ANALYSIS OF SUPER MARKET SALES

Count of Branch by City

328 (32.8%)

340 (34%)

332 (33.2%)

City
- Yangon
- Mandalay
- Naypyitaw
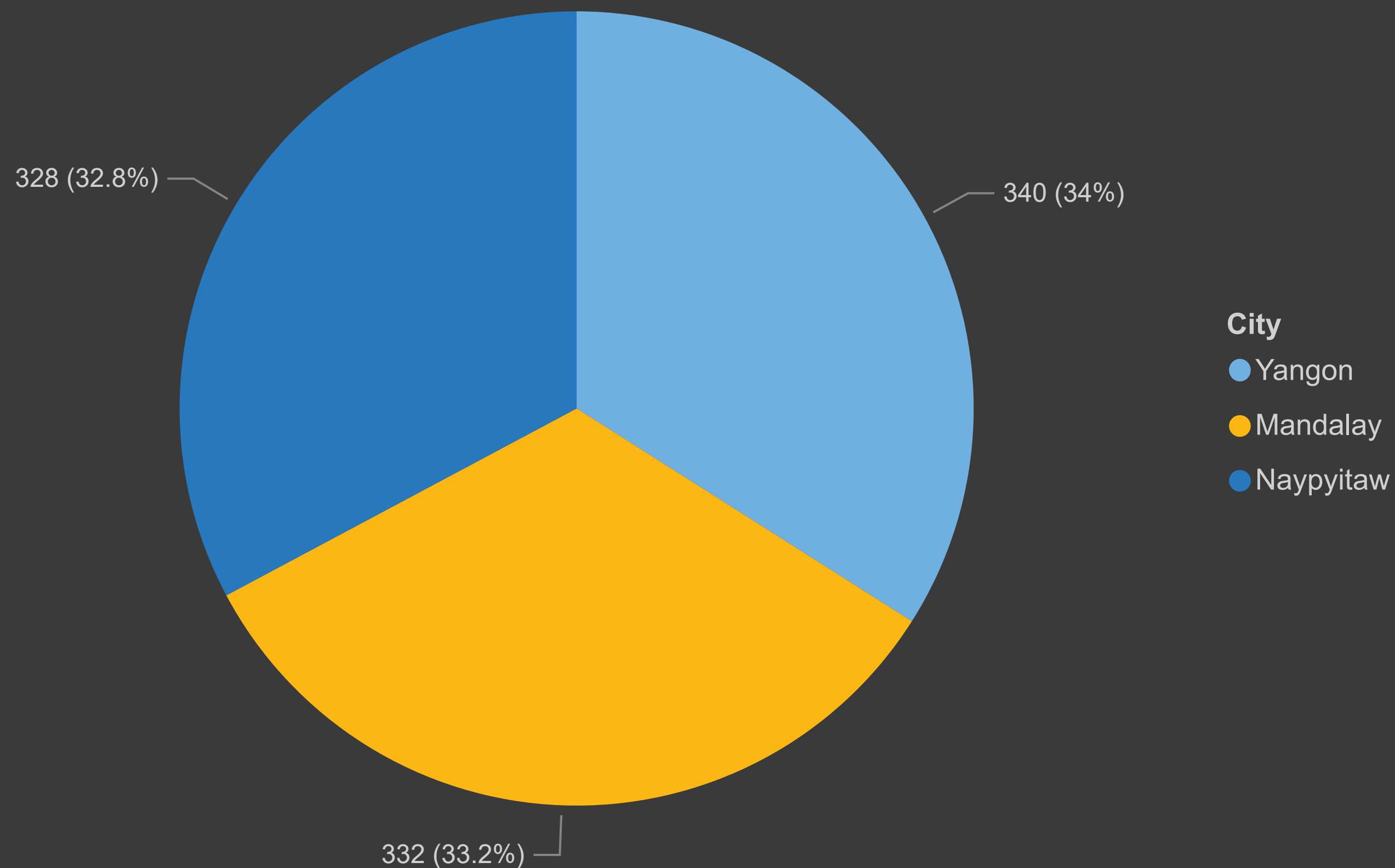
This dataset contains historical data of three cities in Myanmar for a retail company, here we are going to descriptive analysis of the data set to give insights. This dataset contains data for 3 months. The questions to be answered are 1)Which month sales were higher?

