

# Supermarket sales analysis

From January to March 2019

# Supermarket location



- **Country:** Myanmar.
- **Cities:** Yangon, Naypyitaw, Mandalay.
- **Branches:** A, in Yangon; B, in Mandalay; C, in Naypyitaw.

# Overall stats

- **5510** items **sold**
- **\$322,966.75** in **sales**.
- **\$15,379.37** in **revenue**.
- **6.97** average **customer stratification** rating.
- **6** items **bought per purchase**.
- **\$322.97** **spent per purchase**.
- **\$15.38** in **revenue per purchase**.

# Customer stratification ratings

- **Minimum** value: **4**.
- **Maximum** value: **10**.

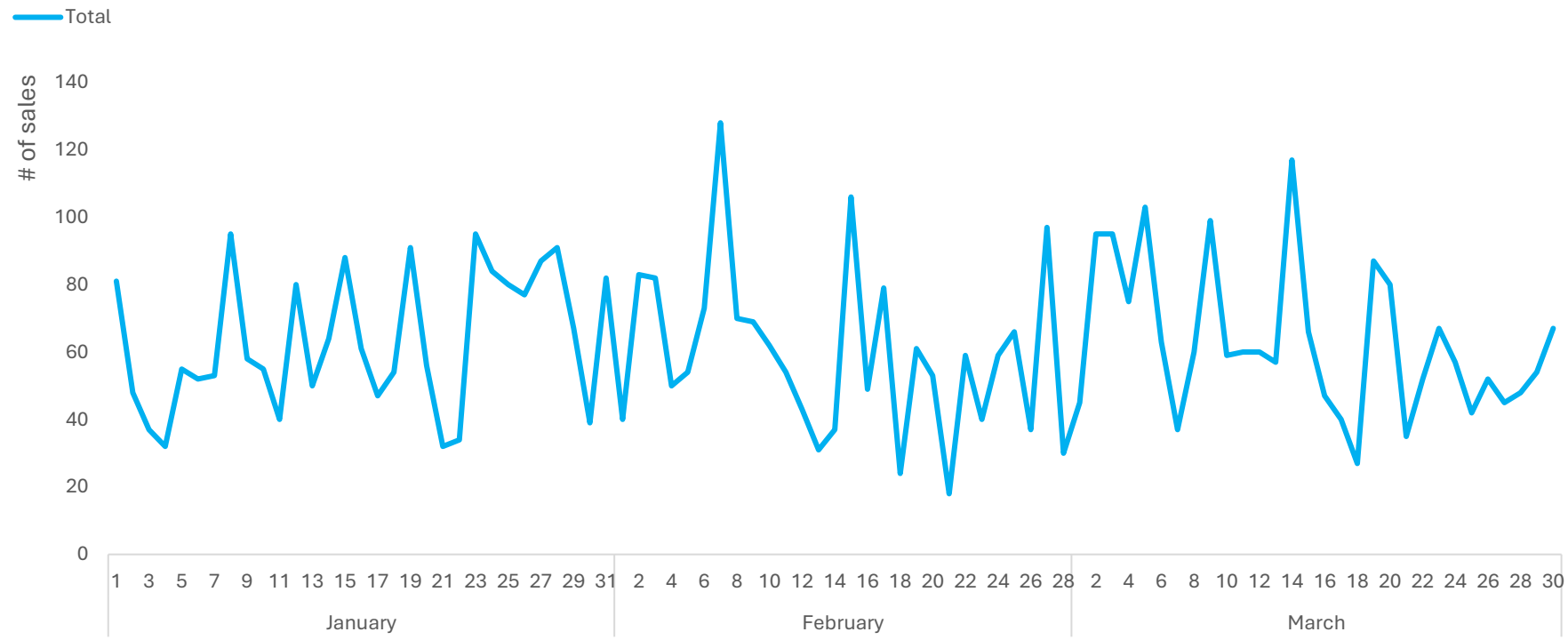
Ranges:

- **Low**-value (**4 – 6**).
- **Medium**-value (**6 – 8**).
- **High**-value (**8 – 10**).

# Issues

- **Sales** tend to **decrease** each month.

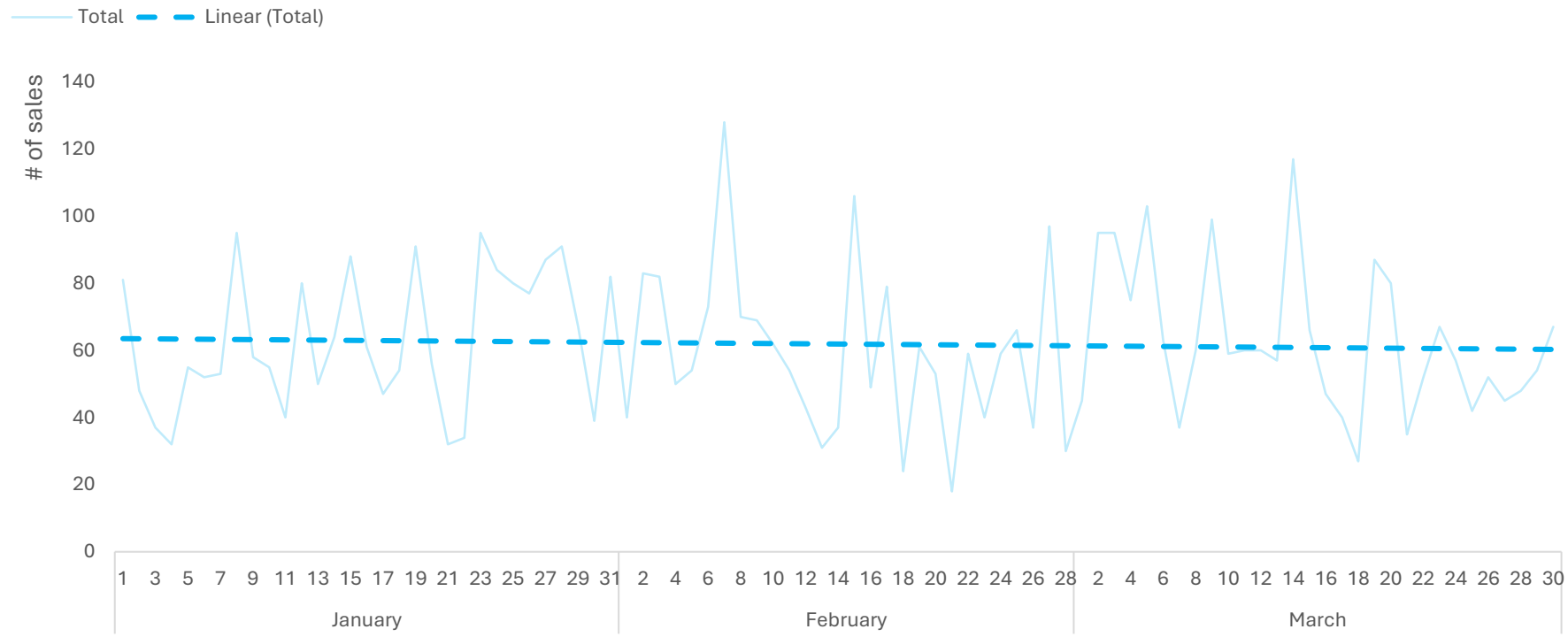
Sales over time



# Issues

- **Sales** tend to **decrease** each month.

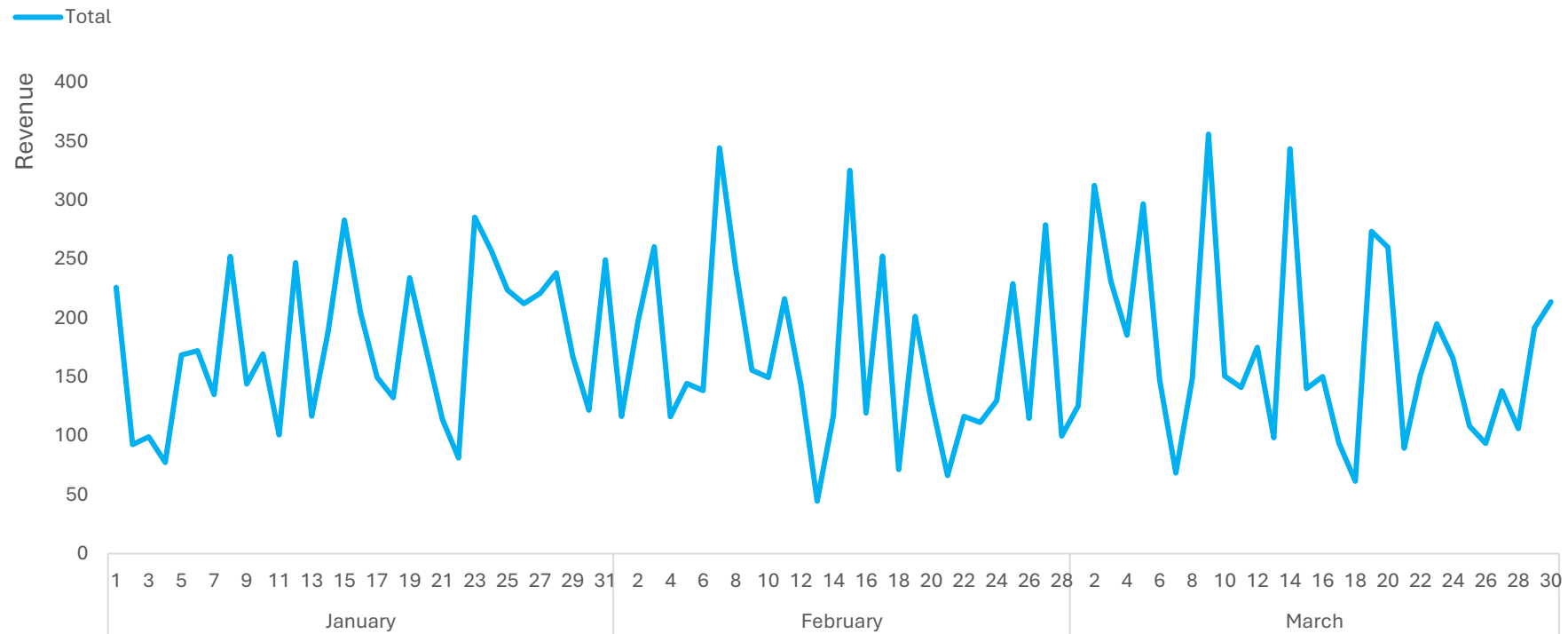
## Sales over time



# Issues

- **Revenue** tends to **decrease** each month.

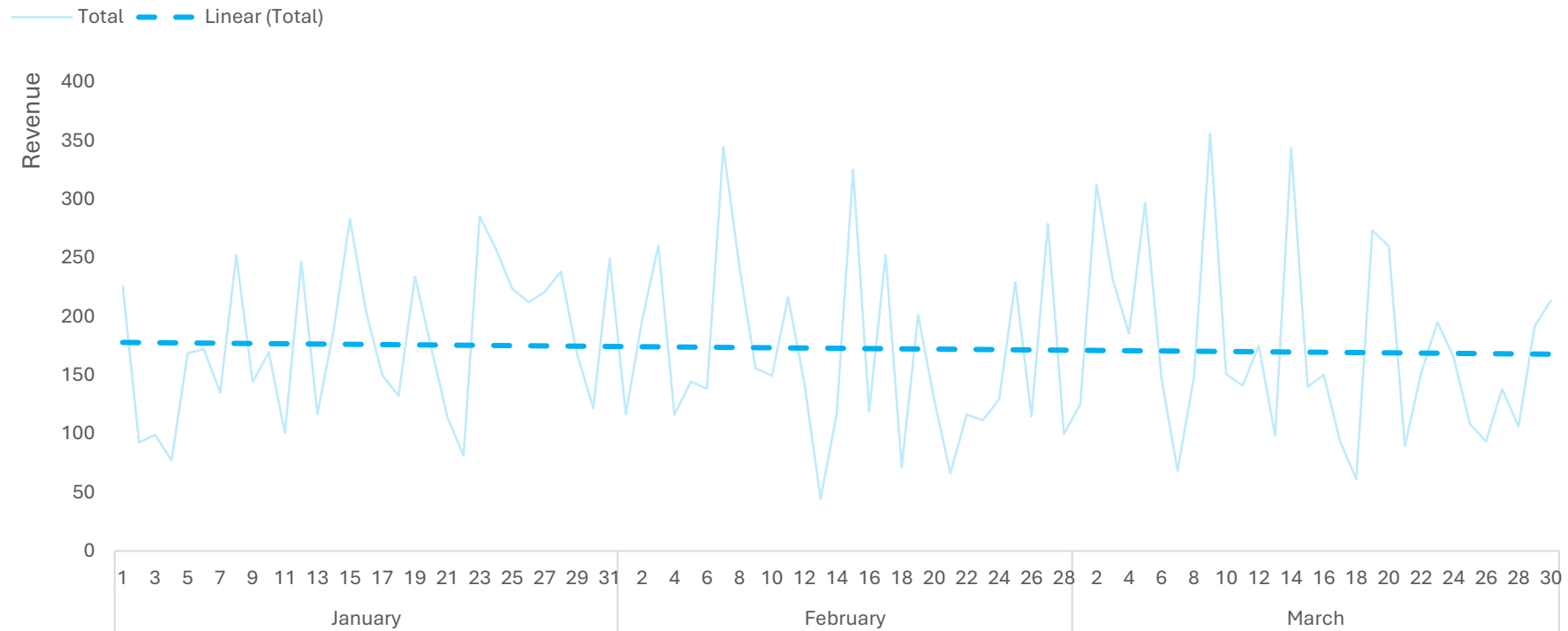
Revenue over time



# Issues

- **Revenue** tends to **decrease** each month.

