

SUPERSTORE

SALES ANALYSIS

HIGHLIGHTS



This is an analysis of sales data for a superstore chain present in Myanmar.



Major cities include **Yangon**, **Mandalay** & **Naypyitaw** with stores **A**, **B** & **C** respectively.



Customers classification : **Members** (Membership of supermarket), **Normal** (Without membership).



For first quarter of year (**January**, **February** & **March**).



Duration : **Morning**, **Afternoon**, **Evening**.



For Products such as **Electronics**, **Fashion**, **Food & Beverages**, **Health & Beauty**, **Home & lifestyle**, **Sports & travel**.

NAVIGATION



MAIN DASHBOARD



TRENDS



TRENDS CONTD.



INSIGHTS

MYANMAR MAP



MANDALAY

STORE B

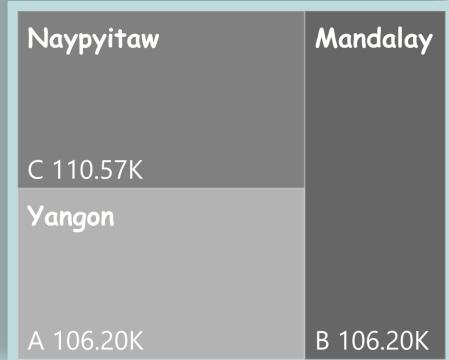
NAYPYITAW

STORE C

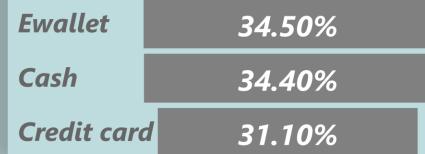
YANGON

STORE A

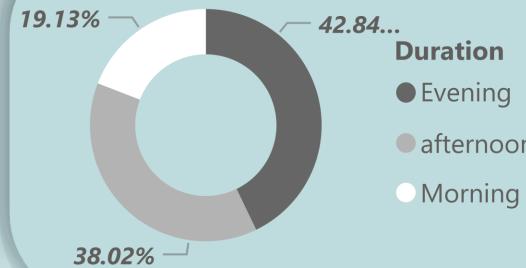
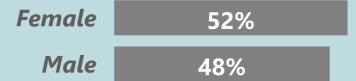
Cities



