

CAPSTONE PROJECT

Supermarket Sales Report

Analysis of Key Metrics and Insights

GROUP B

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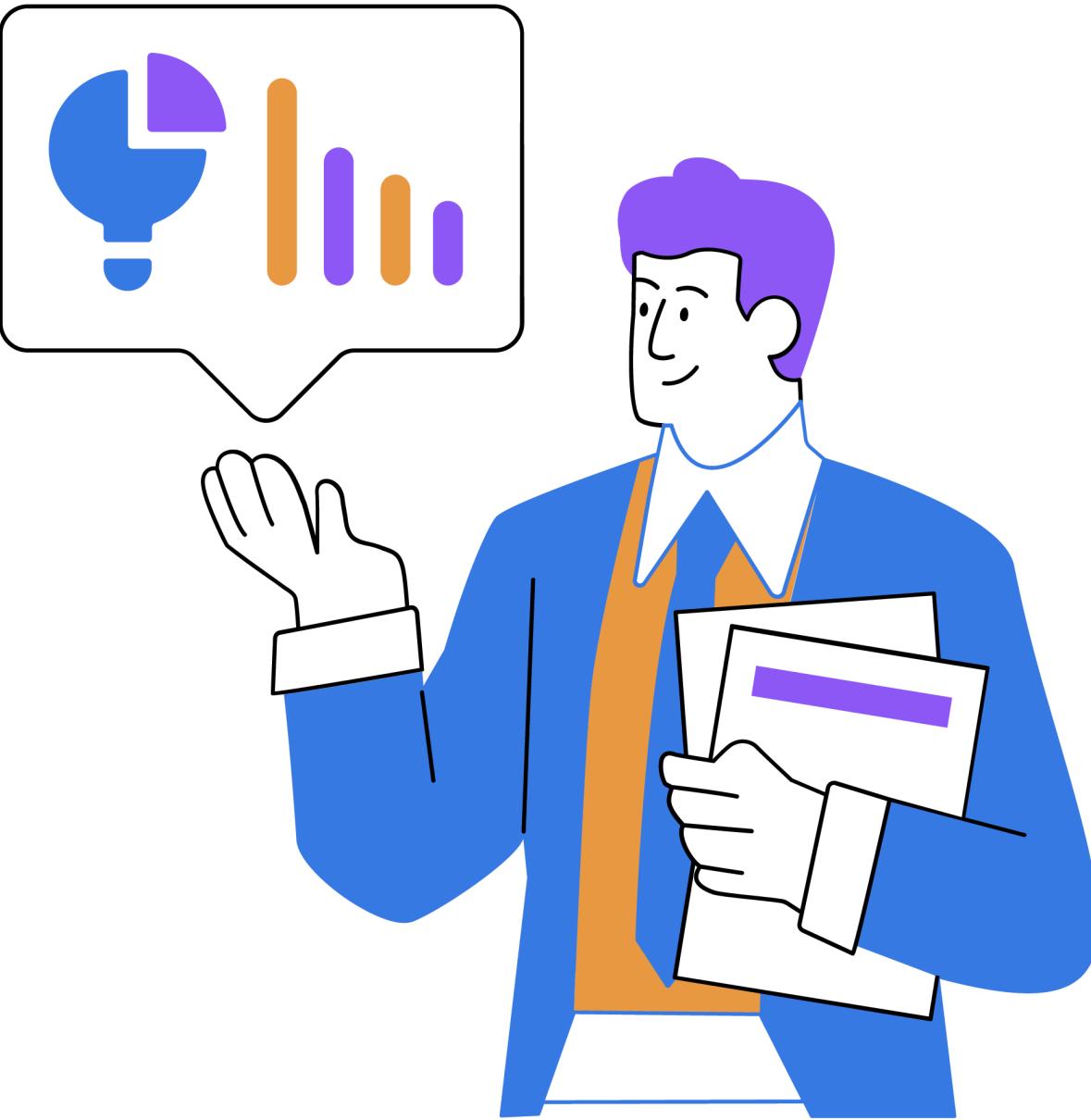
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Agenda