2)which product bought highest revenue for company?
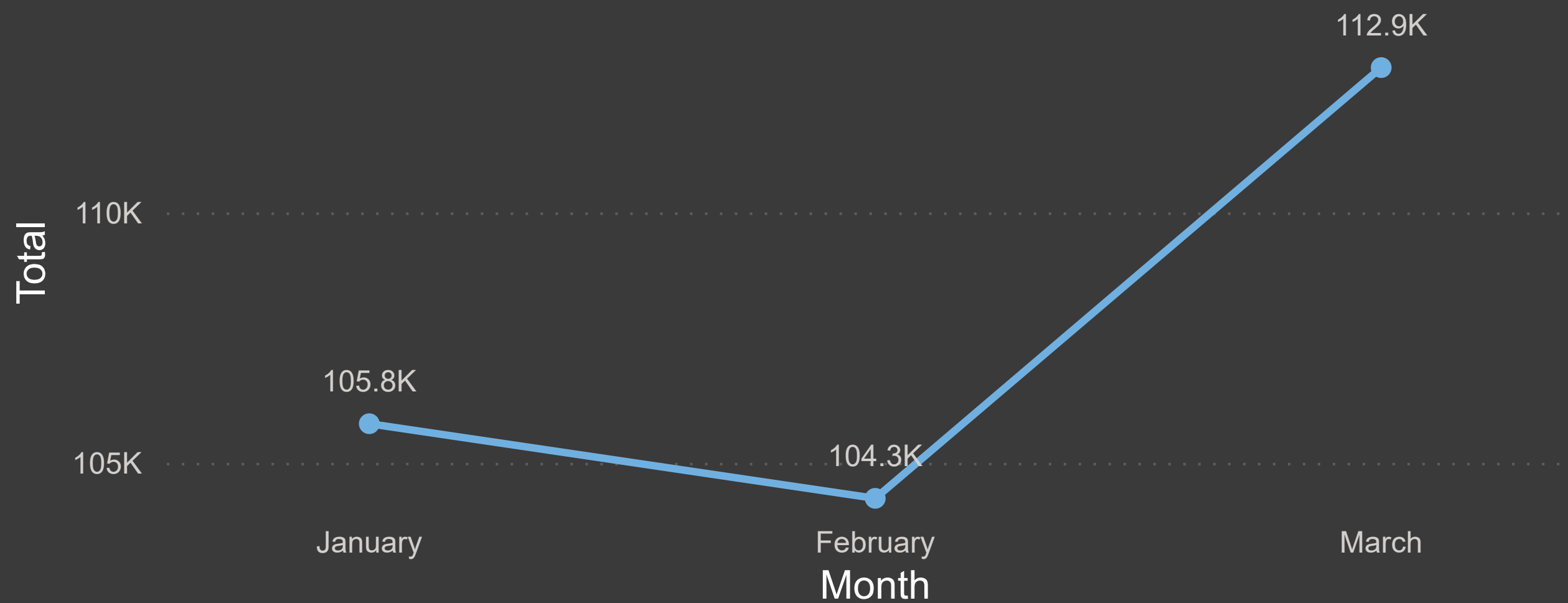
3) which products were sold in highest quantity?

4) which product was given highest rating?

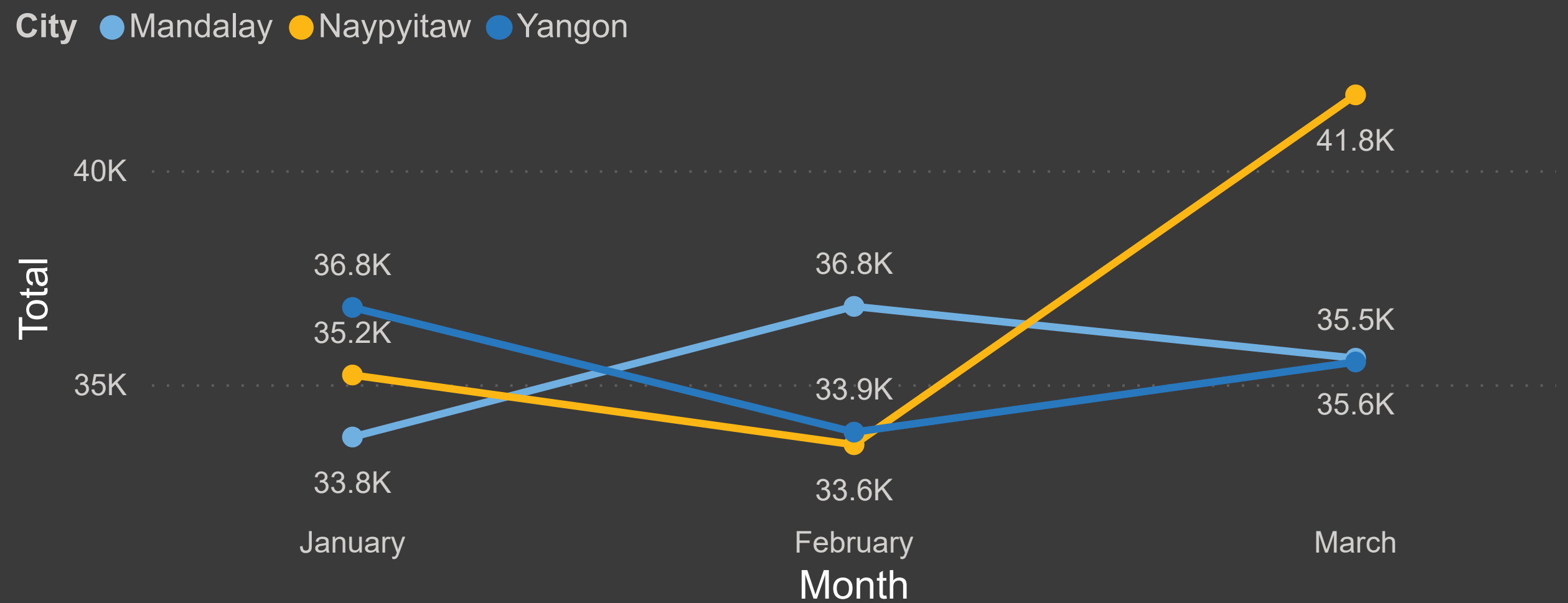5) what type of payment was used more?

6)what was the time in a day were female customers were higher?

7) what type of payment were used by different gender?