## Revenue over time

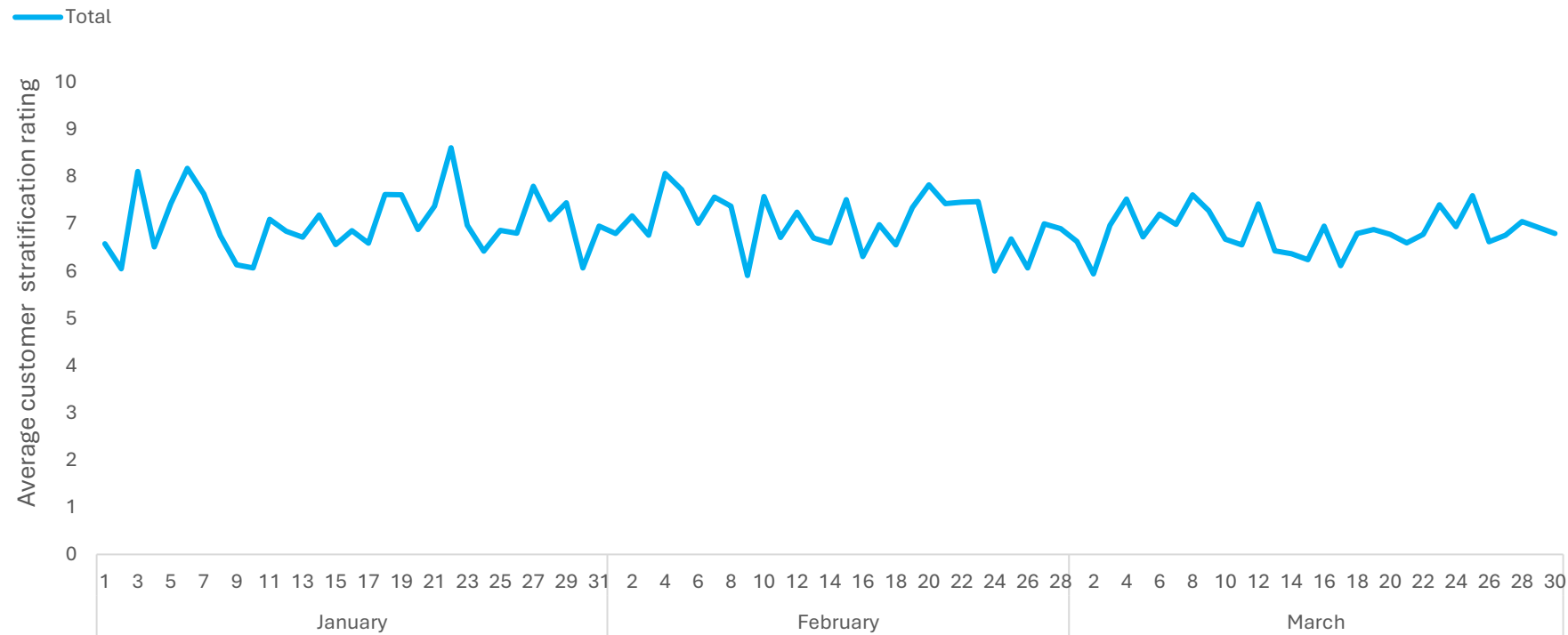




# Issues

- The average **customer stratification rating** also tends to **decrease**.

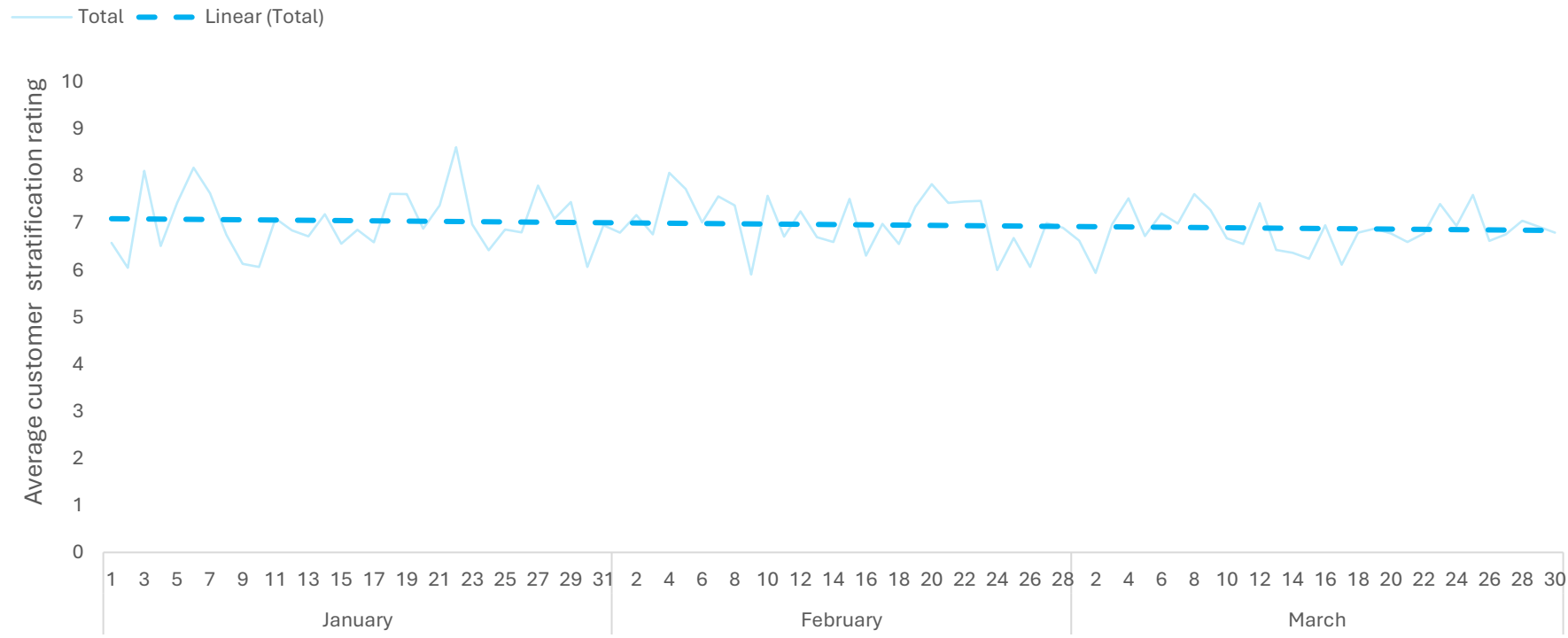
Average **customer stratification** rating over **time**



# Issues

- The average **customer stratification rating** also tends to **decrease**.

Average **customer stratification** rating over time



# Issues

- **Sales** and **revenue** are **decreasing**.
- The average client is a **mid-value** client.
- The **decreasing customer stratification** rating average **means** that **clients are losing value**.

# Approaches

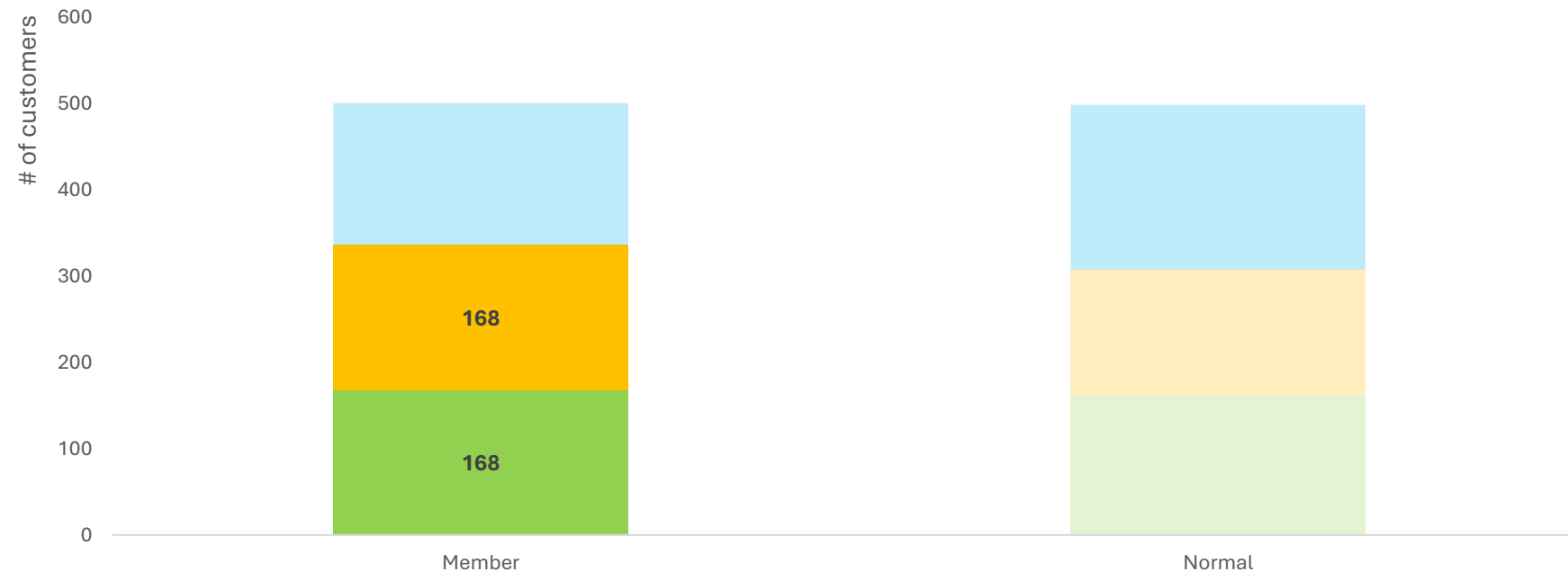
- **Analyze** customer **behavior** and **create segments**.
- Use the client segment information to **create customer profiles**.
- Use the customer profiles to **create strategies** to **maintain high-value customers** and to also **increase the value of mid and low-level customers**.
- Use the customer profiles to **train** the **staff** accordingly so they know how **to properly treat different types of customers**.

# Behavior analysis by customer value

- **Most members** are **high and low-value** customers.

Customer **type** by **number of customers** and **customer value**

■ High ■ Low ■ Medium

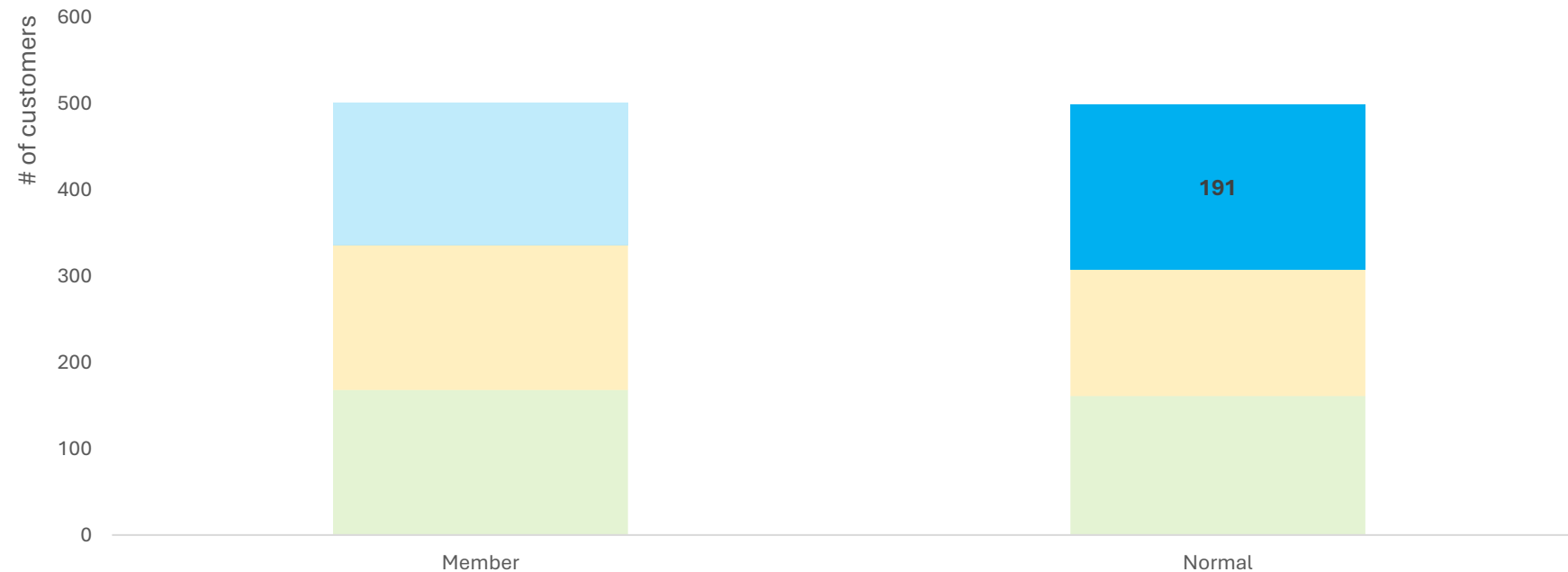


# Behavior analysis by customer value

- **Most non-members are medium-value** customers.

