"Sales Trends and Product Line Insights"

Presentation By
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High-Level Business Performance:

1. **Total sales :   388.66M**

2. **Target: 3M**

3. **Performance :   +129.55%**

☞**Insights : The current performance demonstrates exceptional growth and possibly underestimation of the initial target.**

388.66M
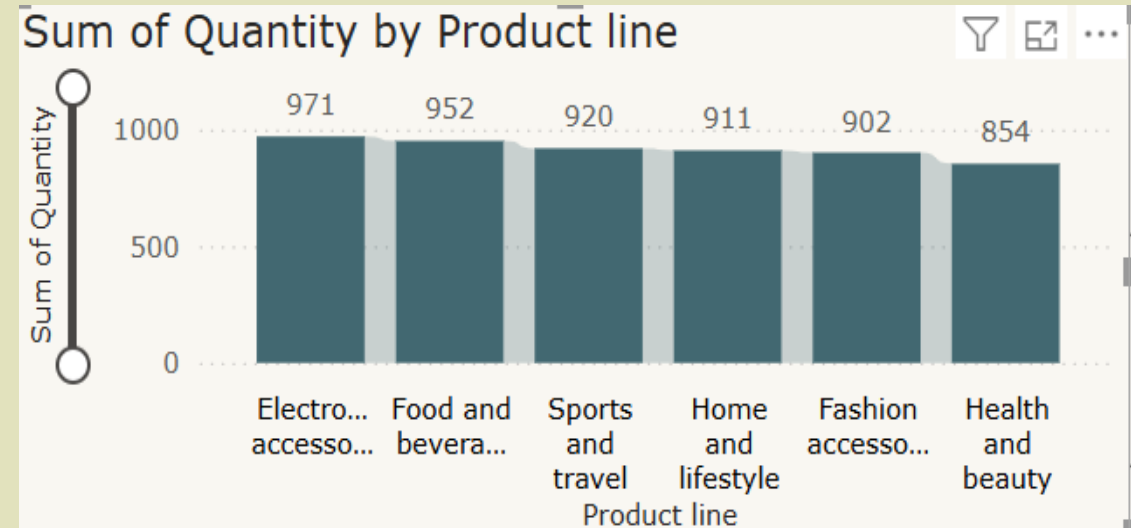
Sum of Total sales

Performance by Product line :

⇨ **Top-selling products by quantity :**
- Electronic accessories **(971)**
- Food and Beverages (**952**)
- Sports and Travel (**920**)

⇨ **Top product by profit:**
- Fashion Accessories : **57.43M profit**
- Food and Beverages : **56.14M profit**

☞**Insights:** Although Health and beauty sold the least by quantity (854) it generated a high profit margin (49.04M) showing it's a value product line.

Sum of Quantity by Product line

Product line	Sum of Quantity	Sum of Total	Sum of Profit ▼
Fashion accessories	902	54,305.90	57,436,361.42
Food and beverages	952	56,144.84	56,142,743.05
Electronic accessories	971	54,337.53	54,852,597.30
Sports and travel	920	55,122.83	53,559,982.40
Home and lifestyle	911	53,861.91	51,623,382.78
Health and beauty	854	49,193.74	49,044,094.67
Total	**5510**	**322,966.75**	**322,659,161.62**