Total sales by Month

Total sales by Month and City

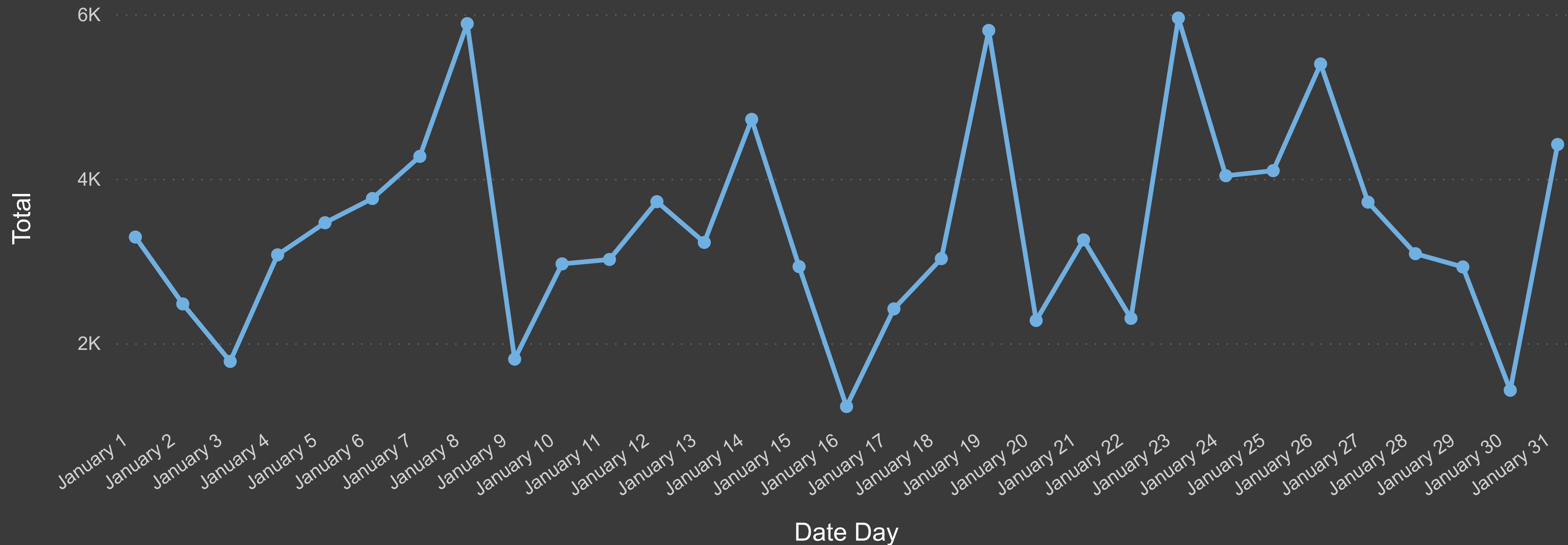**City** ● Mandalay ● Naypyitaw ● Yangon

1)Total sales increase during the month of March
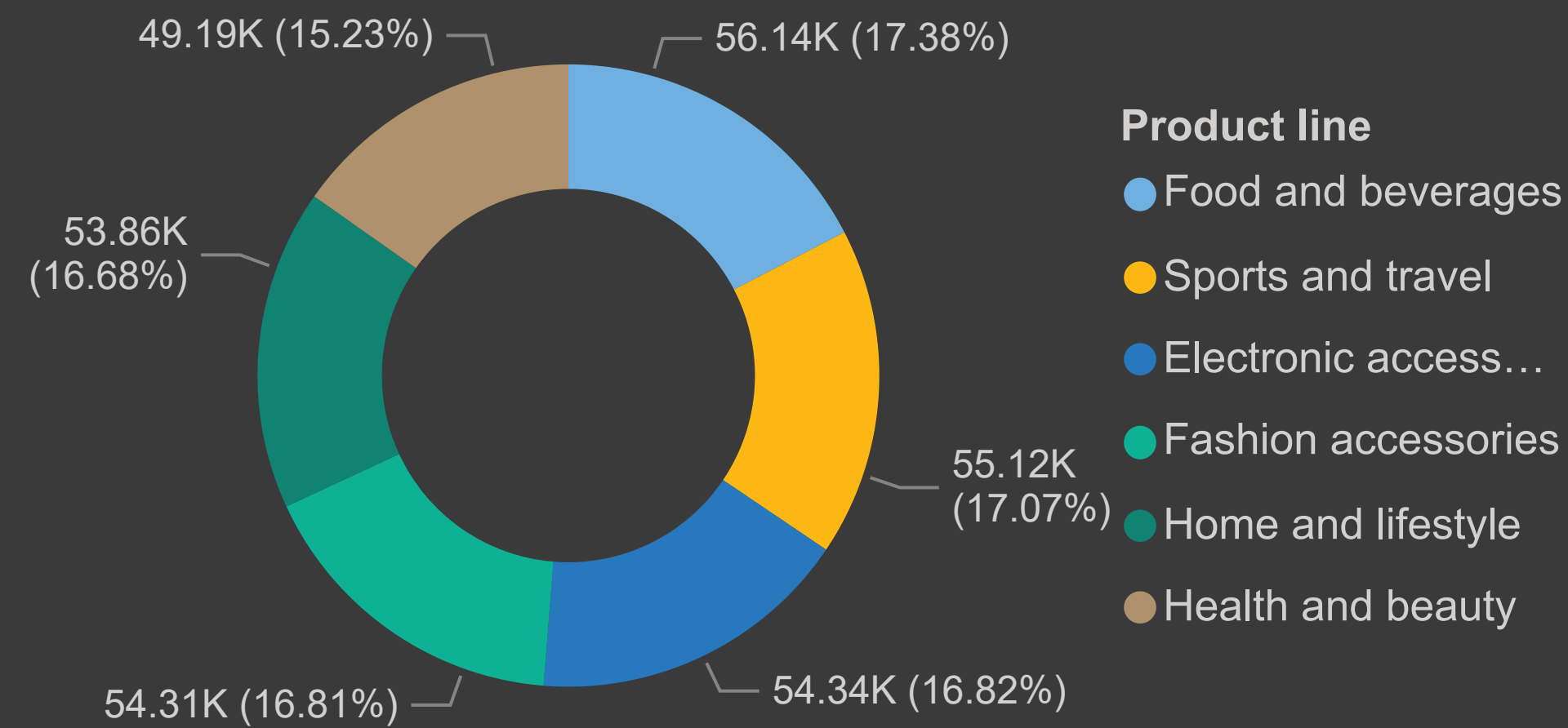
2)sale in Mandalay is high during February