Customer **type** by **number of customers** and **customer value**

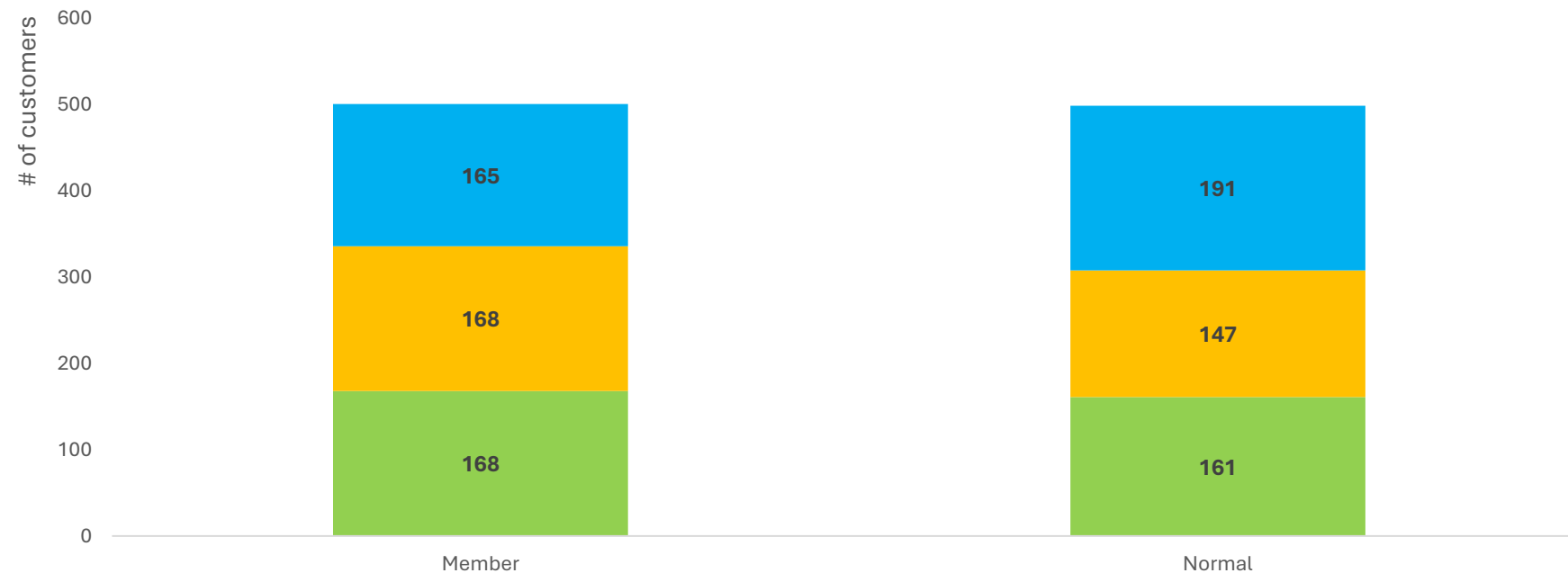
■ High ■ Low ■ Medium



# Behavior analysis by customer value

Customer **type** by **number of customers** and **customer value**

■ High ■ Low ■ Medium

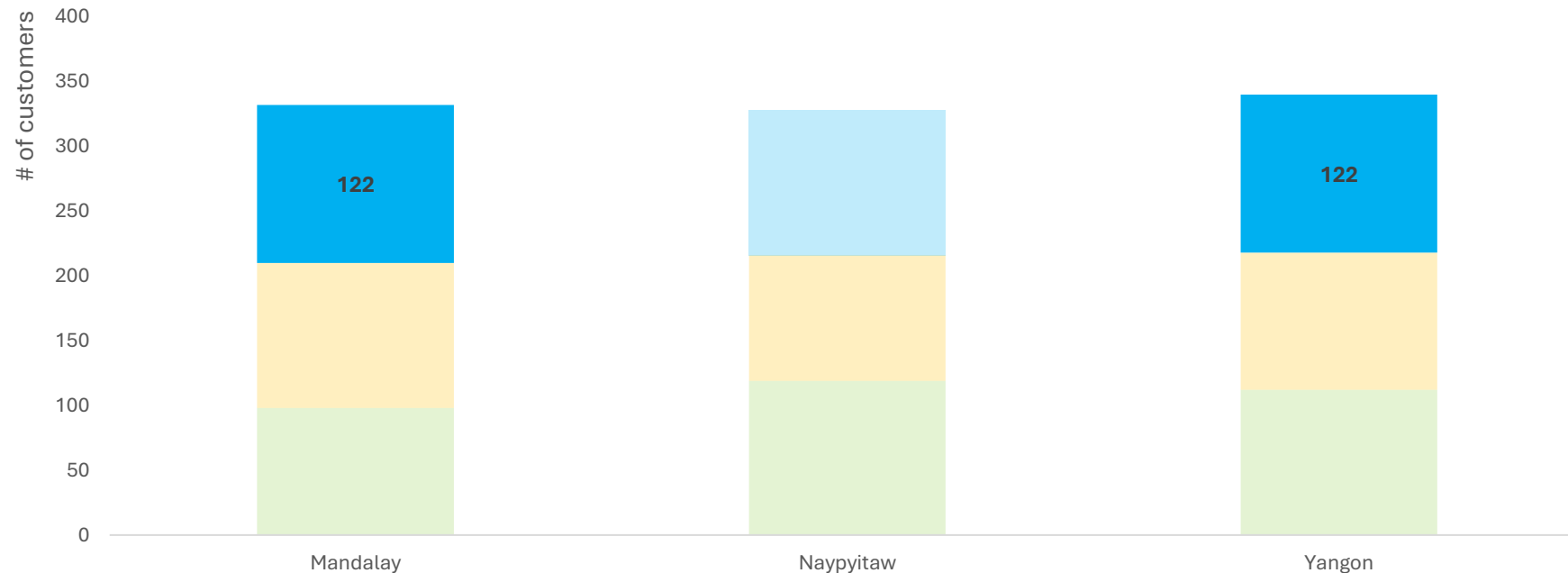


# Behavior analysis by customer value

- **Most customers in Mandalay and Yangon are medium-value.**

City by number of customers and customer value

High Low Medium



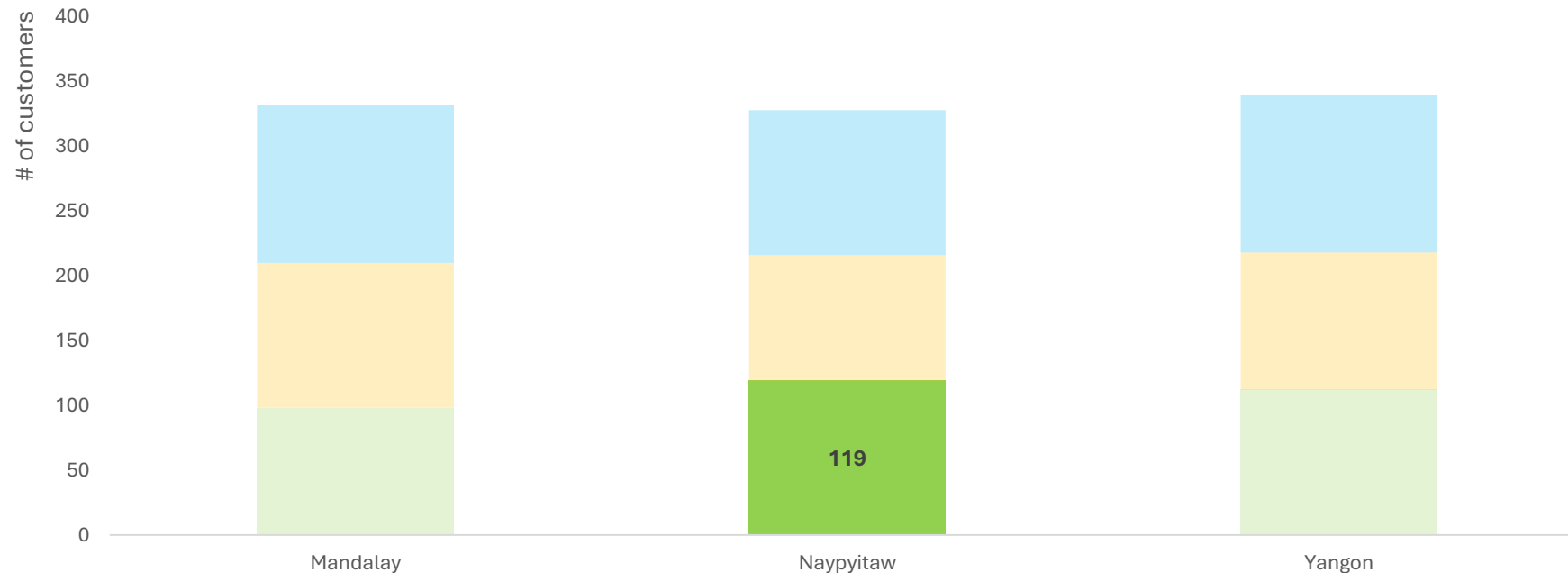


# Behavior analysis by customer value

- **Most customers in Naypyitaw are high-value.**

City by number of customers and customer value

■ High ■ Low ■ Medium

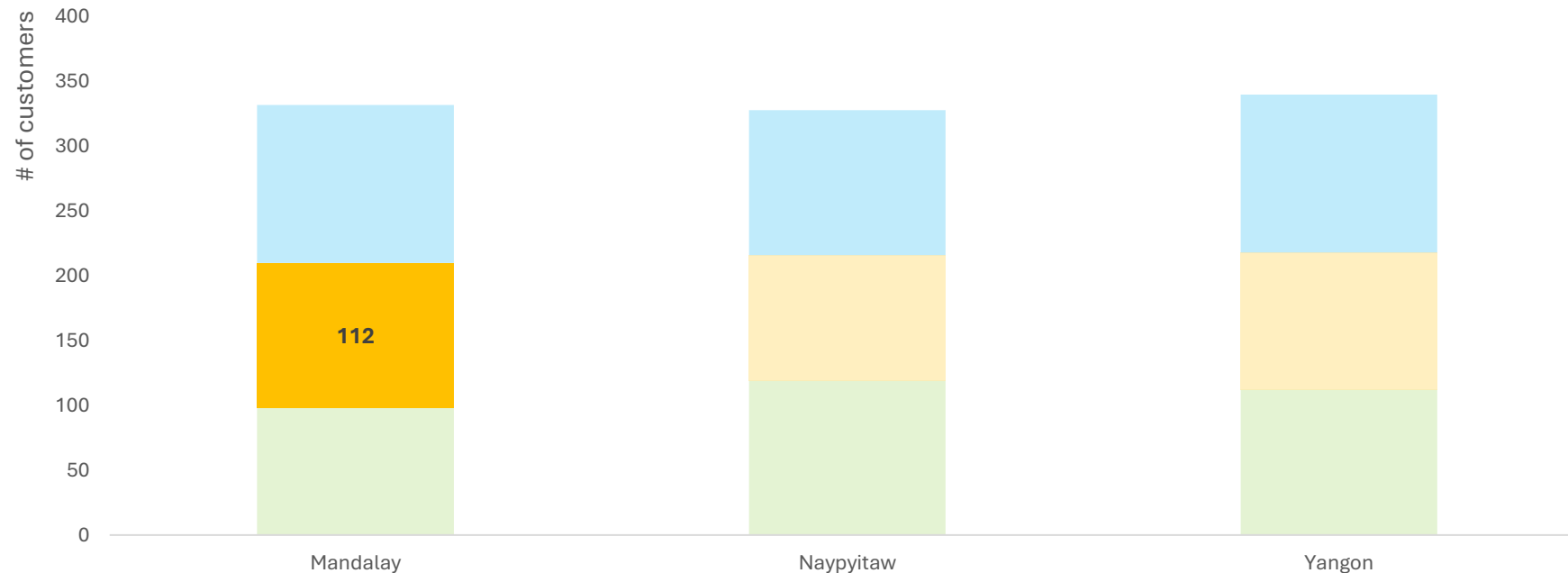


# Behavior analysis by customer value

- The **most mid-value** customers can be found in **Mandalay**.

City by number of customers and customer value

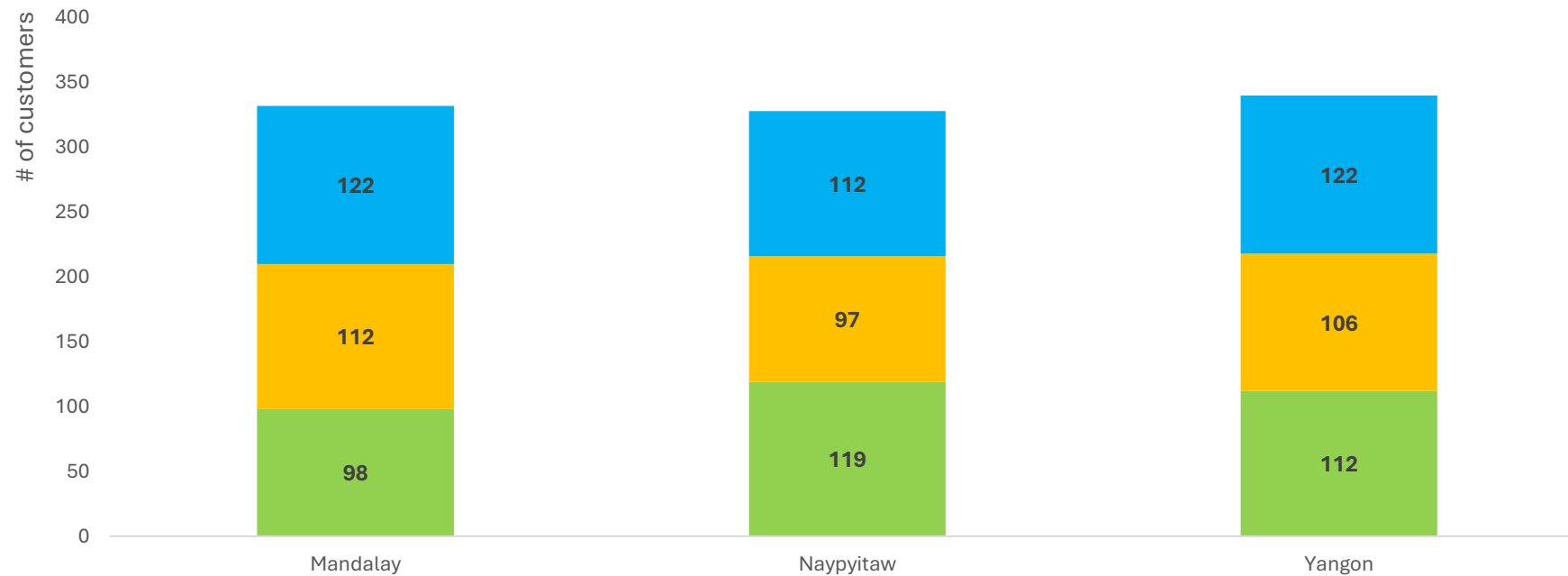
High Low Medium



# Behavior analysis by customer value

City by number of customers and customer value

■ High ■ Low ■ Medium

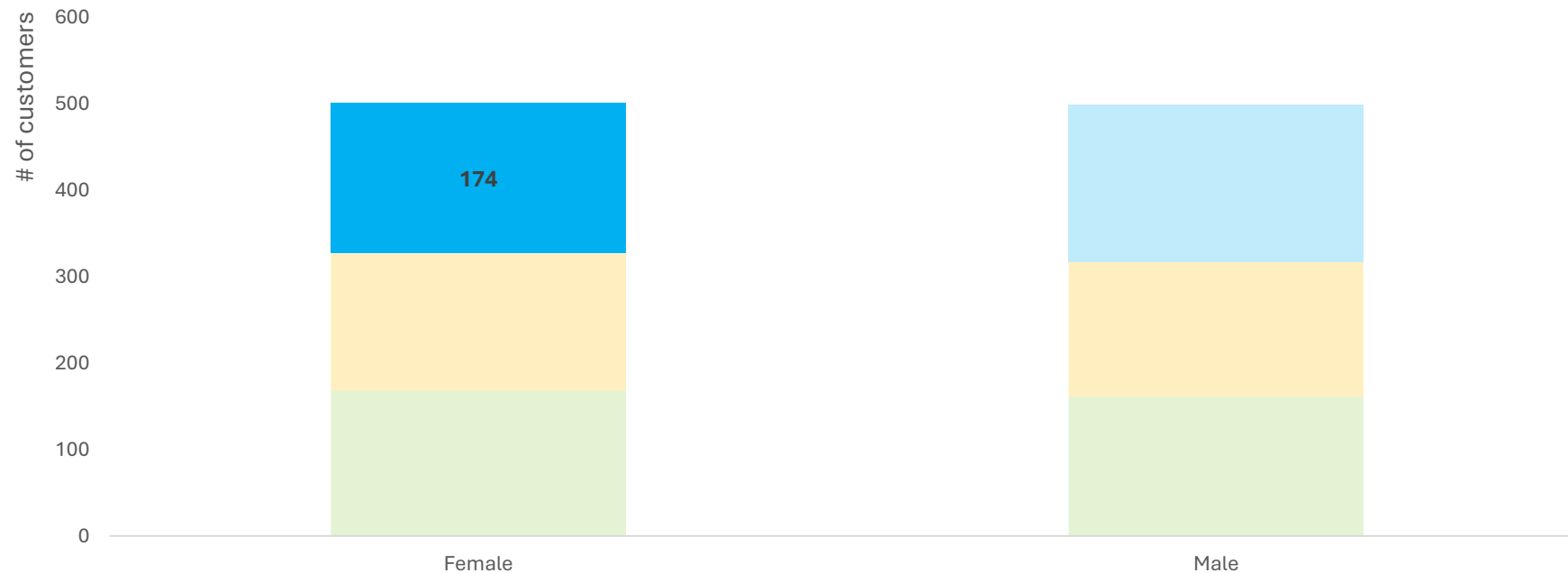


# Behavior analysis by customer value

- **Most women are medium-value** customers.

