

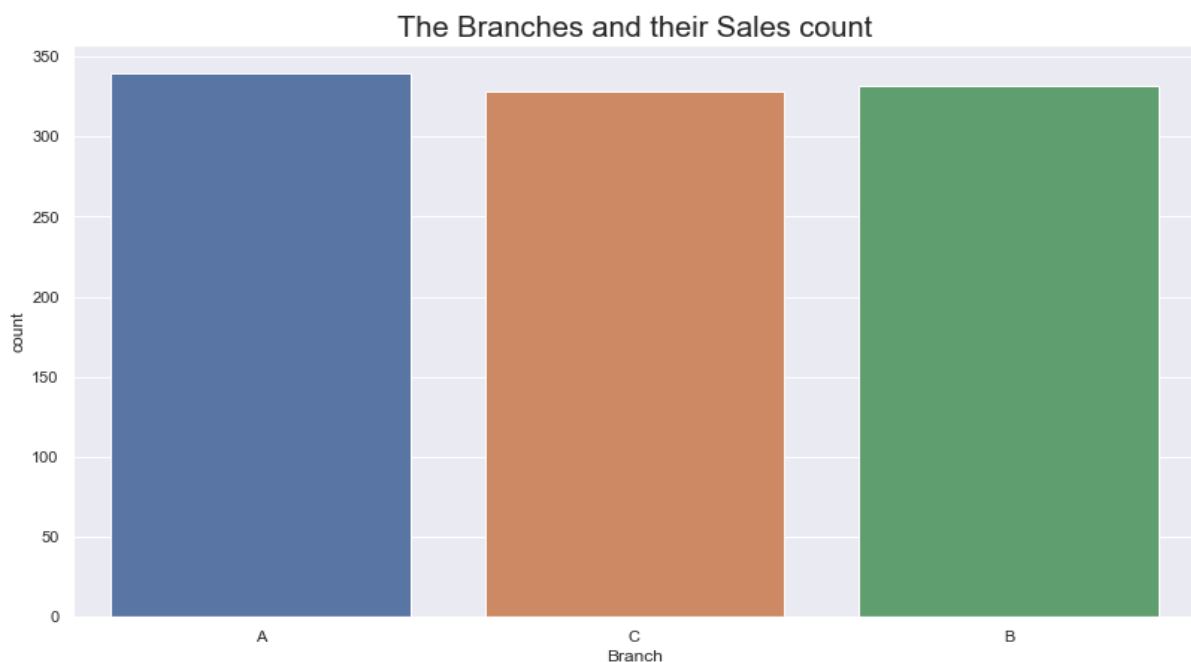
EXECUTIVE SUMMARY.

Problem Statement.

The company has realised a little downside in sales trend and don't want to be far off their competitors thereby employing a data analyst to help tackle this problem.

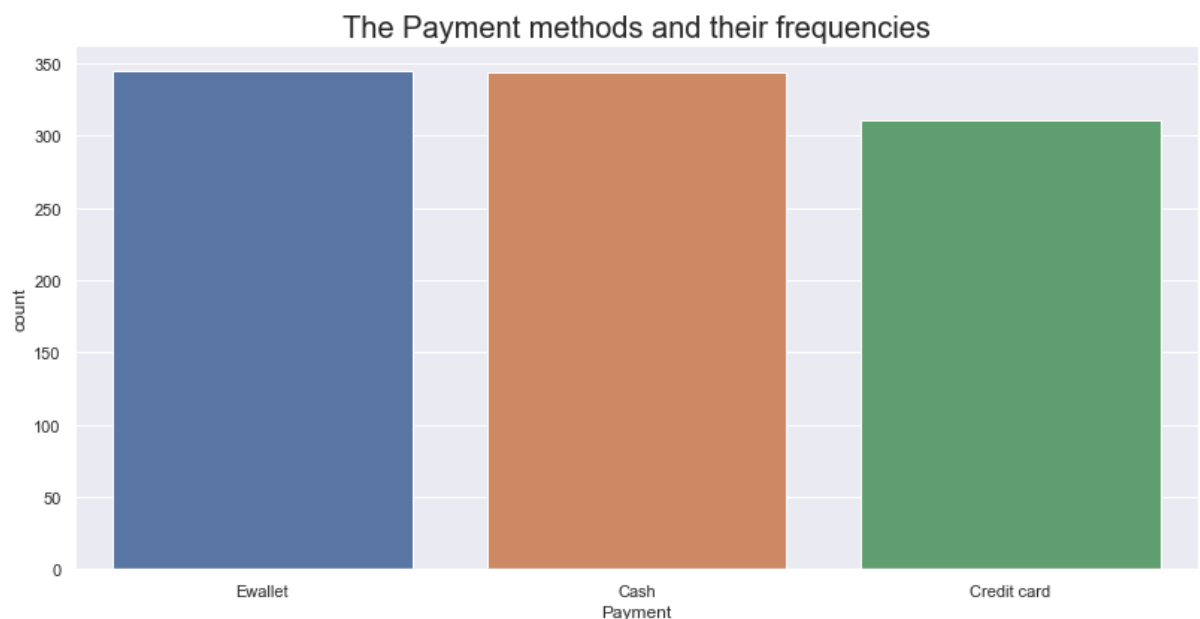
Proposed Solution.

1. After analysis on the company data, I discovered some patterns which can be worked on in order to improve sales trend and more output in the company. According to graph below obtained on



data analysis on which branch has the most sales, I realized that branch A(Yangon) has more sales than the other branches. Hence other branches should employ whatever marketing strategy that is helping the output of the Yangon branch.

2. There is a trend that shows that females frequent the supercenter than men though in a low ratio, this can be inhibited by driving more marketing strategy on what interests the male gender.
3. The graph below shows what payment method is mostly employed in this supercenter.



Here, we realise that Ewallet is the most used payment method and Credit Card is the least used payment method evidently due to faulty credit card machines and this should be controlled.

4. The total income per product sold is at its lowest for health and beauty products, this can be curtailed by employing a new marketing strategy for these products such as discounts and promotions.
5. The total sale income output is largest in Branch C (Naypitaw) and least in Branch B (Mandalay), to solve this problem, the company needs to have a tactical plan to help improve sales in that particular branch, I would advise a full on advertisement offline and on social media platforms to bring more awareness to the masses on the presence of this branch and what services they proffer.

Why Now?

These measures should be taken soon in order to solve the problems of low sales trend and bring the company up to speed with the competition hovering around, As widely known the supercenter business is one filled with fierce competitors and a little lapse could prove very disturbing for the firm.