3)sales in Naypyidaw is high during March

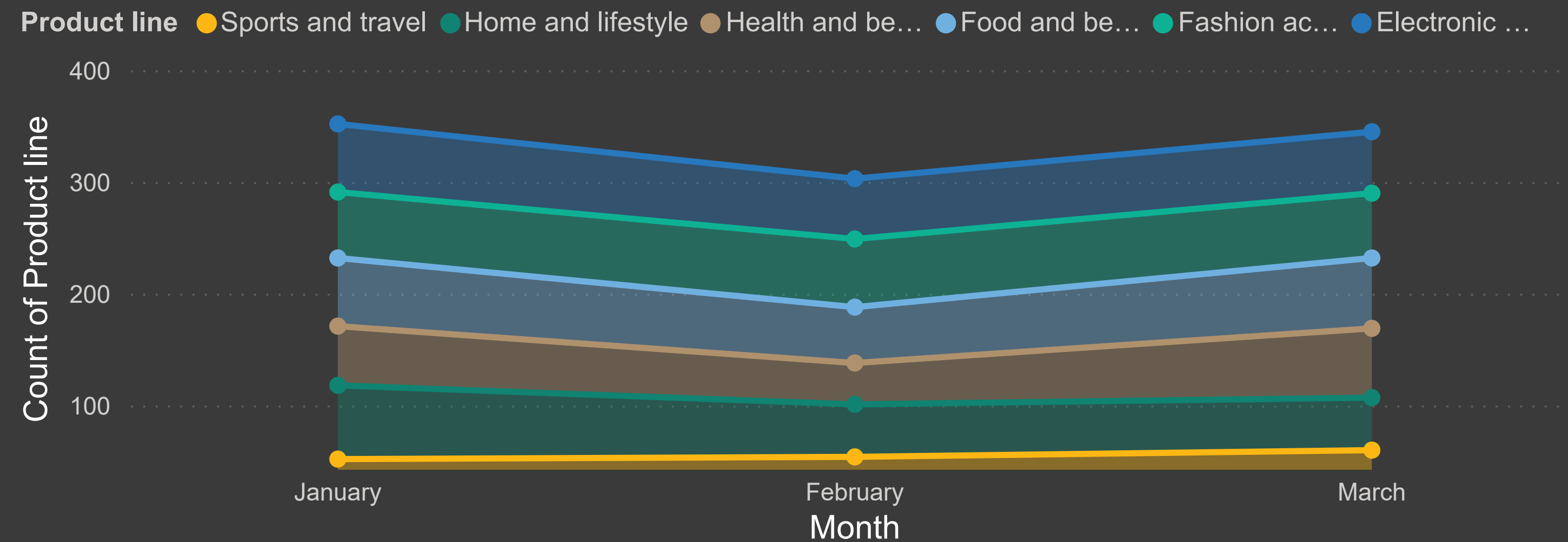4)sales in Yangon is high during January

Total sales by Month and Day

Total sales by Product line

56.14K (17.38%)
49.19K (15.23%)
53.86K (16.68%)
55.12K (17.07%)
54.34K (16.82%)
54.31K (16.81%)

Product line
- Food and beverages
- Sports and travel
- Electronic access...
- Fashion accessories
- Home and lifestyle
- Health and beauty