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- 3 Customer Demographics
- 4 Strategic Recommendation
- 5 Conclusion

Executive Summary

- City Sales: Naypyitaw leads with 110K in sales
- Product Line Performance: Food and Beverages (56K) and Sports and Travel (55K) are the top sellers. Monthly fluctuations suggest the need for adaptive marketing and inventory management.
- Customer Demographics: A balanced customer base with 52% male and 48% female. Males prefer Health and Beauty, while females favor Fashion Accessories. Other lines show balanced gender appeal.
- Payment Preferences: E-wallets are the most used (34.5%)



Sales Analysis

Insights & Highlights

Branches

Naypyitaw

Branch with highest sales

322.9K

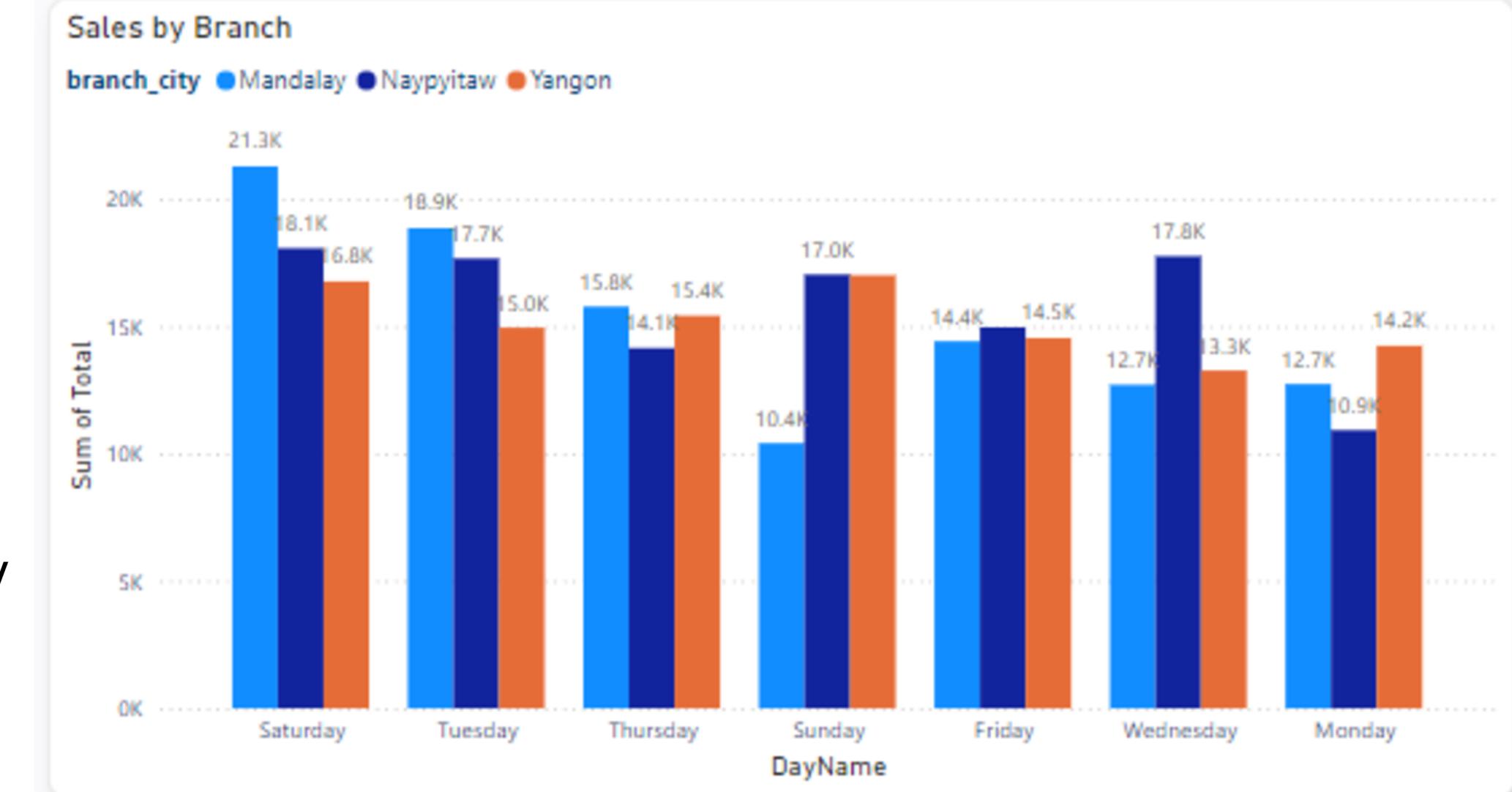
Total Sales during the 3 months

7

Average Rating across branches

Takeaways

- **Mandalay** branch excels, particularly on Saturdays, indicating potential strategic advantages such as location or customer preference.
- Sales peaked at Jan 24th and Mar 1st. They dropped at Feb 27th



Product Lines

- Top product lines by sales:
 - Food and Beverages: 56K
 - Sports and Travel: 55K
 - Electronic Accessories: 54K
 - Fashion Accessories: 54K
 - Home and Lifestyle: 53.8K