Customer **gender** by **number of customers** and **customer value**

■ High ■ Low ■ Medium

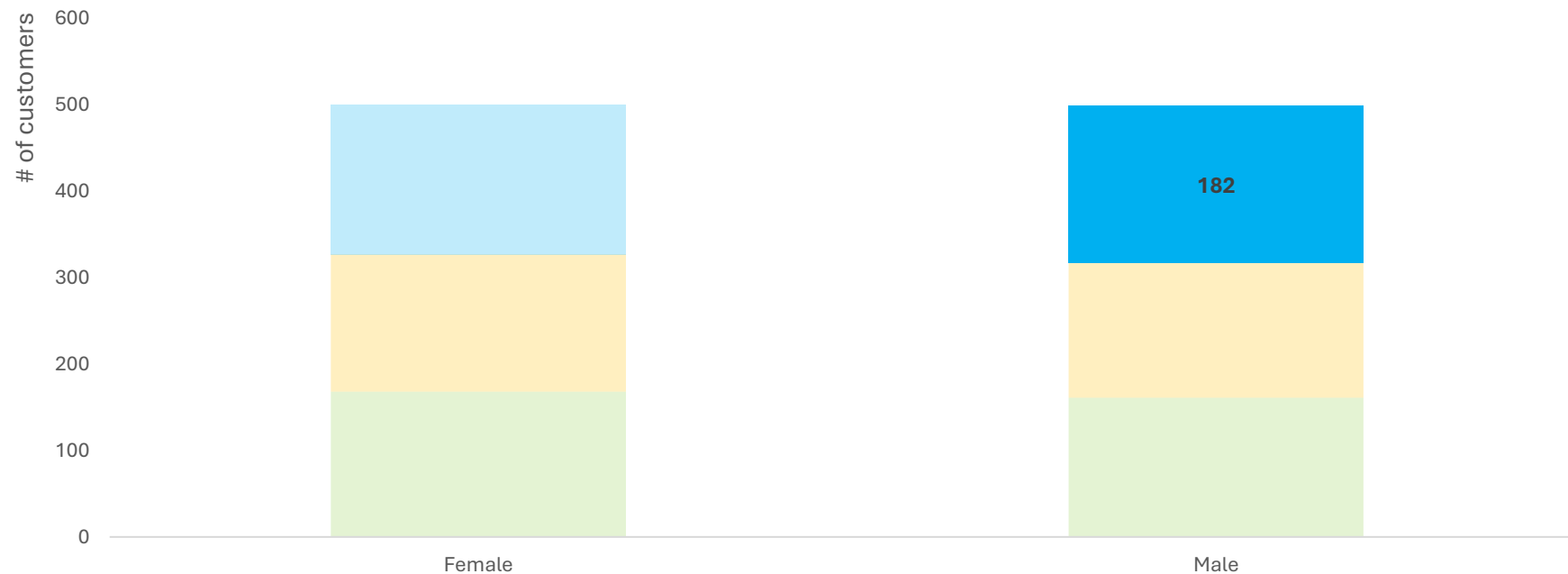


# Behavior analysis by customer value

- **Most men are medium-value** customers.

Customer **gender** by **number of customers** and **customer value**

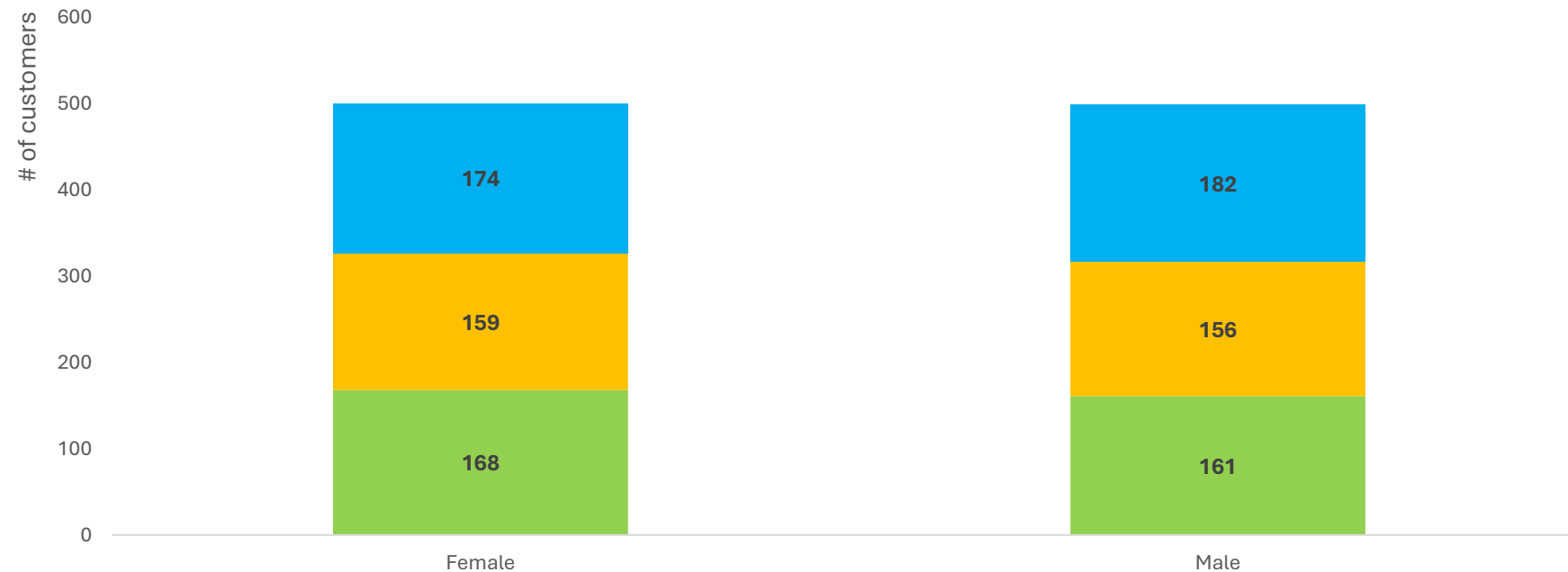
■ High ■ Low ■ Medium



# Behavior analysis by customer value

Customer **gender** by **number of customers** and **customer value**

■ High ■ Low ■ Medium



# Behavior analysis by customer value

- **Medium-value customers buy mainly electronic and fashion accessories and sports and travel items.** Electronic accessories are the best-seller amongst them.

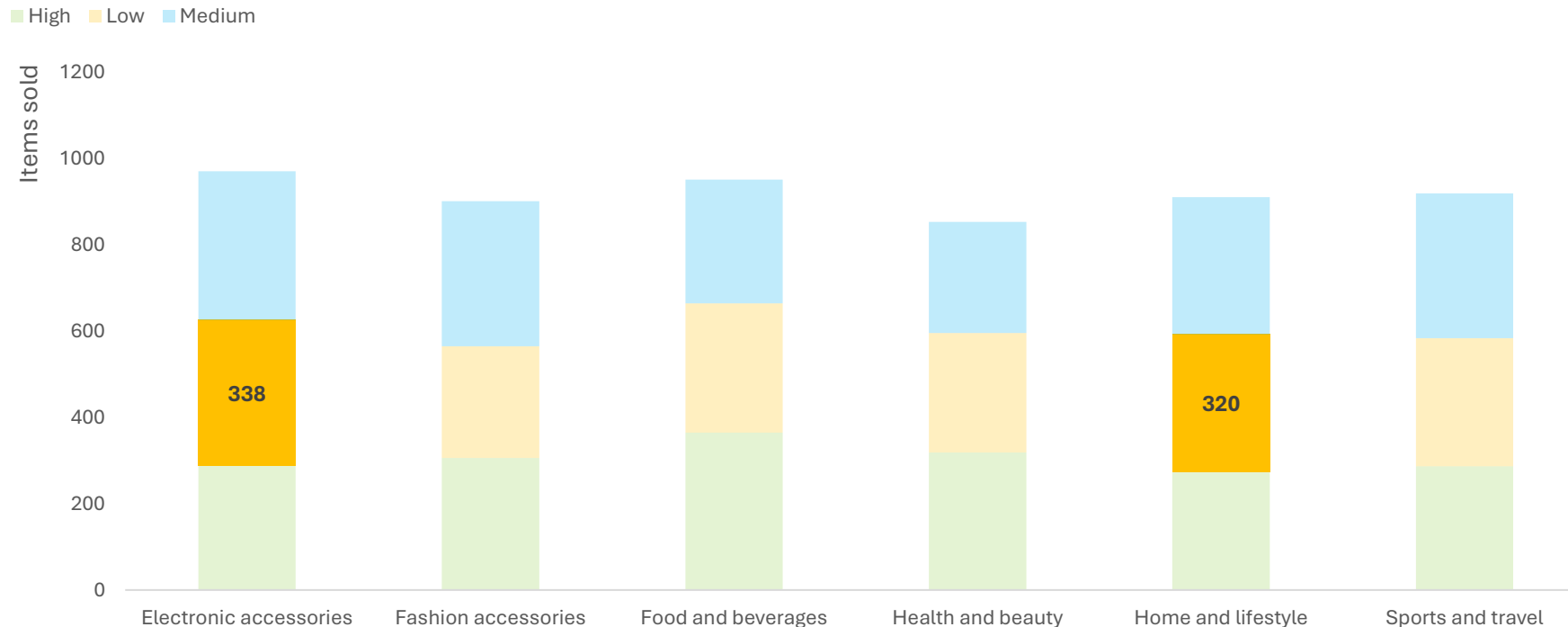
Items sold by product line and customer value



# Behavior analysis by customer value

- **Low-value customers buy the most home and lifestyle items.** Also, the best-selling product line amongst them is electronic accessories.

Items sold by product line and customer value

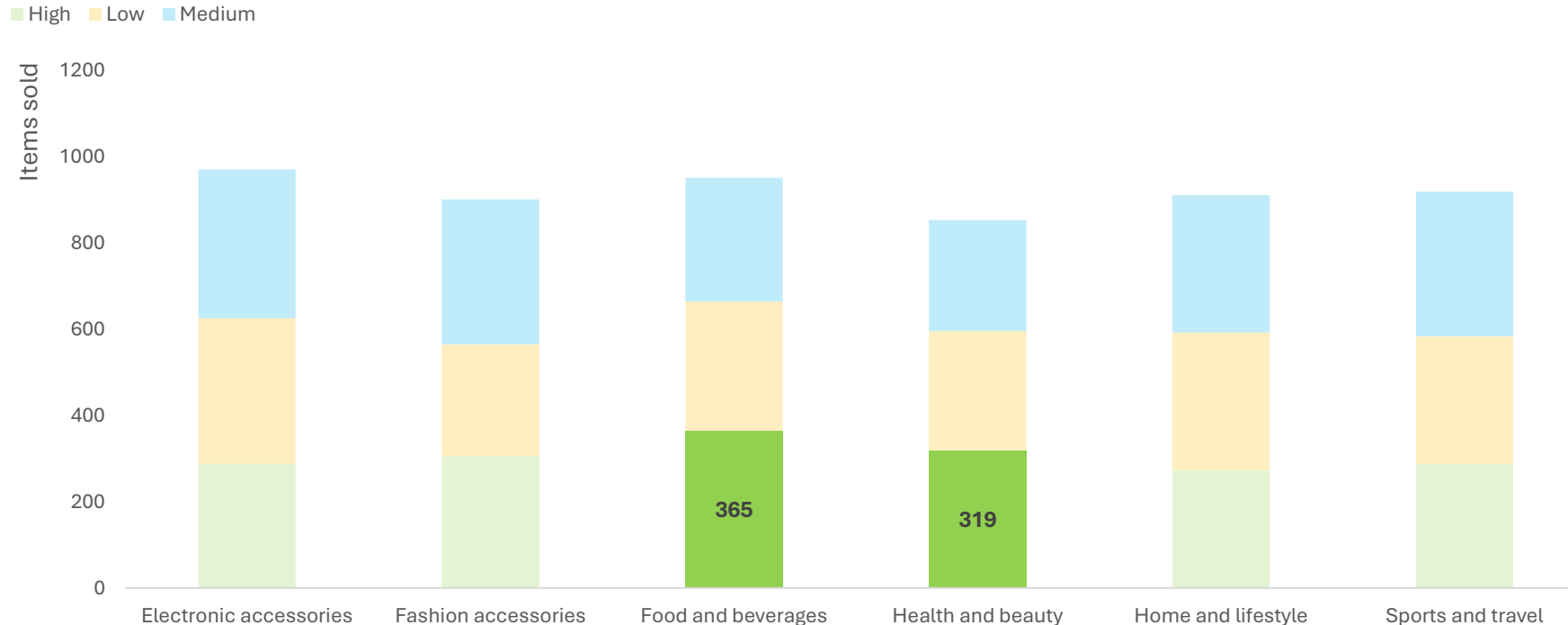




# Behavior analysis by customer value

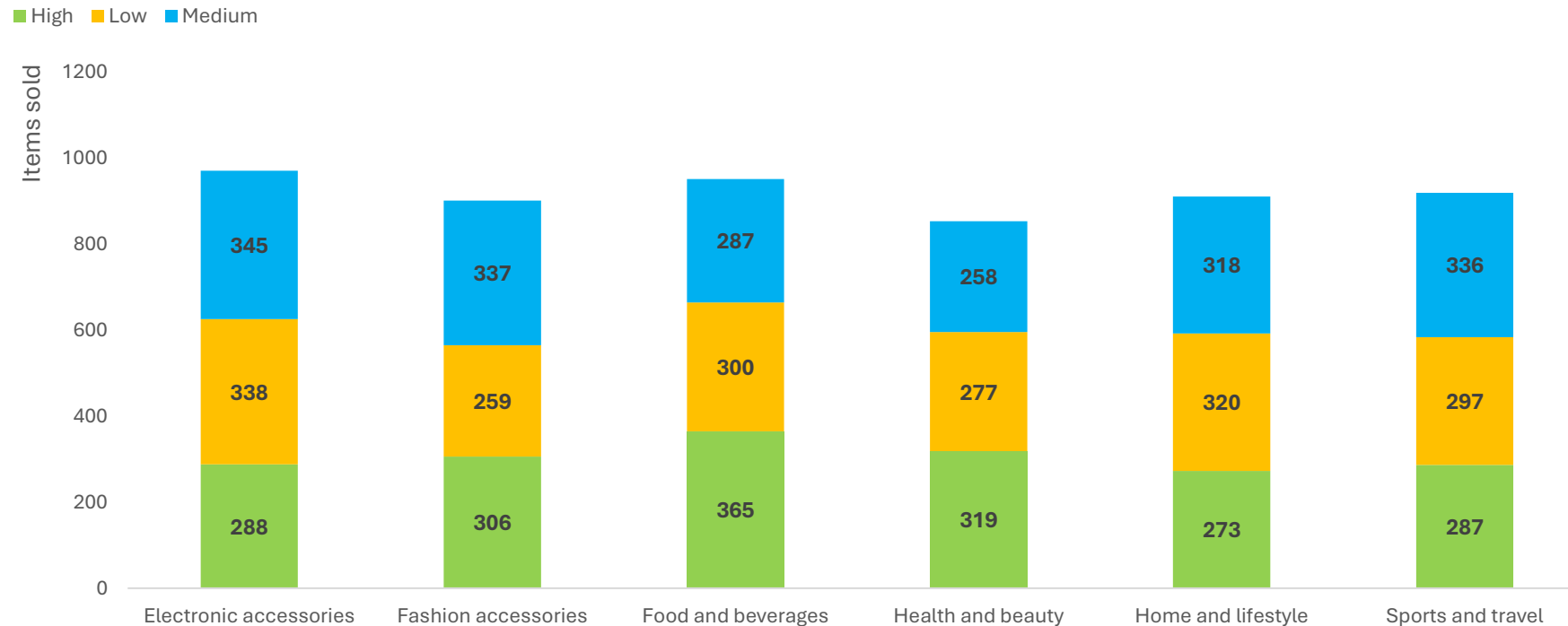
- **High-value customers buy the most food and beverages and health and beauty products**, with the first category being the best-seller amongst this group.

