**Supermarket Sales Performance Report**

**Executive Summary**

This report provides an in-depth analysis of the sales performance of our supermarket across various branches and product lines. The analysis is based on key performance indicators (KPIs) such as total sales, profit, customer satisfaction, and sales growth. The aim is to identify trends, evaluate performance, and provide actionable insights to enhance business operations.

**1. Total Sales**

**Total Sales**

This figure represents the overall revenue generated from all sales transactions across branches.

* **Branch** :
  + **Branch A**: 106,200 k
  + **Branch B**: 106,200 k
  + **Branch C**: 110,568 k

**Insight**: Branch C leads in total sales, indicating strong performance in this location. Further analysis is required to understand the factors contributing to this success and how similar strategies can be applied to other branches.

**2. net sales**

calculated by subtracting the total cost of goods sold (estimated) from the Tax.

* **Branch Contribution**:
  + **Branch A**: 101,143 k
  + **Branch B**: 101,143 k
  + **Branch C**: 105,303 k

**3. Average Sales per Transaction**

The **Average Sales per Transaction** is $[Average Sales per Transaction]. This metric indicates the average revenue generated from each sale.

* **Branch A**: 312.35
* **Branch B**: 319.87
* **Branch C**: 337.1

**Insight**: The variation in average sales per transaction across branches suggests different customer spending behaviors or pricing strategies. Evaluate the pricing models and customer preferences at each branch.

**4. Average Customer Rating**

The **Average Customer Rating** is [Average Customer Rating]. This KPI reflects overall customer satisfaction based on ratings provided.

* **Branch A**: 7.03
* **Branch B**: 6.82
* **Branch C**: 7.07

**Insight**: High customer ratings at Branch C indicate a positive shopping experience. Consider replicating successful customer service practices across other branches to improve ratings.

**5. Total Tax Collected**

This amount reflects the tax revenue generated from sales.

* **Branch A**: 5,057 K
* **Branch B**: 5,057 K
* **Branch C**: 5,265 K

**Insight**: The tax collected is proportional to sales volumes. Ensure that tax reporting and compliance processes are accurate and aligned with sales data.

**6. Monthly Sales Growth**

**Monthly Sales Growth** is calculated at [Sales Growth MoM]%. This indicates the percentage change in total sales compared to the previous month.

* **Branch A**: 0.13 – (-0.16) = 0.29
* **Branch B**: 0.13 – (-0.07)= 0.2
* **Branch C**: 0.13 – (-0.07)= 0.2

**Insight**: Positive growth rates suggest increasing sales momentum. Analyze the factors driving growth in high-performing months and address any declines in other months.

**7. Sales by Payment Method**

Sales broken down by **Payment Method** show the following distribution:

* **Cash**: 34.74%
* **Credit Card**: 31.2%
* **E-wallet**: 34.06%

**Insight**: The preferred payment methods vary, which could influence transaction processing strategies. Optimize payment systems to enhance customer convenience and potentially increase sales.

**8. Sales by Product Line**

**Sales by Product Line** reveal the following performance:

* **Health and Beauty**: 49,193 K
* **Electronic Accessories**: 54,337 K
* **Home and Lifestyle**: 53,861 K
* **Food & beverage :** 56,144 K
* **Fashion accessories :** 54,305 K
* **Sports & travel :** 55,122 K

**Insight**: Product lines with higher sales (Food & Beverage)suggest stronger market demand. Focus on stocking and promoting high-performing product lines while evaluating underperforming categories.

**9. Sales by city**

Sales by city shows :

* **Naypyitaw** : 110,568k
* **Yangon :** 106,200k
* **Mandalay :** 106,200k

**Insight**: Branch **Naypyitaw** leads in total sales, indicating strong performance in this location.

**Conclusion**

The analysis provides valuable insights into sales performance, customer satisfaction, and growth trends. By addressing the identified areas for improvement and leveraging successful practices, the supermarket can enhance overall performance and achieve strategic business objectives.