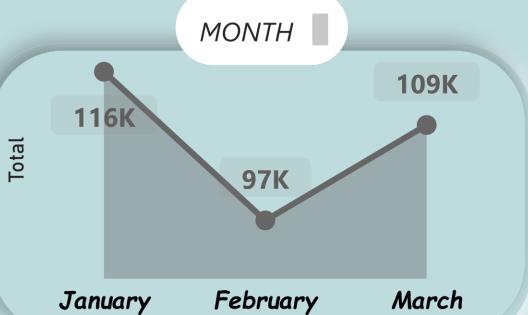
PAY METHOD USED



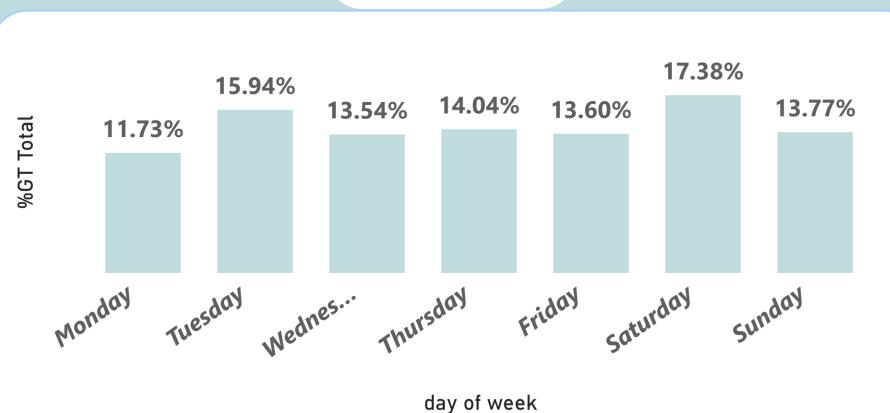
GENDER



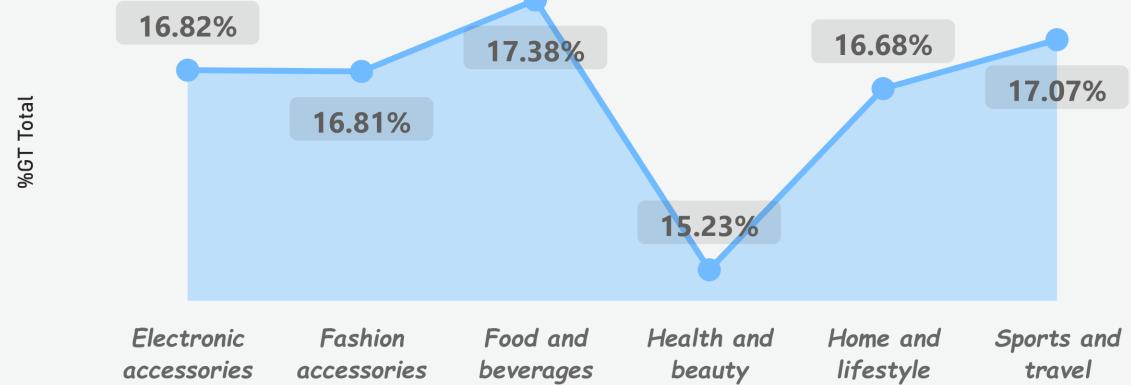
DASHBOARD



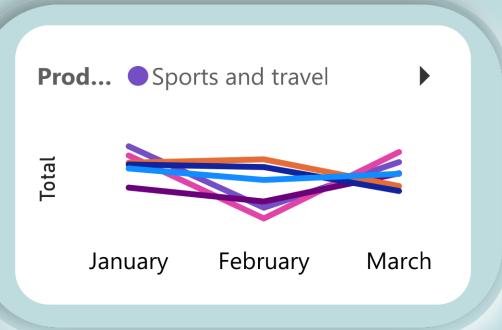
DAY OF WEEK



PRODUCT LINE



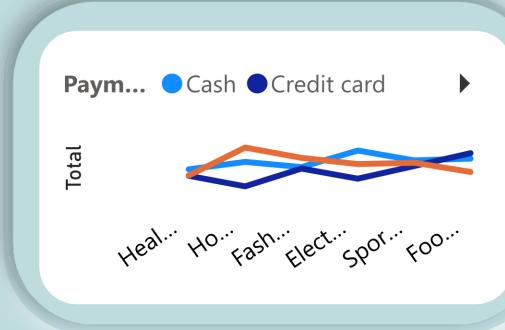
Month wise product sales



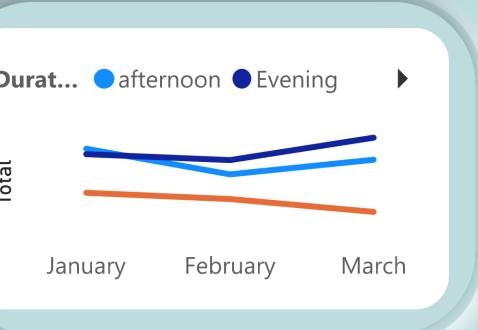
Day wise product sales



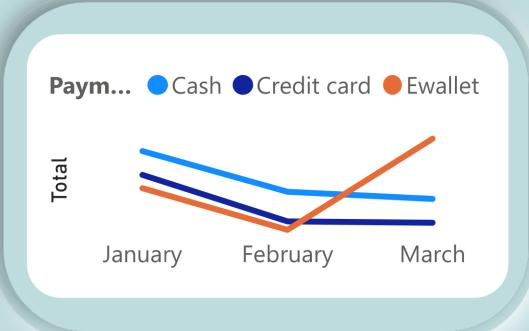
Product wise Pay method used



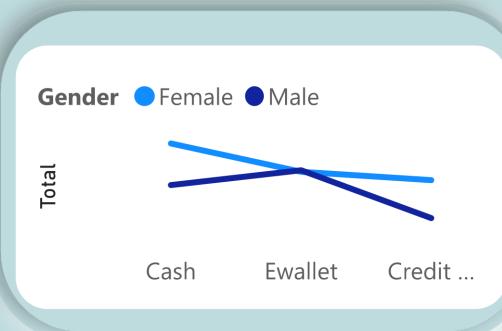
Duration wise sales



Month wise Pay method used



Gender wise Pay method used

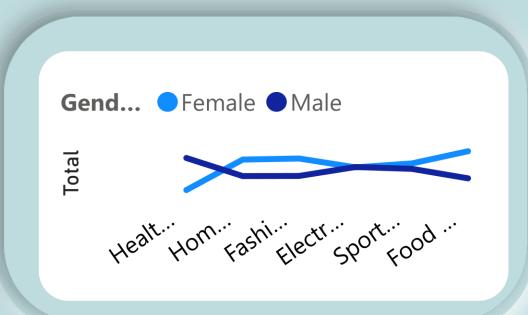


Duration wise Pay method

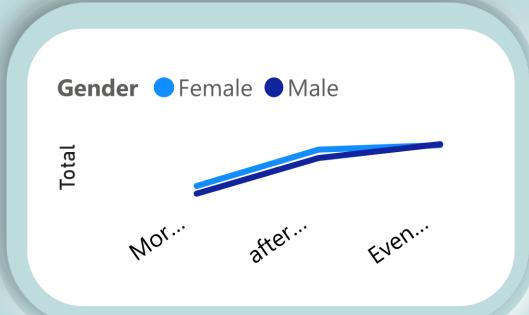


TRENDS

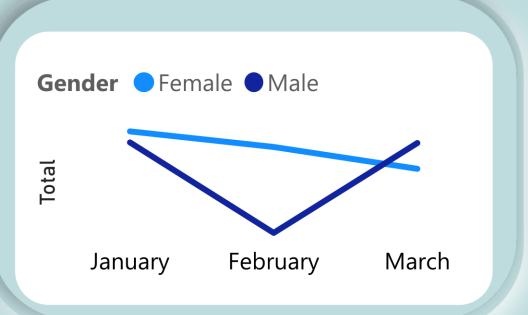
Gender wise Products usage



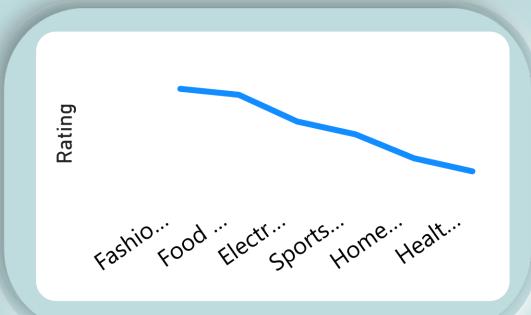
Duration wise gender visits



Month wise gender visits

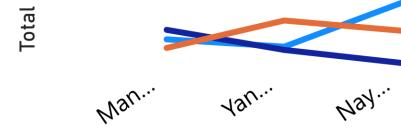


Product wise ratings



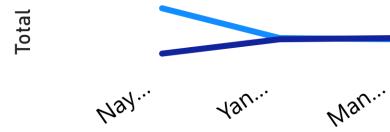
City wise pay method used

Paym... ● Cash ● Credit card ● Ewallet



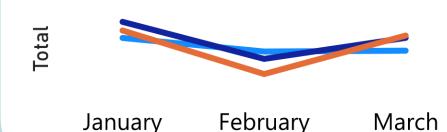
City wise gender visits

Gender ● Female ● Male



Month wise sales for cities

City ● Mandalay ● Naypyitaw



Day wise sales for cities

City ● Mandalay ● Naypyitaw



Rating range

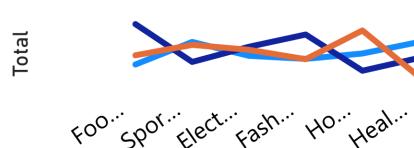
4.00

10.00



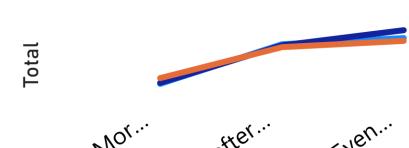
Product wise sales for cities

City ● Mandalay ● Naypyitaw



Duration wise sales for cities

City ● Mandalay ● Naypyitaw



Customer wise sales for cities

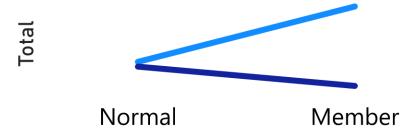
Cust... ● Member ● Normal



**TRENDS
CONTD..**

Gender wise customer type

Gender ● Female ● Male



Duration wise sales for customers

Cust... ● Member ● Normal



Day wise sales for customers

Cust... ● Member ● Normal



Customer wise pay method used