Count of Product line by Month

Product line ● Sports and travel ● Home and lifestyle ● Health and be... ● Food and be... ● Fashion ac... ● Electronic ...
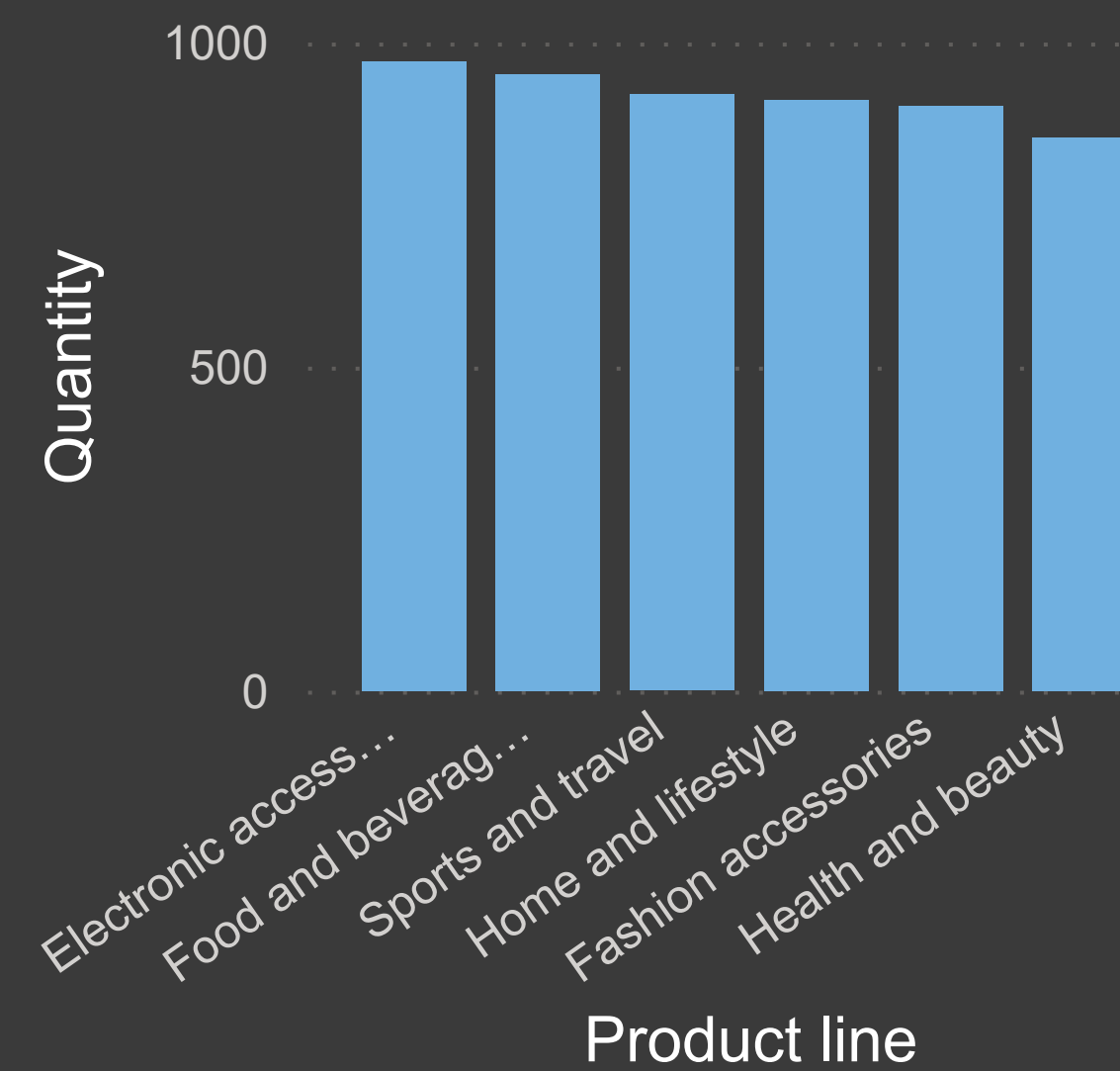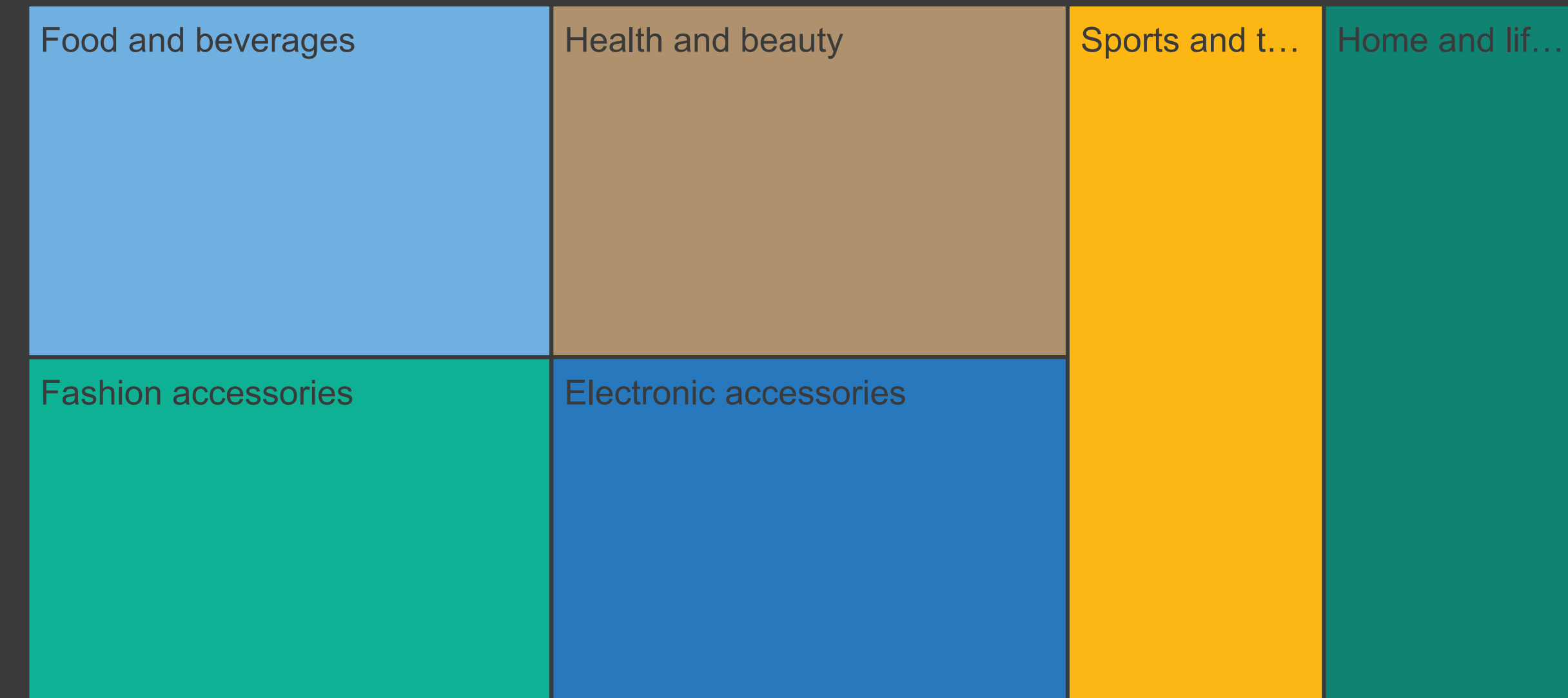