Food and Beverages

56K Earnings

Highest branch: Naypyitaw

Sports and Travel

55K Earnings

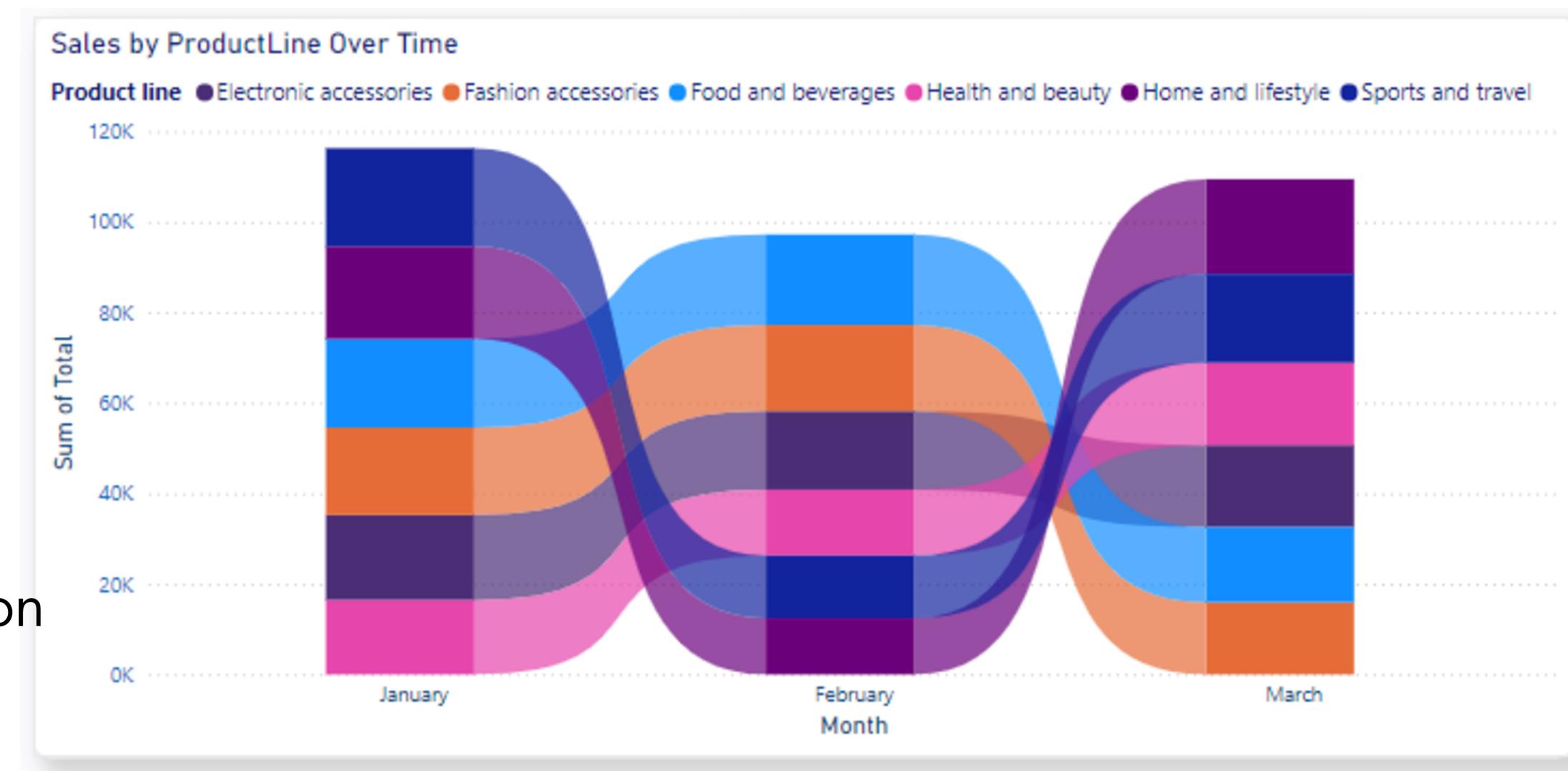
Highest branch: Mandalay

Takeaways

