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

Cities

Naypyitaw	Mandalay
C 110.57K	
Yangon	
A 106.20K	B 106.20K

PAY METHOD USED

Ewallet	34.50%
Cash	34.40%
Credit card	31.10%

GENDER

Female	52%
Male	48%

Duration
- Evening
- afternoon
- Morning

42.84...
19.13%
38.02%

MONTH

116K
97K
109K

Total

January   February   March

CUSTOMER

Member	50.8%
Normal	49.2%

15.38K
gross income

DASHBOARD

DAY OF WEEK

%GT Total

Monday	Tuesday	Wednes...	Thursday	Friday	Saturday	Sunday
11.73%	15.94%	13.54%	14.04%	13.60%	17.38%	13.77%

day of week

PRODUCT LINE

%GT Total

Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel
16.82%	16.81%	17.38%	15.23%	16.68%	17.07%

Month wise product sales

Prod... ● Sports and travel ▶

Total

January February March

Day wise product sales

Prod... ● Electroni... ● Fashion a... ▶

Total

Mon... Tues... Wed... Thur... Friday Satu... Sun...
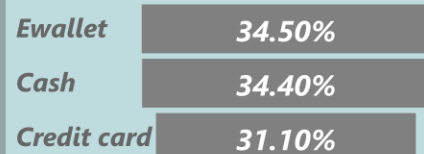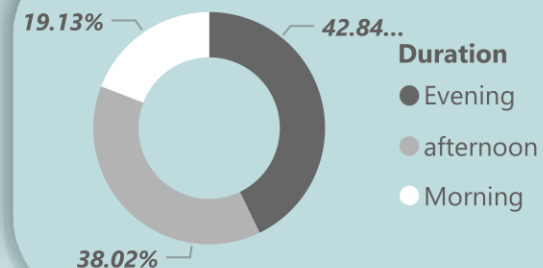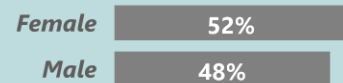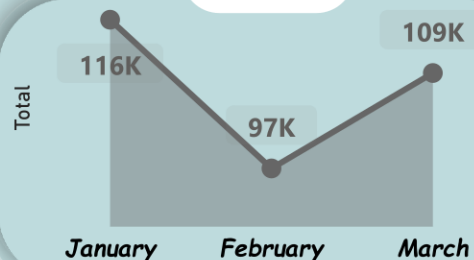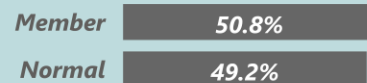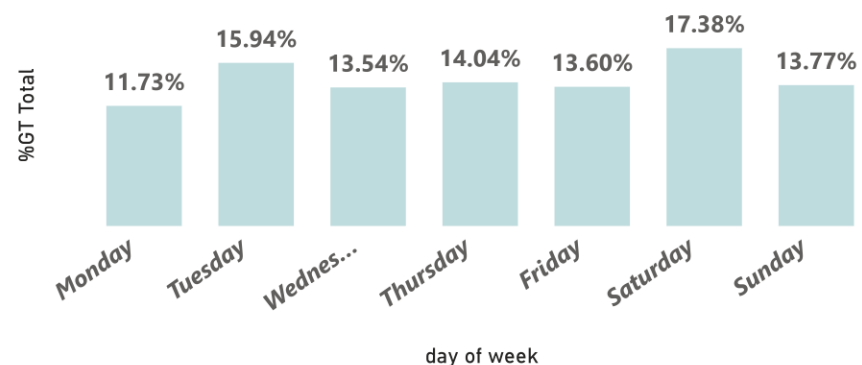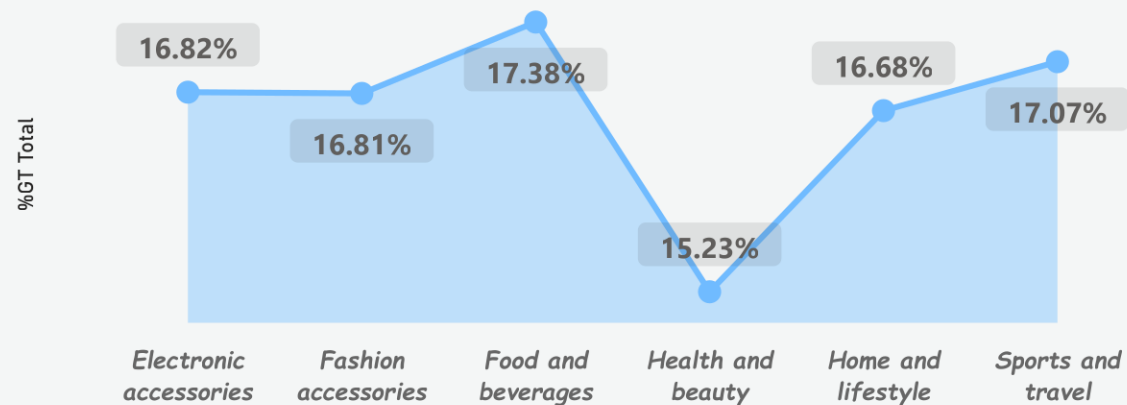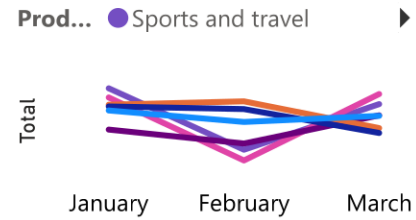
Product wise Pay method used