Items sold by product line and customer value



# Behavior analysis by customer value

Items sold by product line and customer value

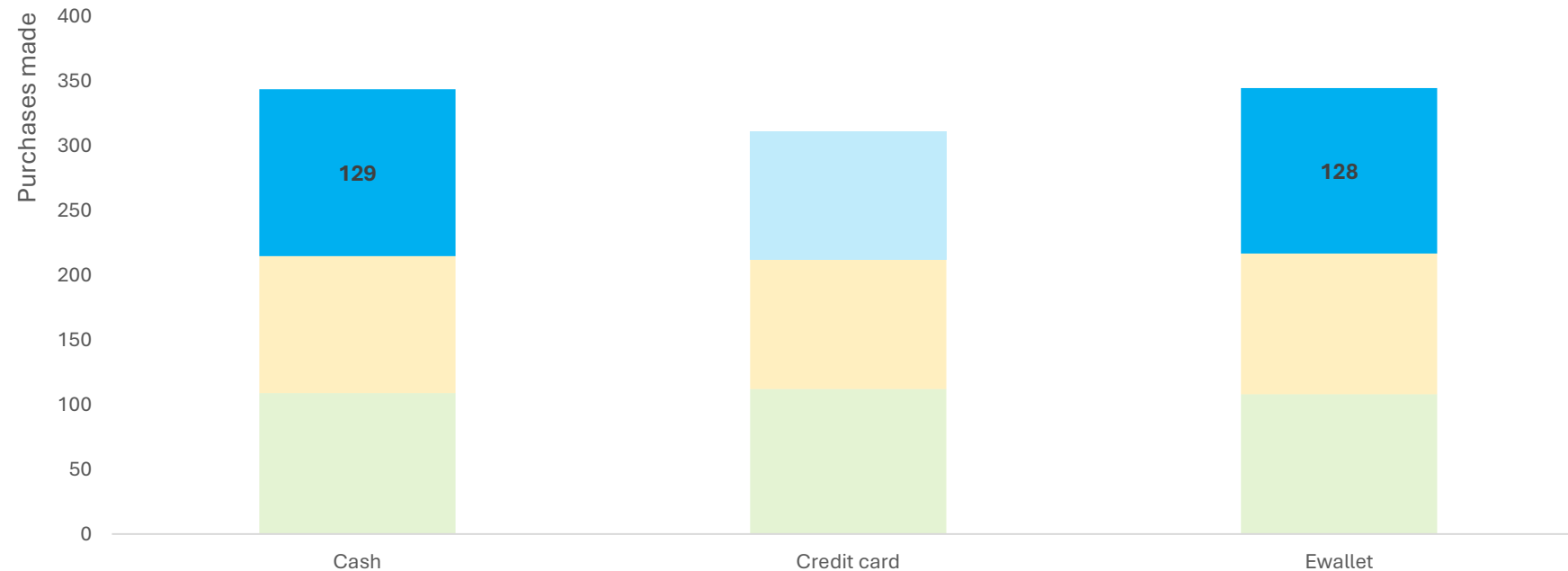


# Behavior analysis by customer value

- **Cash and e-wallet** are mainly used by **medium-value** customers.

Type of **payment** by **number of purchases** made and **customer value**

■ High ■ Low ■ Medium

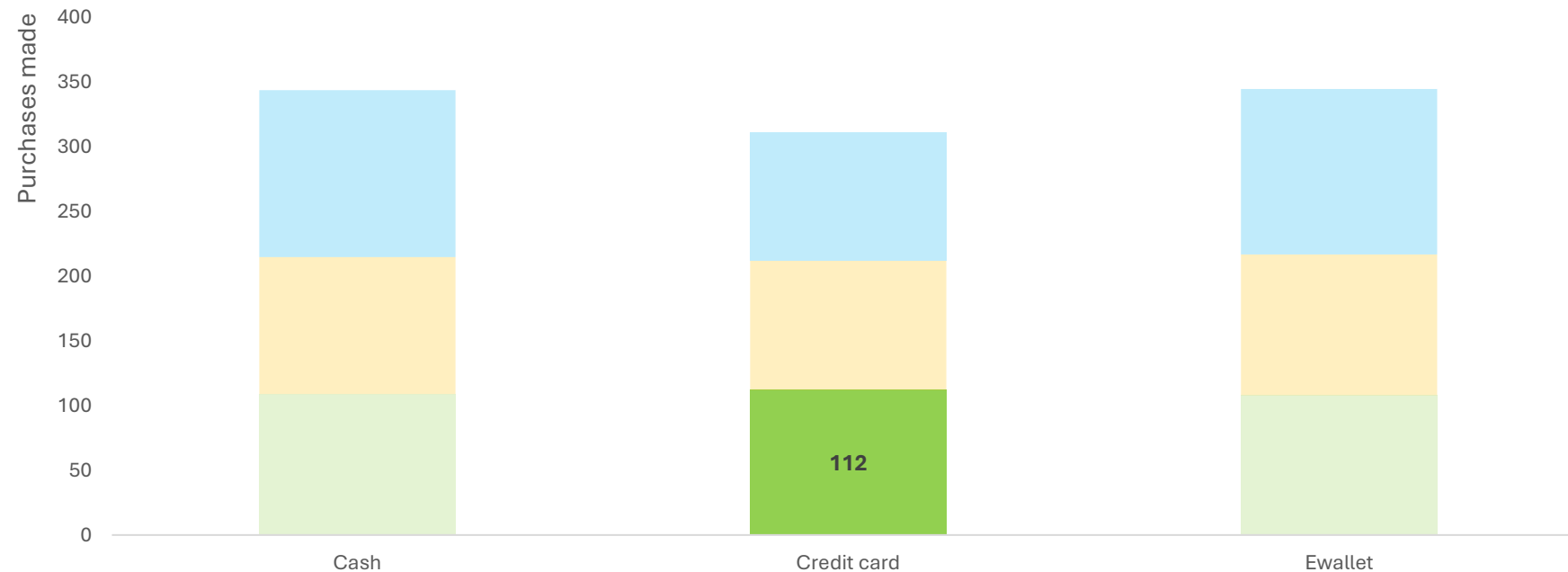


# Behavior analysis by customer value

- **Credit card** users are **mostly high-value** customers.