Monthly Trends(sum of Quantity by Month Name）：

❑ **Month**   **YEAR** **Quantity**

- January   2019   1965
- February   2019   1654
- March   2019   1891

☞Insight： There is a downward sales trend in the column. A follow-up might involve investigating causes (seasonality, supply chain, marketing gaps）.
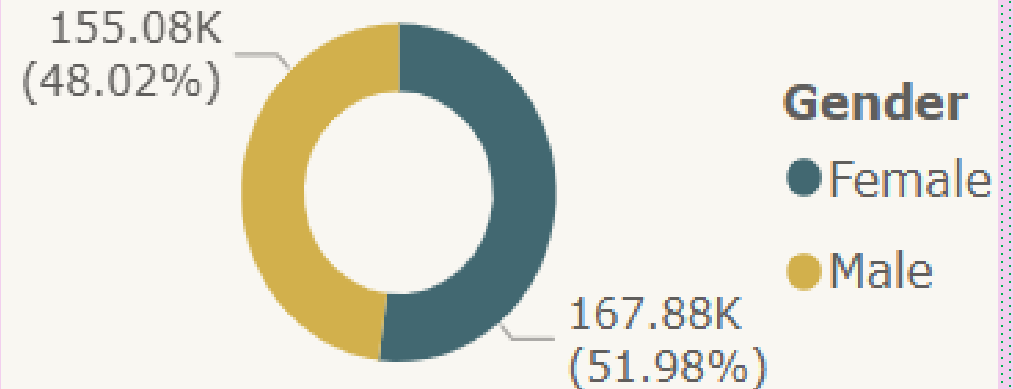

Sum of Quantity by MonthName
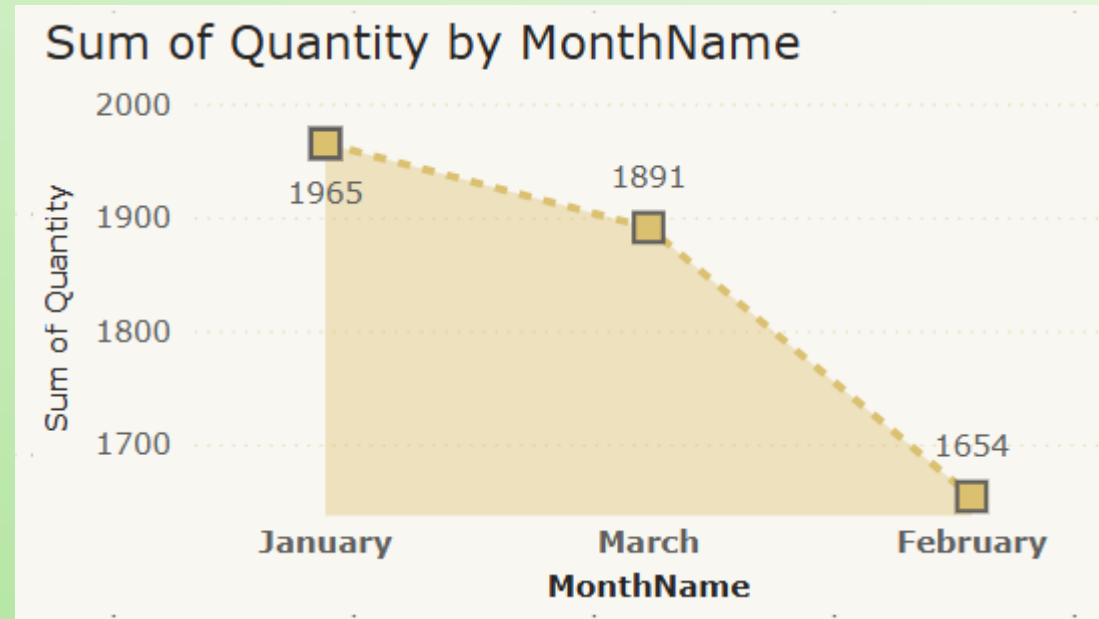
Gender Influence on Sales :

❖ Gender	Total sales
• Male	167.8K
• Female	155K

☞Insight: Marketing strategies can be tailored-more promotions towards the male demographic may yield higher returns.

Sum of Total by Gender

155.08K (48.02%)

167.88K (51.98%)

Gender
● Female
● Male

City-Based Distribution :

➢ **Cities**   **Distribution**

- Yangon   34%
- Mandalay   33.2%
- Naypyitaw   32.8%

☞**Insight:** Sales are evenly distributed each accounting for 33%. No single city dominates potential to optimize region –specific campaigns or explore untapped cities.

Count of City by City

328
(32.8%)

340
(34%)

City
- Yangon
- Mandalay
- Naypyitaw

332
(33.2%)