Paym... ● Cash ● Credit card ▶

Total

Heal... Ho... Fash... Elect... Spor... Foo...

Duration wise sales

Durat... ● afternoon ● Evening ▶

Total

January February March

Month wise Pay method used

Paym... ● Cash ● Credit card ● Ewallet

Total

January February March
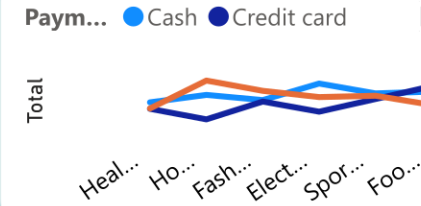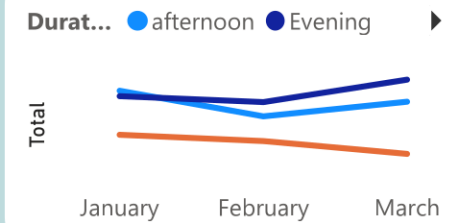
Gender wise Pay method used

Gender ● Female ● Male

Total

Cash Ewallet Credit ...
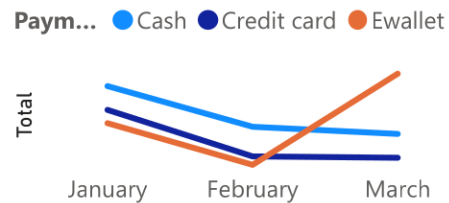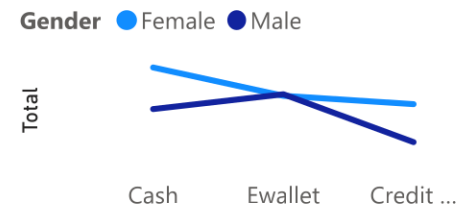
Duration wise Pay method

Paym... ● Cash ● Credit card ● Ewallet

Total

Mor... after... Even...
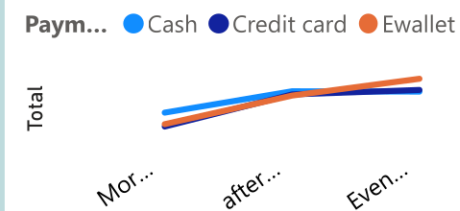
TRENDS

Gender wise Products usage

Gend... ● Female ● Male

Total

Healt... Hom... Fashi... Electr... Sport... Food ...
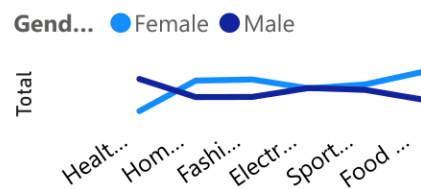
Duration wise gender visits
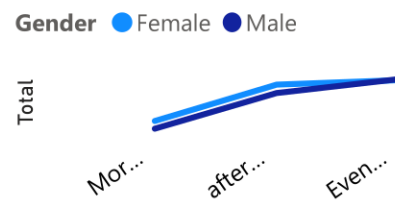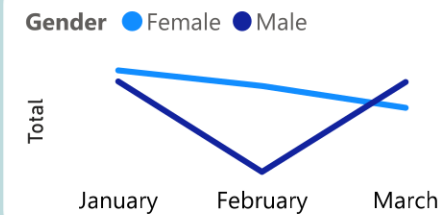
Gender ● Female ● Male

Total

Mor... after... Even...