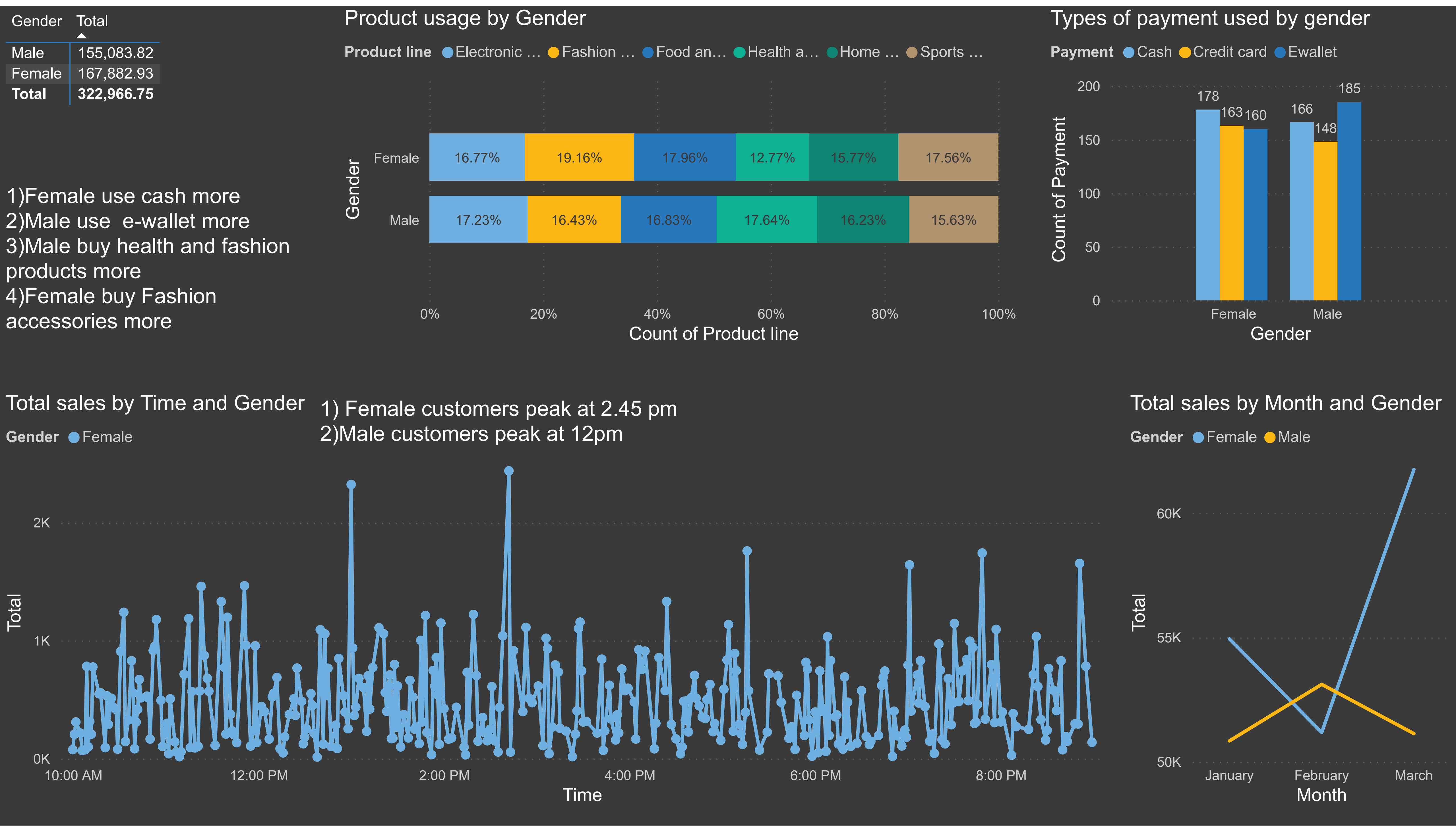
1)Retail company got high revenue from food and beverages
2)Electronic accessories has been sold at highest quantity
3)Food and beverages got highest rating

