable in every home. While competitive, demand remains stable.
  + **Strategy Suggestions**:
    - Invest in research for new, eco-friendly or low-chemical detergents.
    - Introduce smaller packages to attract new customers.

**2. Medium-Revenue Product Groups**

**Detergent Cakes/Bars (12,838,768)**

* + **Analysis**: These are commonly used in rural areas where bar detergent is still preferred over liquid forms.
  + **Strategy Suggestions**:
    - Increase distribution in rural or low-income areas.
    - Price competitively against local brands.

**Chocolate (11,320,333)**

* + **Analysis**: Chocolate can boost sales during holidays or special events but is limited by price and consumer habits.
  + **Strategy Suggestions**:
    - Diversify the product line, such as mini chocolates or chocolates with unique fillings.
    - Create gift packs for holidays.

**All Iodized Salt (6,296,989)**

* + **Analysis**: Iodized salt is essential but low in value per unit, leading to average sales.
  + **Strategy Suggestions**:
    - Offer larger packaging to increase order value.
    - Pair salt with other seasonings in combo packs.

**Vermicelli & Noodle (5,693,575)**

* + **Analysis**: Noodles are popular for quick meals, especially in urban areas.
  + **Strategy Suggestions**:
    - Develop new products like whole-grain noodles or non-fried noodles.
    - Promote smaller packages for students.

**3. Low-Revenue Product Groups**

**Fragrance - Perfume, Deo & Cologne (22,328)**

* + **Analysis**: Non-essential products with lower consumption, possibly due to limited market demand.
  + **Strategy Suggestions**:
    - Promote more heavily in large cities, where consumers are more likely to spend on perfumes.
    - Offer smaller or cheaper versions to attract more customers.

**Shaving Preparations (14,395)**

* + **Analysis**: May be affected by changing consumer habits, such as the rise of razors without shaving cream.
  + **Strategy Suggestions**:
    - Target middle-aged male customers.
    - Bundle with other personal care items.

**Shoe Polishes (983)**

* + **Analysis**: The demand for shoe polish has decreased due to modern lifestyles and less frequent need for polishing shoes.
  + **Strategy Suggestions**:
    - Focus on niche markets like the military or professional sectors.
    - Bundle with shoes or sell as gift items.

**4. General Overview**

* Essential product groups like food (biscuits, cooking oil, tea, salt) and household items (detergent) account for a large share of revenue, reflecting consumer focus on basic needs.
* Non-essential or less popular product groups, such as perfumes, toothpaste, and shoe polish, have lower sales, possibly because they do not meet current consumer preferences.

**5. Strategy Recommendations**

1. **Increase Marketing for Medium-Range Products**:
   * Launch additional advertising campaigns for products like chocolate, noodles, or detergent cakes to raise awareness and customer demand.
2. **Improve Low-Sales Products**:
   * For products like perfumes, deodorants, or shoe polishes, consider improving packaging, quality, or targeting markets with higher demand.
3. **Invest in High-Sales Products**:
   * Continue to strengthen promotional programs for biscuits, cooking oil, and detergent to maintain high revenue.