Type of **payment** by **number of purchases** made and **customer value**

■ High ■ Low ■ Medium

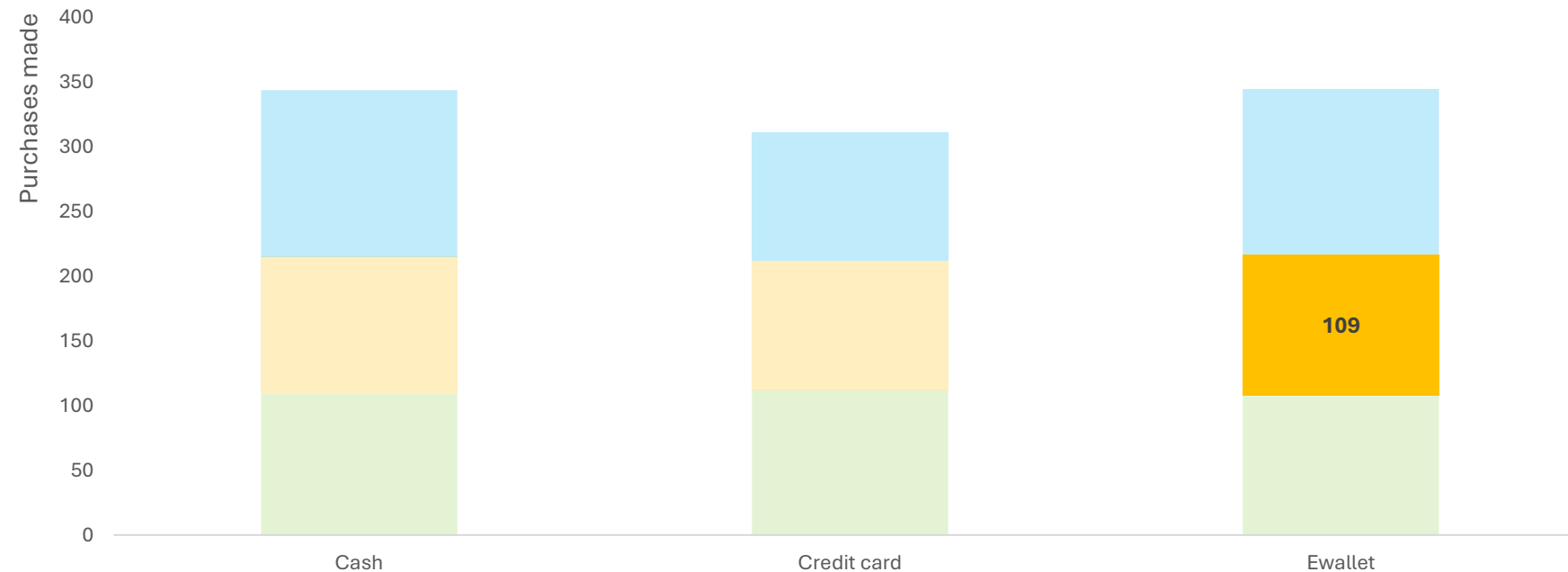


# Behavior analysis by customer value

- **Low-value** customers **mostly use e-wallet.**

Type of **payment** by **number of purchases** made and **customer value**

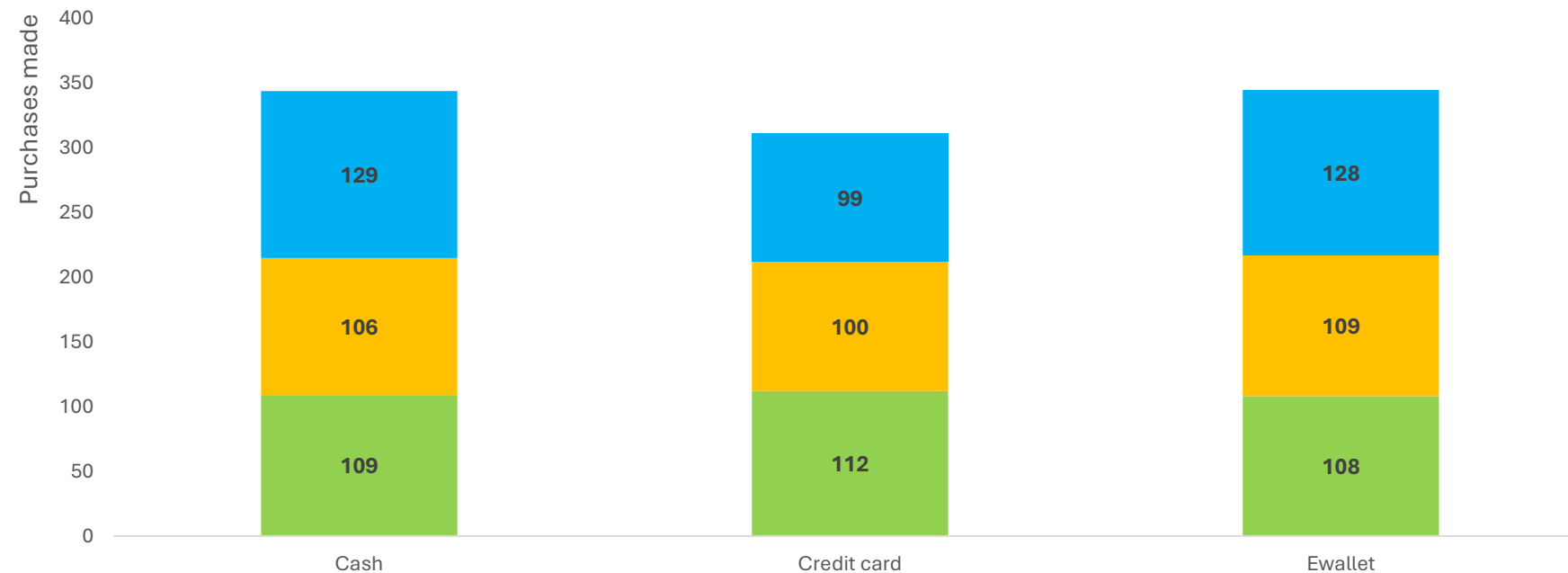
High Low Medium



# Behavior analysis by customer value

Type of **payment** by **number of purchases** made and **customer value**

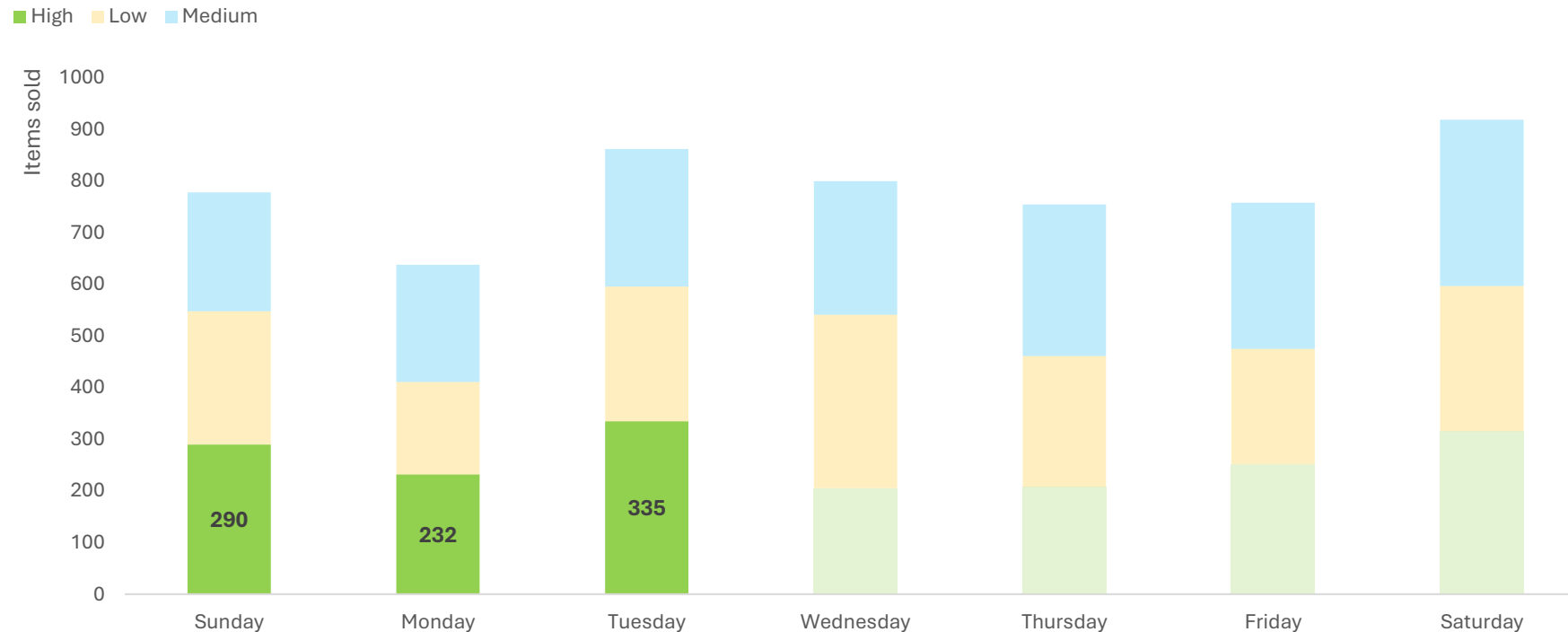
■ High ■ Low ■ Medium



# Behavior analysis by customer value

- **High-value** customers **buy more items from Sunday to Tuesday**, buying more on Tuesday than any other day.

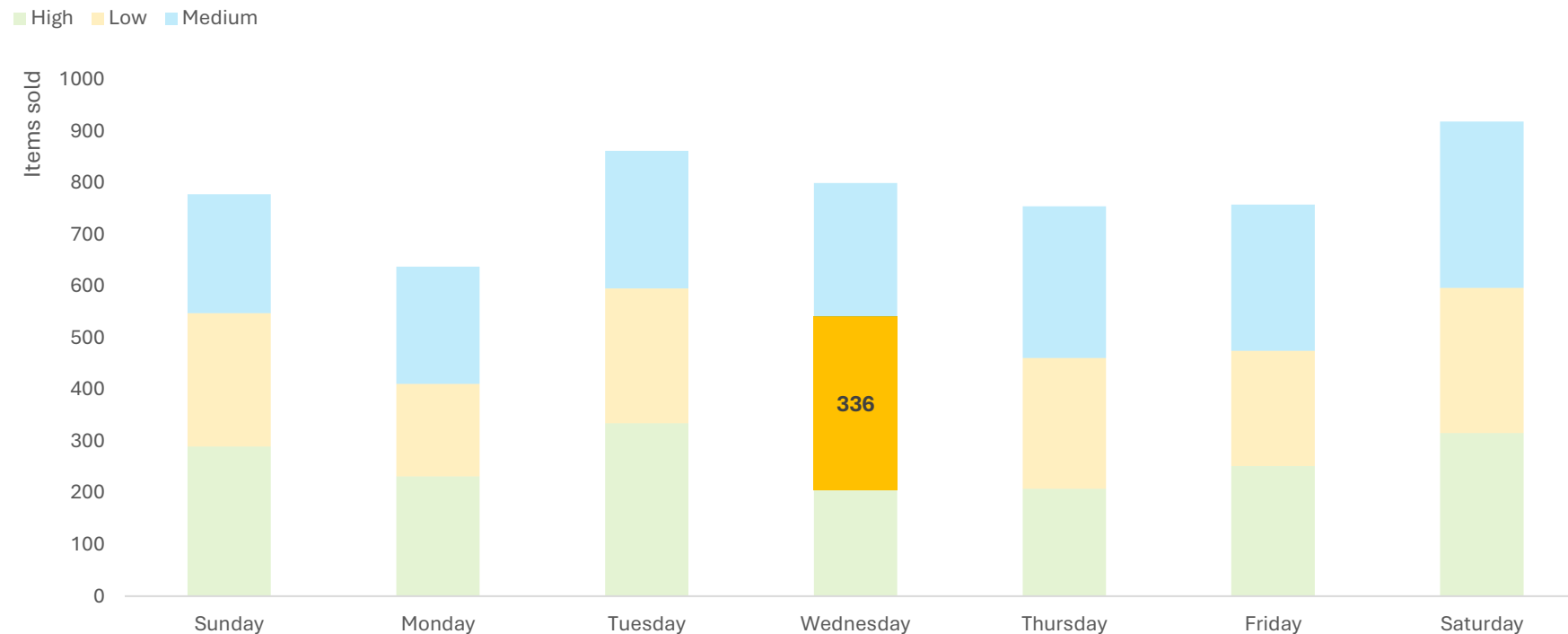
Items sold by day of the week and customer value



# Behavior analysis by customer value

- **Low-value** customers **buy more items on Wednesday.**

Items sold by day of the week and customer value

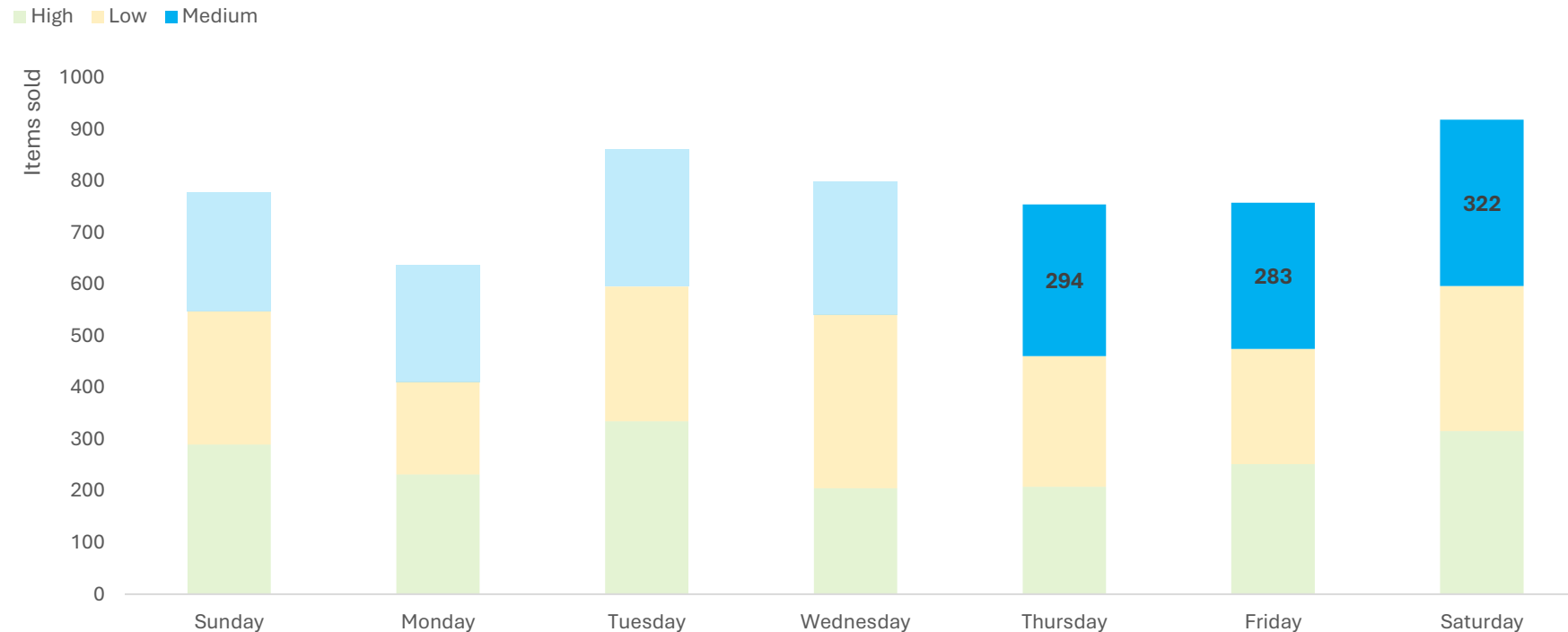




# Behavior analysis by customer value

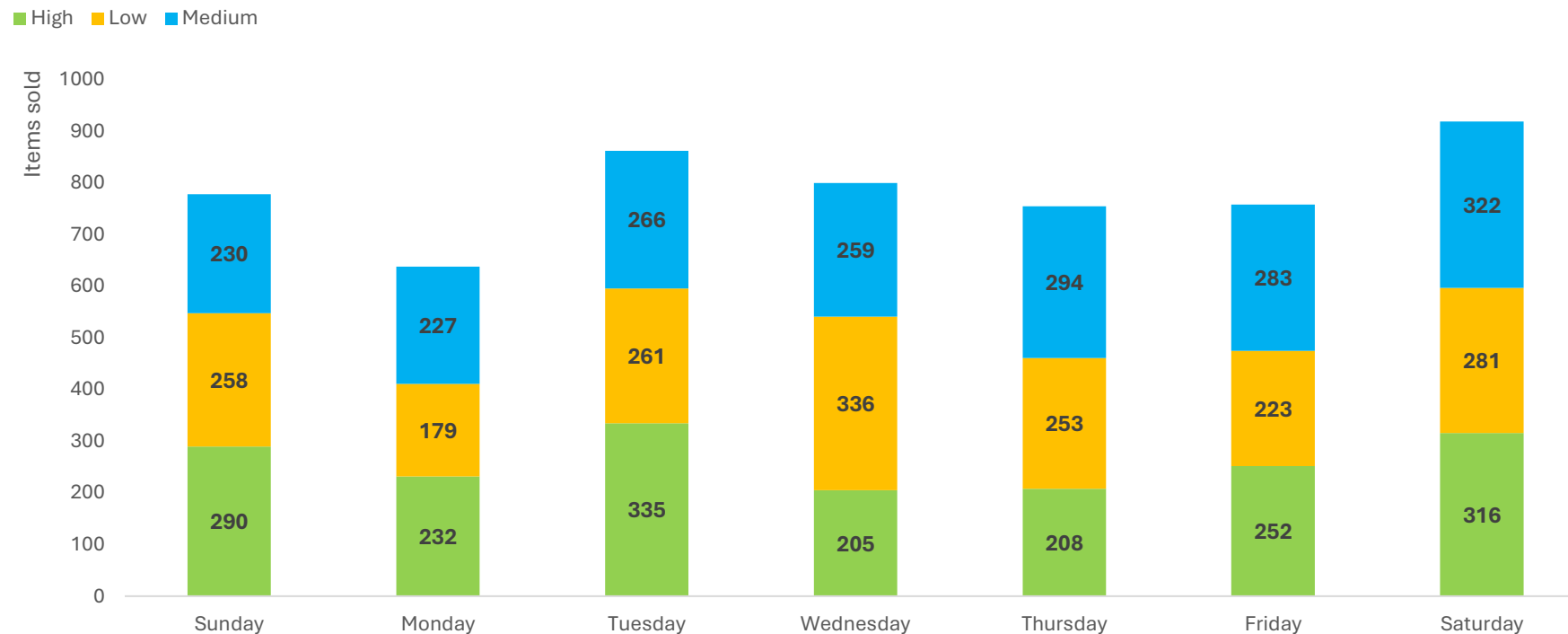
- **Medium-value** customers do **most** of their **purchases from Thursday to Saturday**. They buy the most items on Saturday.

Items sold by day of the week and customer value



# Behavior analysis by customer value

Items sold by day of the week and customer value

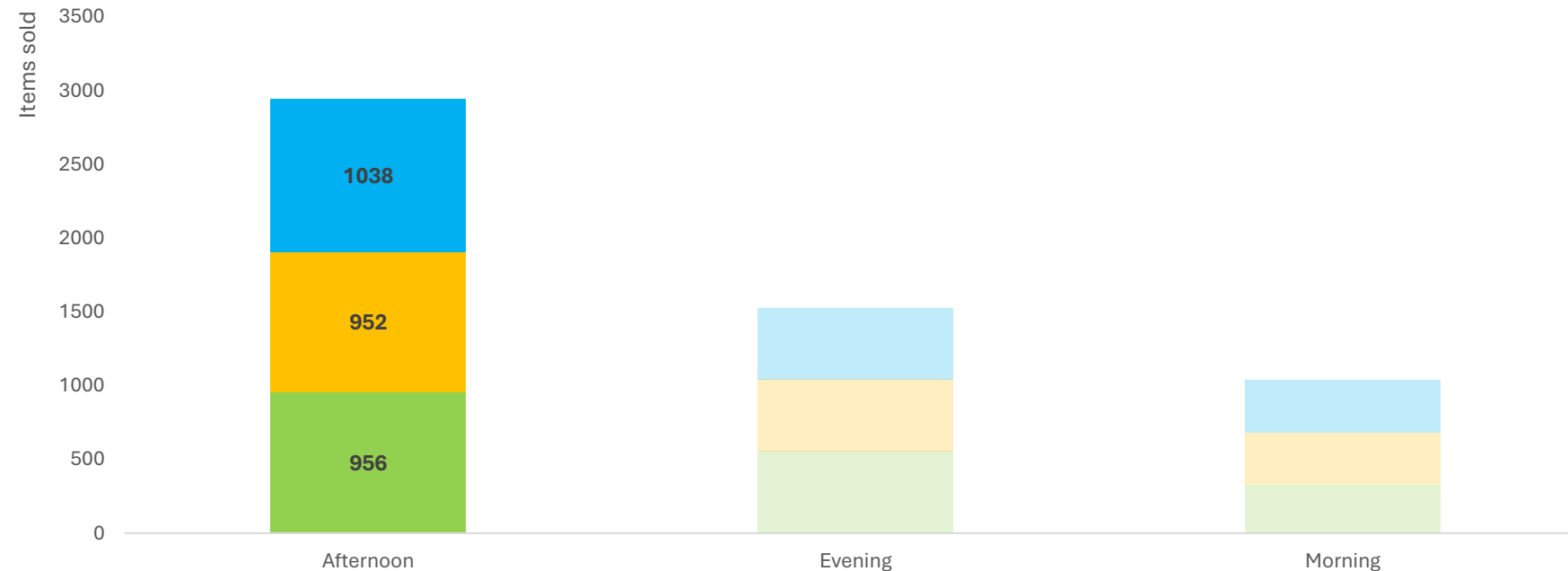


# Behavior analysis by customer value

- **All clients tend to make their purchases in the afternoon.** Medium-value customers buy the most in the afternoon.