Quantity sold by Product line
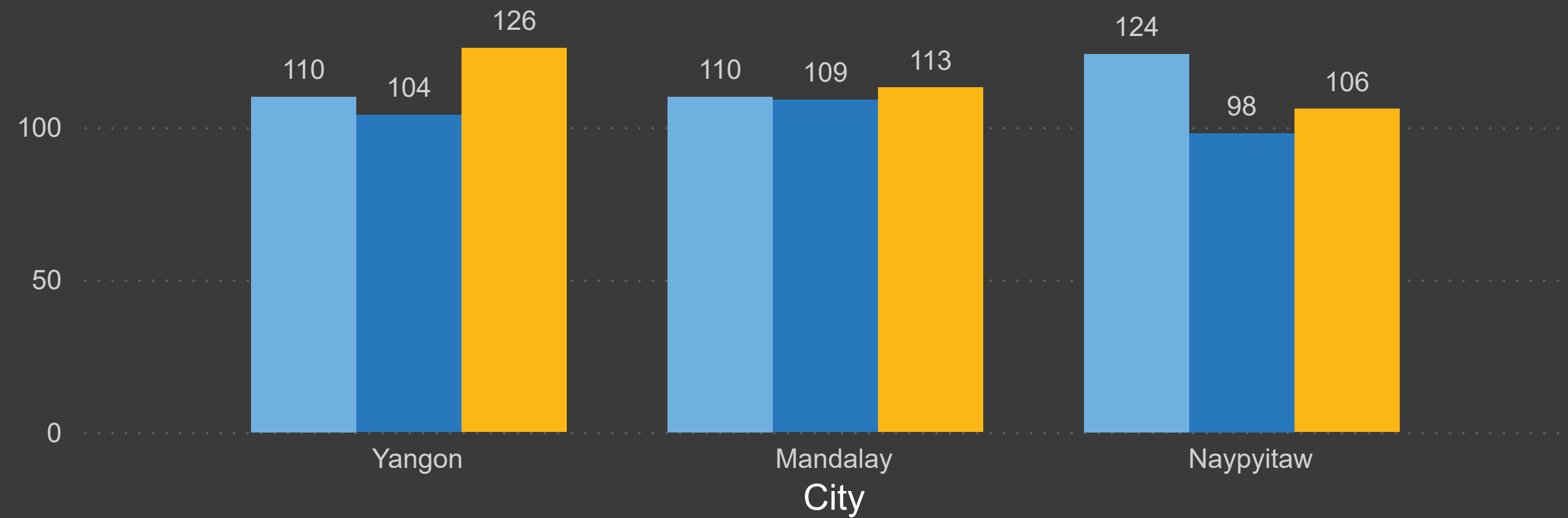

Average Rating of a Product line by City

Food and beverages | Health and beauty | Sports and t... | Home and lif...
Fashion accessories | Electronic accessories

Gender	Total
Male	155,083.82
Female	167,882.93
Total	**322,966.75**

Product usage by Gender

Product line ● Electronic ... ● Fashion ... ● Food an... ● Health a... ● Home ... ● Sports ...

Gender

Female: 16.77% | 19.16% | 17.96% | 12.77% | 15.77% | 17.56%

Male: 17.23% | 16.43% | 16.83% | 17.64% | 16.23% | 15.63%

Count of Product line

1)Female use cash more
2)Male use e-wallet more
3)Male buy health and fashion products more
4)Female buy Fashion accessories more

Types of payment used by gender

Payment ● Cash ● Credit card ● Ewallet

Female: 178, 163, 160
Male: 166, 148, 185

Count of Payment

Gender

Total sales by Time and Gender

Gender ● Female

1) Female customers peak at 2.45 pm
2)Male customers peak at 12pm

Total

Time

Total sales by Month and Gender

Gender ● Female ● Male

Total

Month (January, February, March)

Types of Payment used by cities

Payment ● Cash ● Credit card ● Ewallet

Count of Payment / City

Yangon: Cash 110, Credit card 104, Ewallet 126
Mandalay: Cash 110, Credit card 109, Ewallet 113
Naypyitaw: Cash 124, Credit card 98, Ewallet 106

Count of Customer type by Payment

Customer type ● Member ● Normal

Count of Customer type / Payment

Ewallet: Member 161, Normal 184
Cash: Member 168, Normal 176
Credit card: Member 172, Normal 139
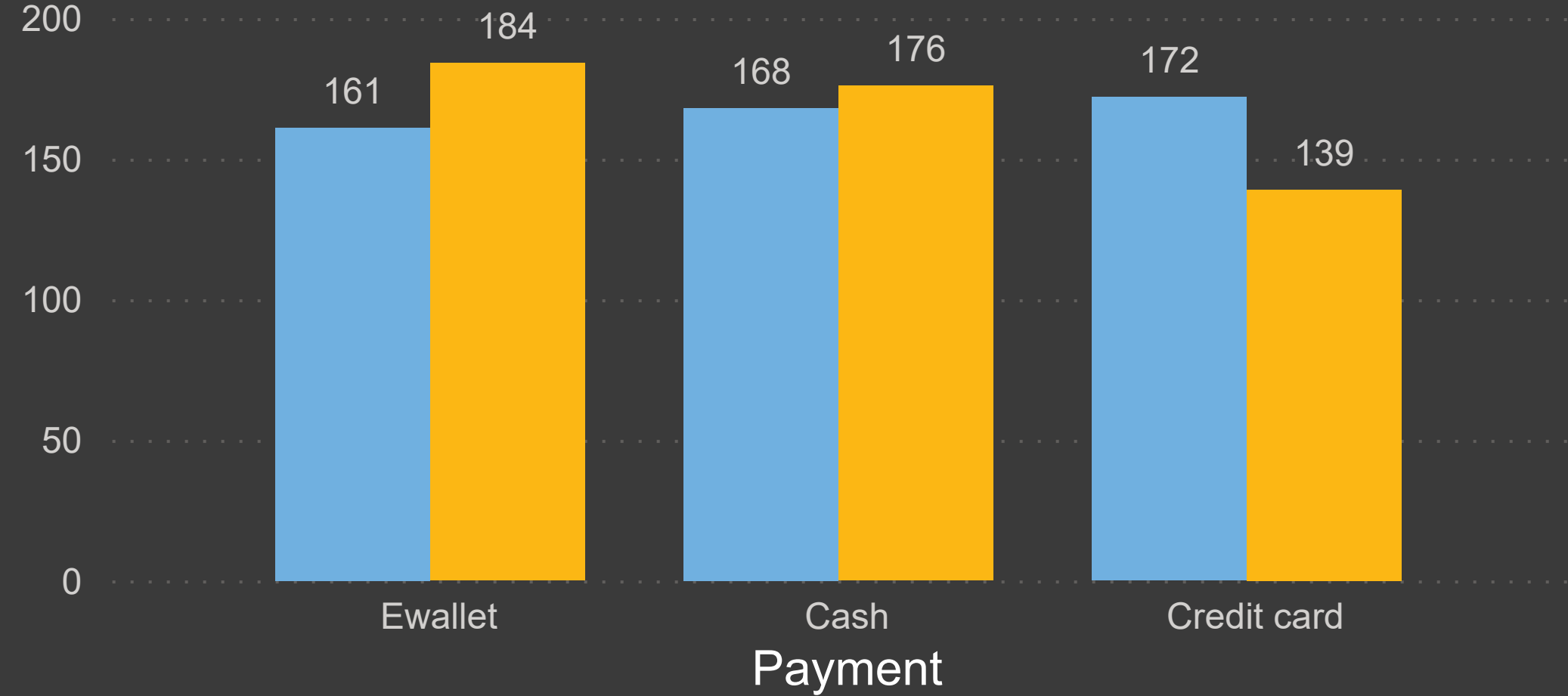
Gender	Member	Normal	Total
Female	261	240	**501**
Male	240	259	**499**
Total	**501**	**499**	**1000**