- **Food and Beverages** line has the most earnings with Sports and Travel close behind.
- They peak in Jan, March and drop significantly in Feb

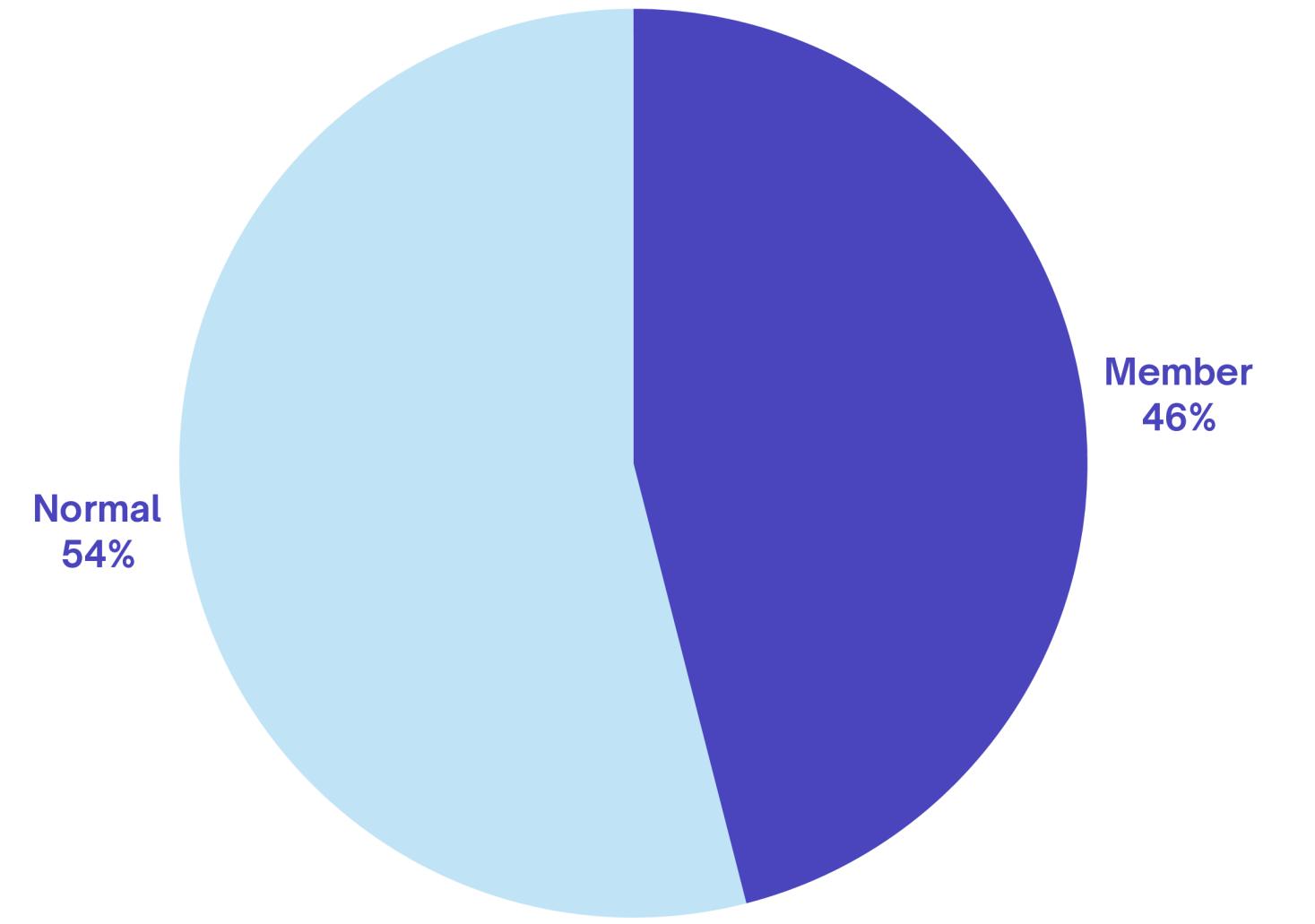
Strategic Focus:

- Maintain inventory and marketing focus on high-performing categories, with adjustments based on observed trends.



Customer Demographics

Insights & Highlights



Customer Type

Member or Normal

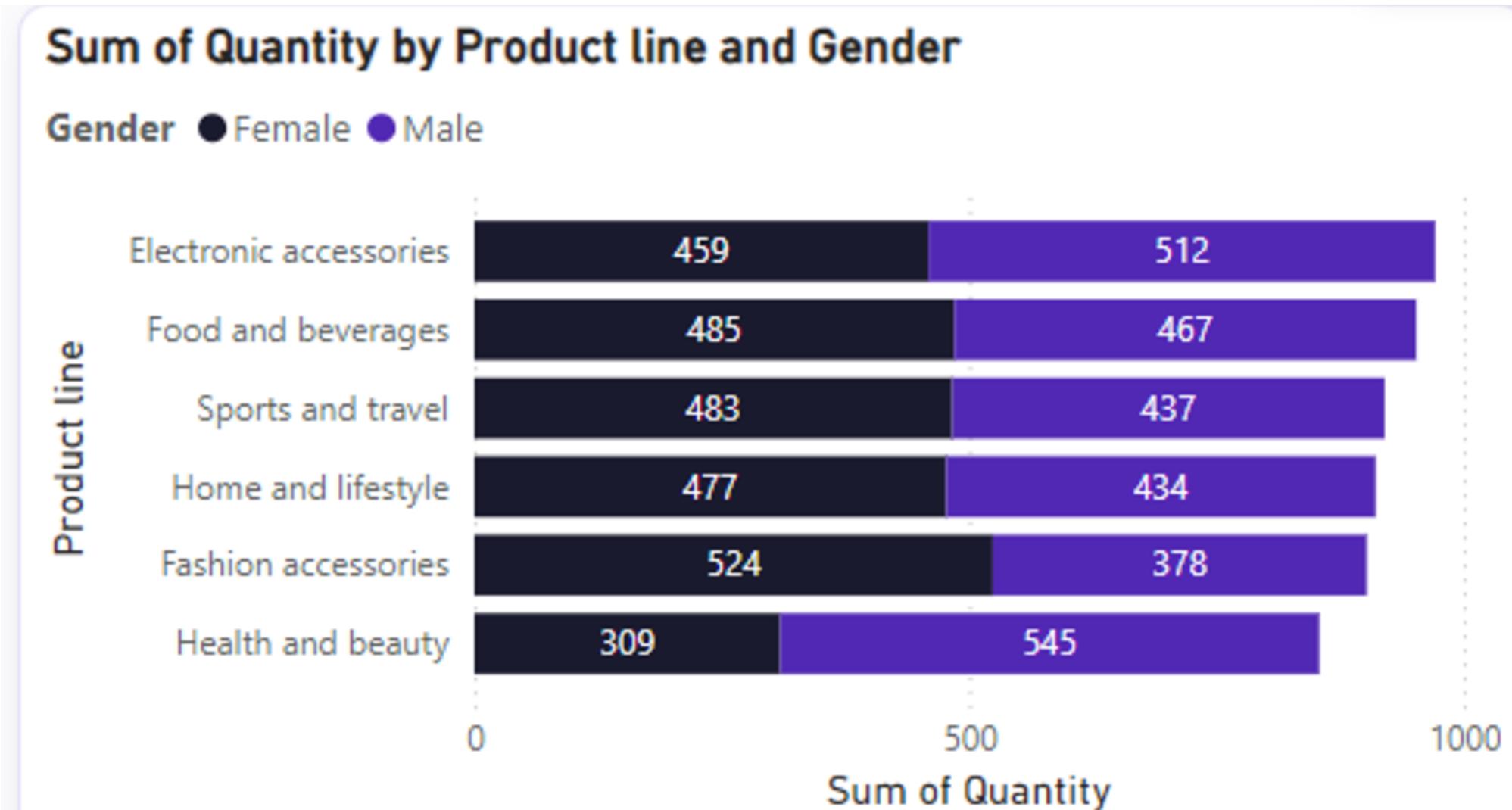


Gender Percentage

52% Males and 48% Female

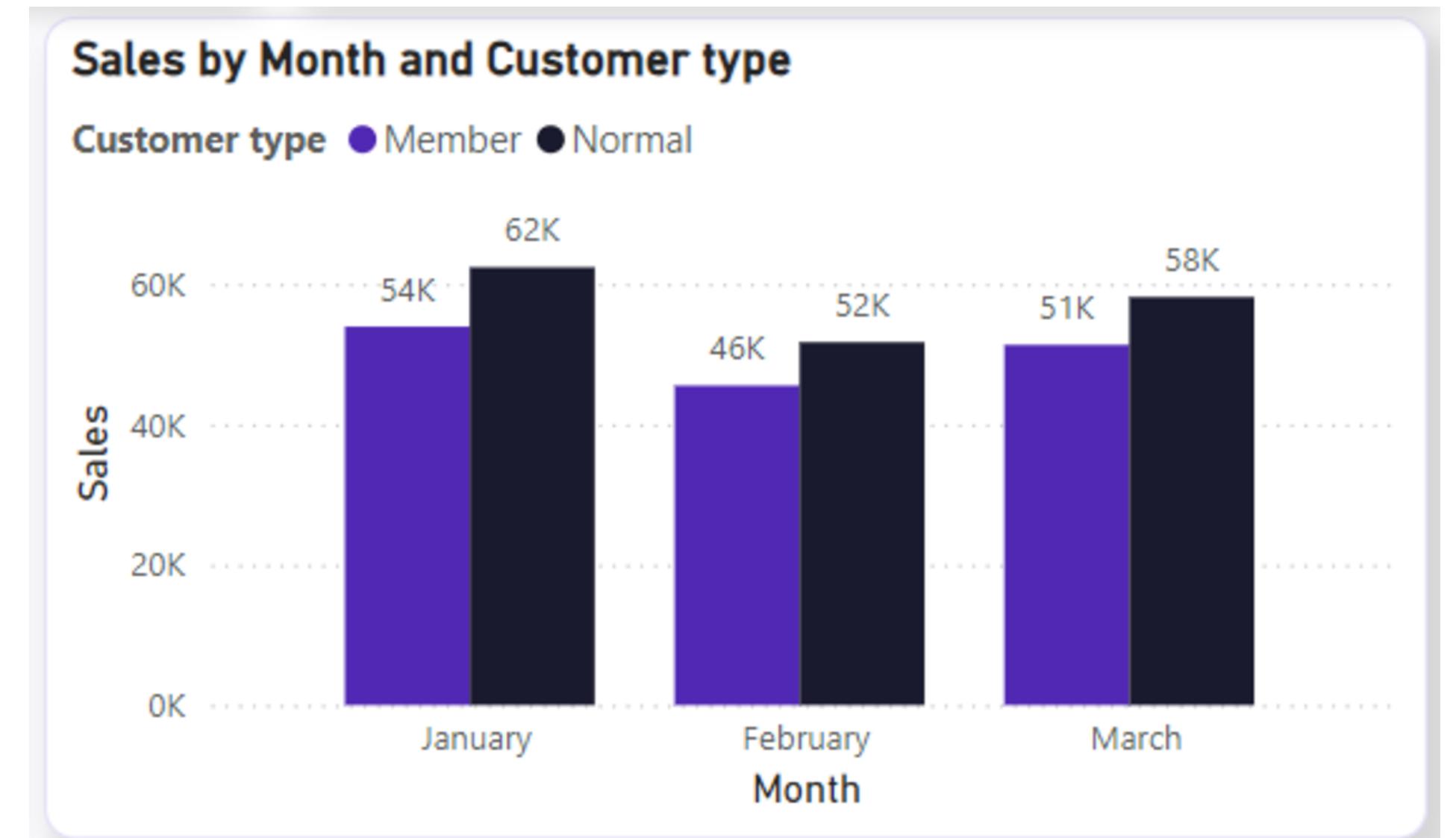
Takeaways

- Health and Beauty: Males dominate this category with 545 units purchased compared to 309 by females.
- Fashion Accessories: Females show a stronger preference, purchasing 524 units versus 378 by males.
- Electronic Accessories and Food and Beverages: These categories have a relatively balanced distribution, with a slight male predominance.
- Sports and Travel and Home and Lifestyle: Both genders have similar purchasing quantities, with a minor edge toward males.



Takeaways