Items purchased by time of the day and client value

■ High ■ Low ■ Medium

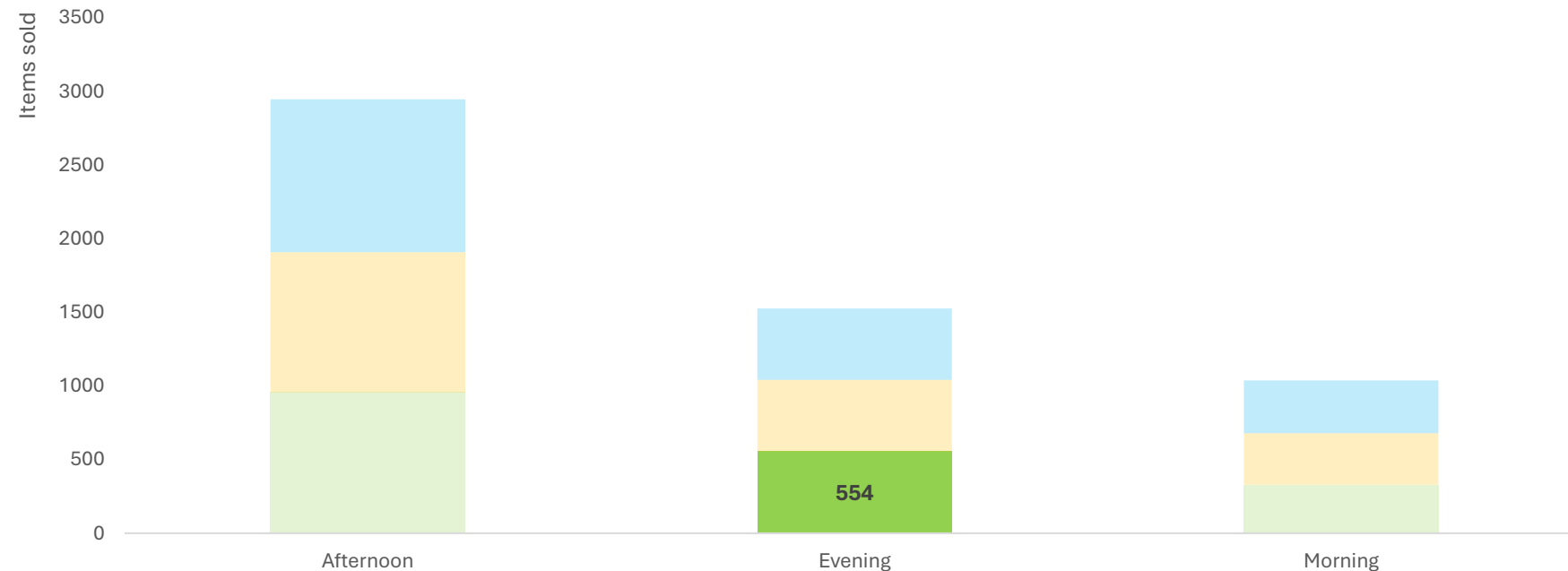


# Behavior analysis by customer value

- **Most purchases in the evening** are made by **high-value** clients.

Items purchased by time of the day and client value

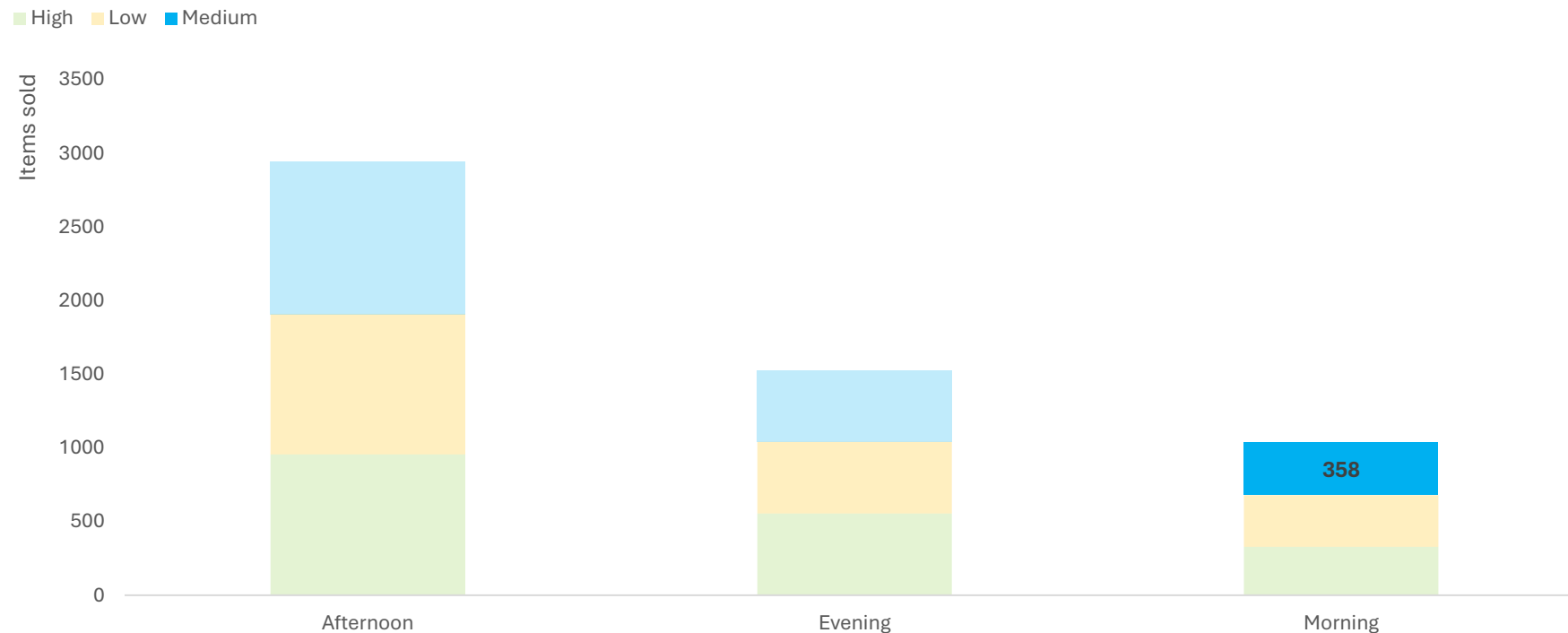
■ High ■ Low ■ Medium



# Behavior analysis by customer value

- **Most purchases in the morning** are made by **medium-value** customers.

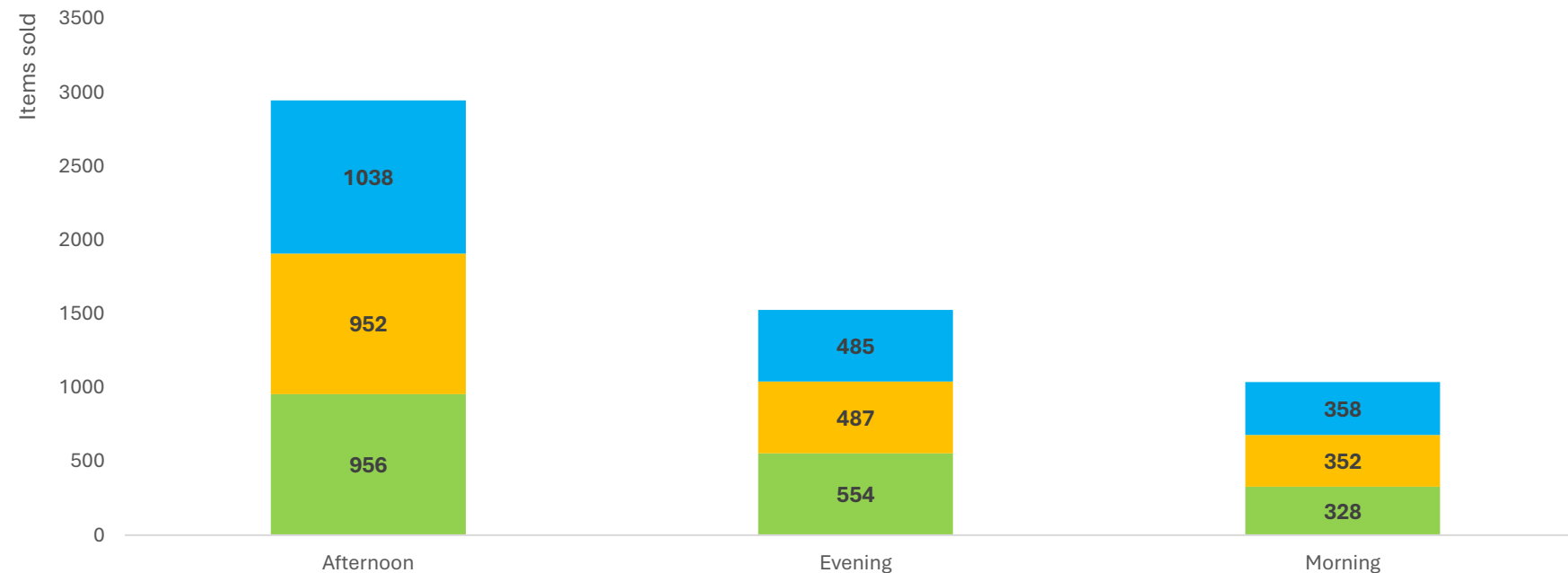
Items purchased by time of the day and client value



# Behavior analysis by customer value

Items purchased by time of the day and client value

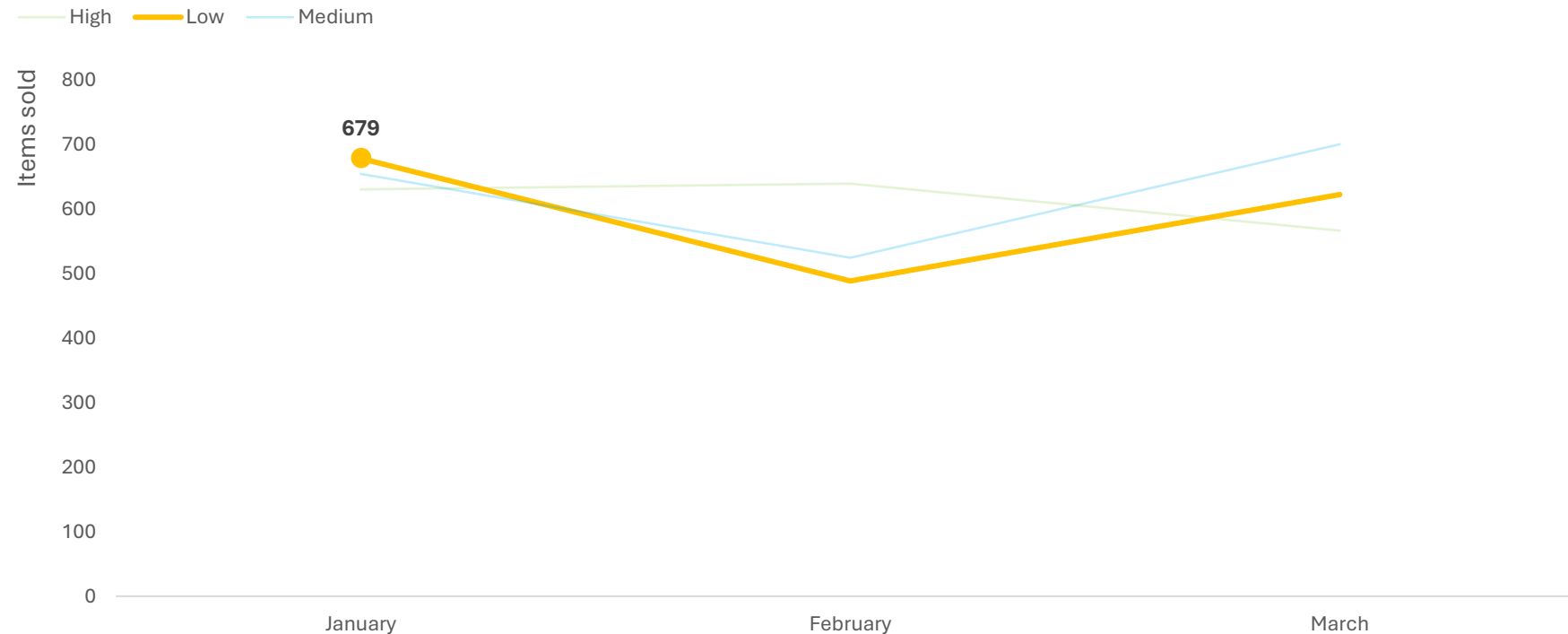
■ High ■ Low ■ Medium



# Behavior analysis by customer value

- **Low-value** customers **bought the most** items in **January**.

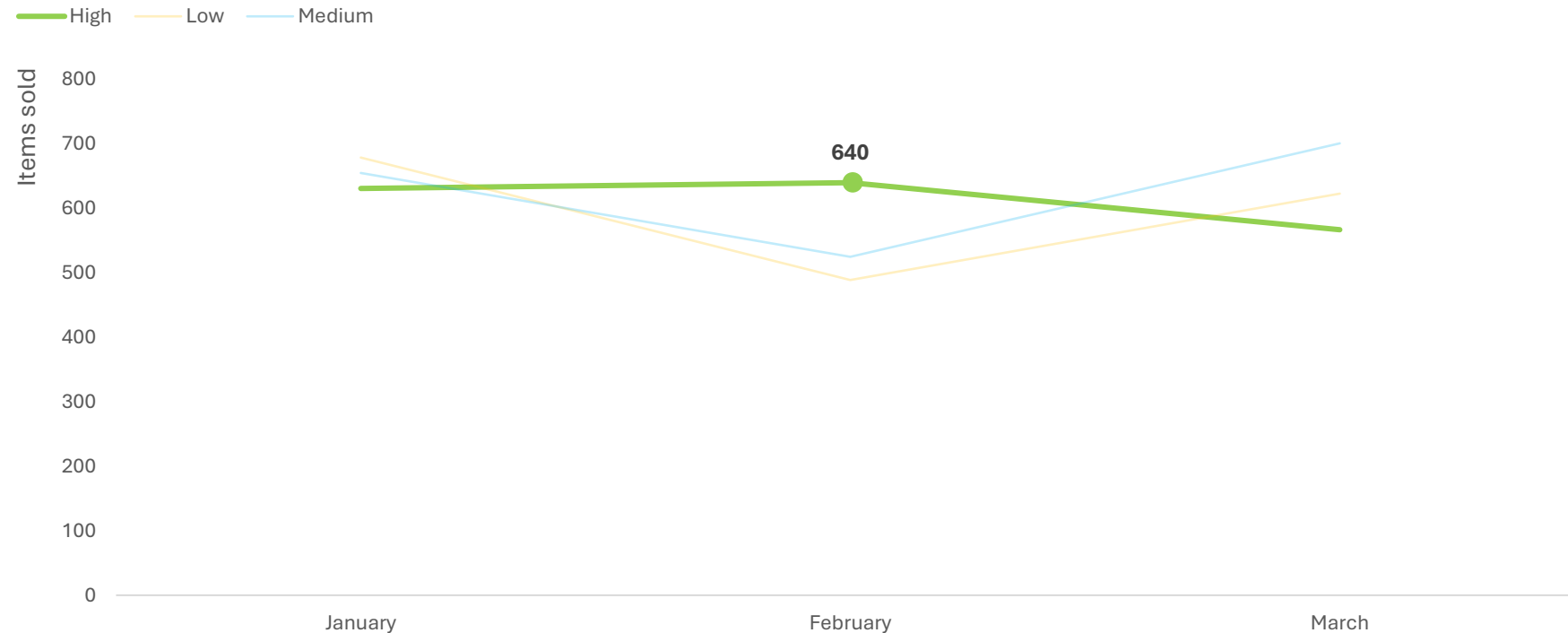
Items sold over time by customer value



# Behavior analysis by customer value

- **High-value** customers **bought the most** items during **February**.