Total sales by Payment

100.77K (31.2%)
112.21K (34.74%)
109.99K (34.06%)

Payment
● Cash
● Ewallet
● Credit card
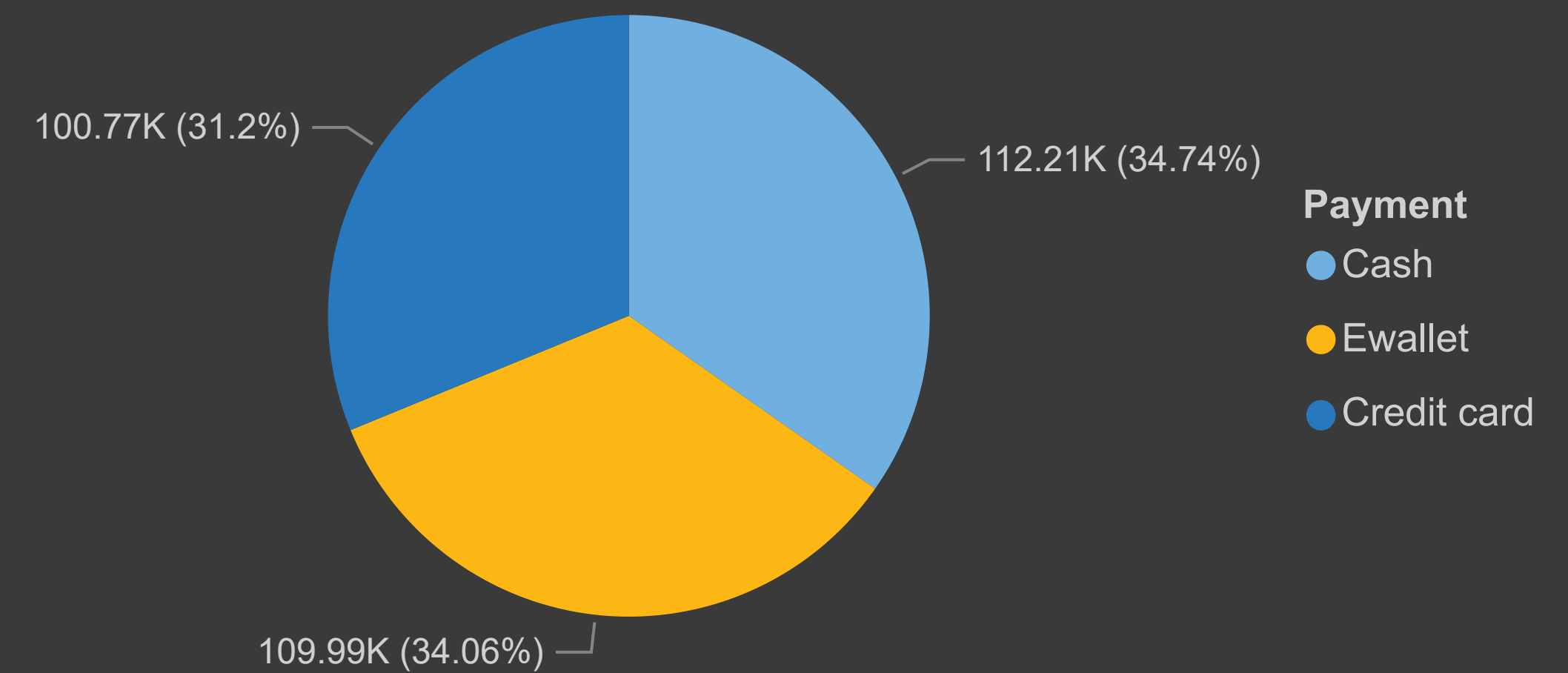
1)Normal customer tend to use E-wallet and Cash more
2)Member customer tend to use credit card more
3)Female have more membership than Male
4)customers use cash more than other means of transaction