- Normal customers make up 54% of sales, while members account for 46%. This balanced split suggests a need to evaluate the effectiveness of loyalty programs.
- The even distribution of male and female implies product appeal across genders.



Strategic Recommendation

Insights & Highlights

Strategic Recommendations

Targeted Marketing Strategies,

Such as emphasizing health and beauty products toward male customers and fashion accessories toward females.

Dynamic Product Strategy

Adapt inventory and marketing based on observed monthly trends to capitalize on shifting customer preferences.

Maximize Sales in Naypyitaw

Invest in marketing and customer engagement activities to maintain and grow Naypyitaw's lead in sales.

Enhance Customer Experience on Saturdays

Utilize the peak sales day to launch promotions or new products, especially in the Mandalay branch.

Conclusion

Conclusion

Naypyitaw leads in total sales, marking it as a key market. The Mandalay branch excels on Saturdays, presenting an opportunity for targeted strategies on this peak day. Customer demographics are balanced, with a slight male majority and diverse payment preferences leaning towards e-wallets. Product performance varies monthly, requiring adaptive inventory and marketing strategies.

An analysis by gender reveals that males show a strong preference for Health and Beauty products, while females favor Fashion Accessories. Other categories like Electronic Accessories and Food and Beverages have a more balanced appeal.

Leveraging these insights can refine marketing approaches, optimize product offerings, and enhance customer experiences for future growth.



Thank You!