Items sold over time by customer value

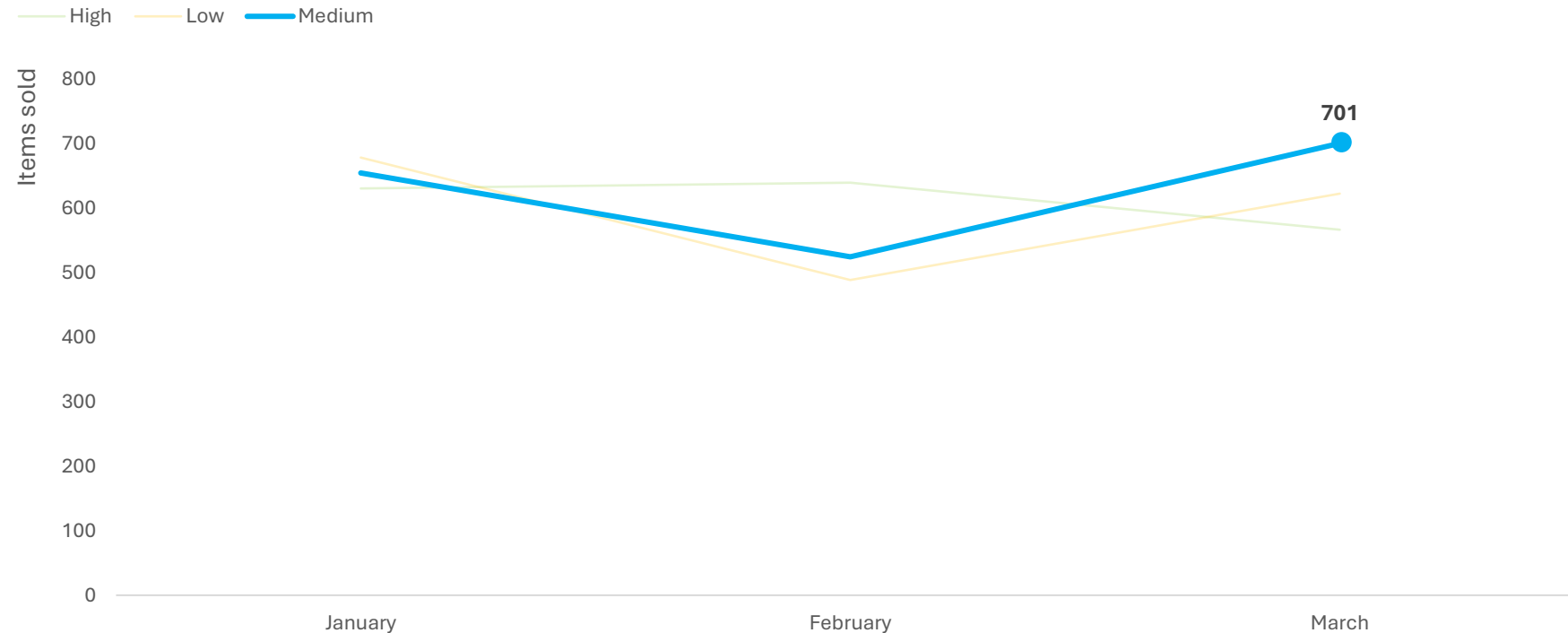




# Behavior analysis by customer value

- **Medium-value** customers **bought the most** items during **March**.

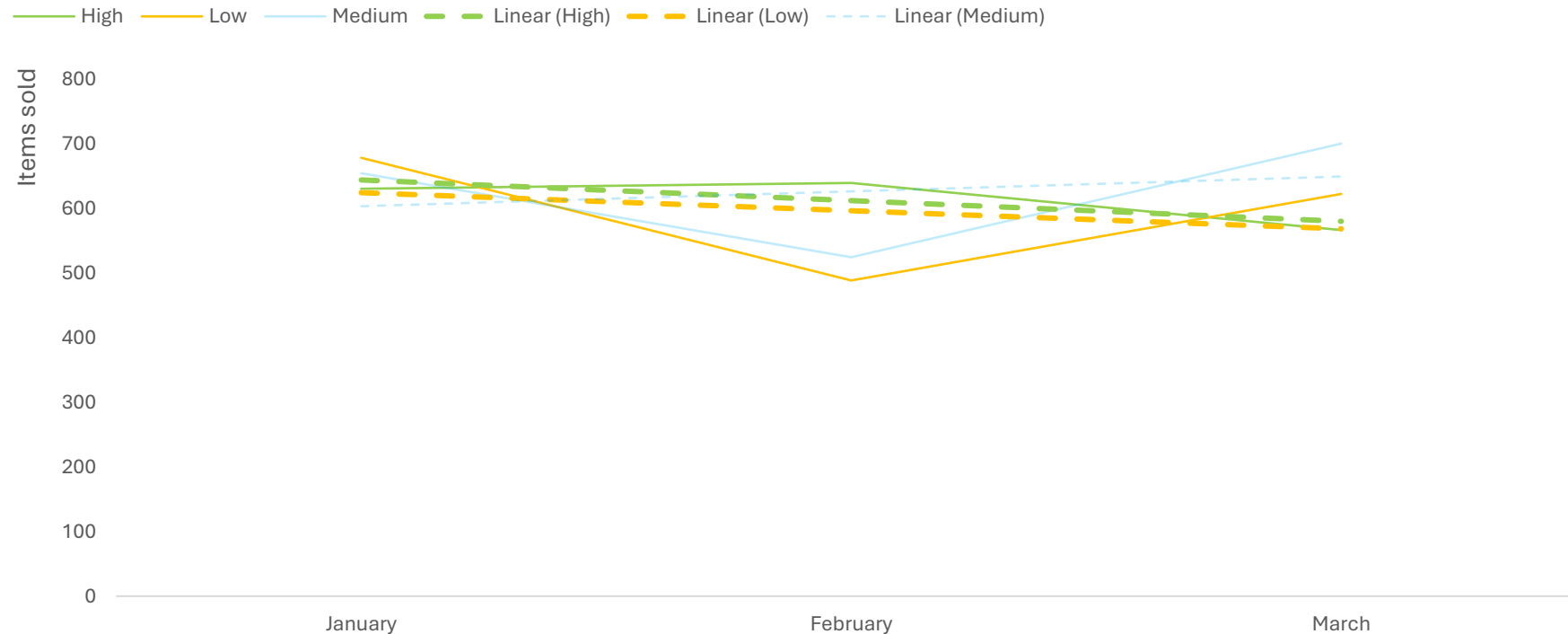
Items sold over time by customer value



# Behavior analysis by customer value

- The number of **items bought by both low and high-value customers tends to decrease.**

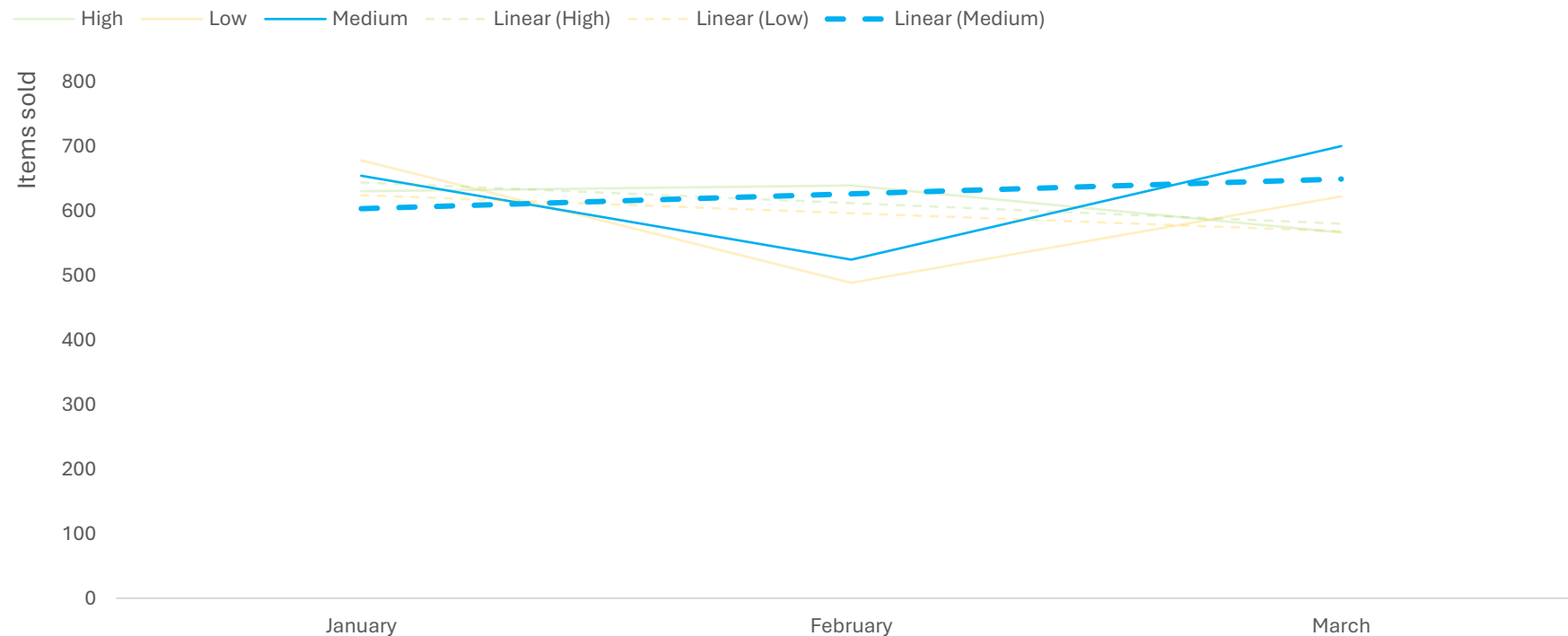
Items sold over time by customer value



# Behavior analysis by customer value

- **Medium-value** customers **tend to purchase more items** over time.

Items sold over time by customer value



# Areas of opportunity

- Most sales come from **medium-value** customers. The **goal** would be to **make them high-value** customers. Since sales by medium-value customers are increasing, this may mean that **medium-value customers are gaining value**.
- The tendency of increasing item sales by medium-value customers may equally mean that **low-value customers are gaining value** and that **high-value customers are losing value** or that **there's a client loss**.
- There's a need to **retain high-value customers**, to **keep increasing the value of low-value customers** and to **attract new customers**.

# Customer profiles based on their value

| Category             | Customer value   |  |  |
|----------------------|--|--|--|
|                      | Low  | Medium   | High   |
| Client type          | Member   | Normal   | Member   |
| City                 | Mandalay   | Mandalay or Yangon   | Naypyitaw  |
| Gender               | Female   | Male   | Female   |
| Product line (top 3) | Electronic accessories, home and lifestyle, food and beverages | Electronic accessories, fashion accessories, sports and travel | Food and beverages, health and beauty, fashion accessories |
| Payment type         | E-wallet   | Cash   | Credit card  |
| Day (top 3)          | Wednesday, Saturday, Tuesday                                   | Saturday, Thursday, Friday                                     | Tuesday, Sunday, Monday                                    |
| Time of the day      | Afternoon  | Afternoon  | Afternoon  |

# Plan of action

- Create strategies based on the profiles made according to the customer values.
- Use the shared characteristics between each customer value profile to simplify the strategy creation process. For example, both low and high-value customers tend to be women with a membership that buy food and beverages and that come to the stores on the afternoon.

# Other useful segmentations

| Category             | City   |  |   |
|----------------------|--|--|---|
|                      | Yangon   | Naypyitaw  | Mandalay  |
| Client value         | Medium   | Medium   | Medium  |
| Client type          | Normal   | Member   | Normal  |
| Gender               | Male   | Female   | Male  |
| Product line (top 3) | Home and lifestyle,<br>sports and travel,<br>electronic<br>accessories | Food and beverages,<br>fashion accessories,<br>electronic<br>accessories | Sports and travel,<br>health and beauty,<br>electronic<br>accessories |
| Payment type         | E-wallet   | Cash   | E-wallet  |
| Day (top 3)          | Sunday, Tuesday,<br>Saturday/Friday                                    | Saturday, Tuesday,<br>Friday   | Saturday/Tuesday,<br>Thursday, Sunday                                 |
| Time of the day      | Afternoon  | Afternoon  | Afternoon   |

# Other useful segmentations

| Category             | Customer type   |   |
|----------------------|---|---|
|                      | Normal  | Member  |
| Client value         | Medium  | Medium  |
| City                 | Yangon  | Naypyitaw   |
| Gender               | Male  | Female  |
| Product line (top 3) | Electronic accessories, fashion accessories, food and beverages | Food and beverages, sports and travel, home and lifestyle |
| Payment type         | E-wallet  | Credit card   |
| Day (top 3)          | Saturday, Friday, Thursday                                      | Tuesday, Saturday, Wednesday                              |
| Time of the day      | Afternoon   | Afternoon   |



# Other useful segmentations

| Category             | Gender  |   |
|----------------------|---|---|
|                      | Male  | Female  |
| Client value         | Medium  | Medium  |
| Client type          | Normal  | Member  |
| City                 | Yangon  | Naypyitaw   |
| Product line (top 3) | Health and beauty, electronic accessories, food and beverages | Fashion accessories, food and beverages, home and lifestyle |
| Payment type         | E-wallet  | Cash  |
| Day (top 3)          | Wednesday, Saturday, Thursday                                 | Tuesday, Saturday, Monday                                   |
| Time of the day      | Afternoon   | Afternoon   |