Cust... ● Member ● Normal



INSIGHTS DRAWN



CUSTOMERS

- i) **Member Customers:** Having membership of supermarket.
- ii) **Normal Customers:** without membership.

Trends: a) Female member customers are increasing, while male member customers are decreasing for the whole quarter.

b) Naypyitaw: Highest Female customers, lowest male customers. rest cities approx. same.

c) Member customers gave high sales to the superstore than normal customers.

d) Cities sales order as per normal customers. Naypyitaw > Yangon > Mandalay

e) Cities sales order as per member customers Naypyitaw>Mandalay>Yangon

PAYMENT METHOD

- i) **Max. Used:** E-wallets > Cash > Credit Cards.
- ii) **Priority:** a). Cash, Credit cards (Females)
E-wallet (Males)
- b). More Customers are now switching to E- Wallets rather than credit cards or cash.
- c) Credit cards were most used by Member customers, while E-wallet by Normal customers.
- d). City wise: Mandalay, Store B (credit Cards) , Yangon, Store A (E-wallets) , Naypyitaw, Store C (cash)

TOTAL SALES

i) **Least :** Health & Beauty
Max : Food & Beverages.

ii) **Month wise:**
January>March>February

iii) **Day wise :**
Saturday>Tuesday>Sunday

iv) **City wise :** Naypyitaw > Mandalay > Yangon

iv) **Gender wise**

Male : Health & Beauty
Female: Food & beverages

(Note: Electronics were equally popular for both)

DURATION

- i) **Max. Sales:** Evening > Afternoon > Morning
- ii) **Max Bought:** Evening: Food & Beverages
Afternoon: Sports & Travel
Morning: Home & Lifestyle
- iii) **Cities Order for highest sales:** Evening :Naypyitaw
Afternoon: Mandalay
Morning: Yangon
- iii) **Trends:** a) More Cash transactions were made during Daytime, e wallets during evening.
b) Member customers visited mostly during afternoons, while normal customers during morning & evening.