Month wise gender visits

Gender ● Female ● Male

Total

January February March

Product wise ratings
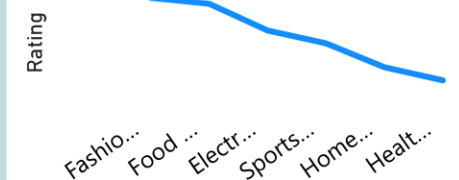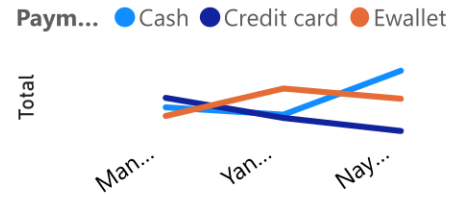
Rating

Fashio... Food... Electr... Sports... Home... Healt...

City wise pay method used

Paym... ● Cash ● Credit card ● Ewallet

Total

Man... Yan... Nay...

City wise gender visits

Gender ● Female ● Male

Total

Nay... Yan... Man...

Month wise sales for cities

City ● Mandalay ● Naypyitaw ▶

Total

January February March

Day wise sales for cities

City ● Mandalay ● Naypyitaw ▶

Total

Mon... Tues... Wed... Thur... Friday Satu... Sun...

Rating range

4.00   10.00
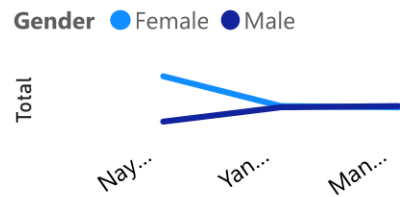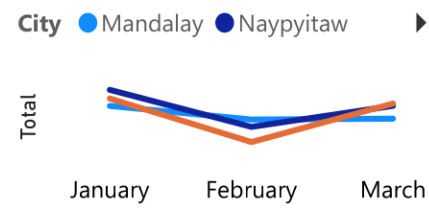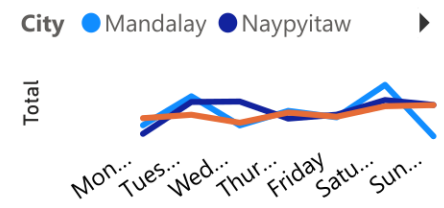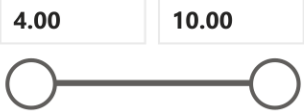
Product wise sales for cities

City ● Mandalay ● Naypyitaw ▶

Total

Foo... Spor... Elect... Fash... Ho... Heal...

Duration wise sales for cities

City ● Mandalay ● Naypyitaw ▶

Total

Mor... after... Even...
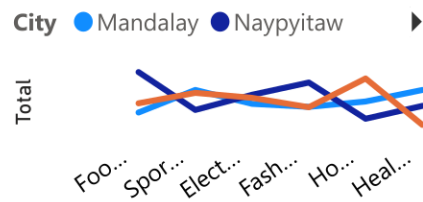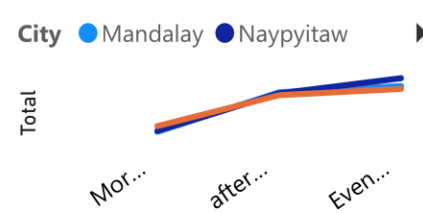
Customer wise sales for cities

Cust... ● Member ● Normal

Total

Man... Yan... Nay...
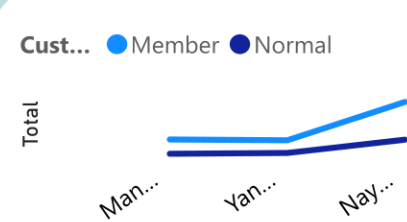
TRENDS CONTD..

Gender wise customer type

Gender ● Female ● Male

Total

Normal   Member

Duration wise sales for customers

Cust... ● Member ● Normal

Total

Mor... after... Even...

Day wise sales for customers

Cust... ● Member ● Normal

Total

Mon... Wed... Friday Sun... Thur... Tues... Satu...
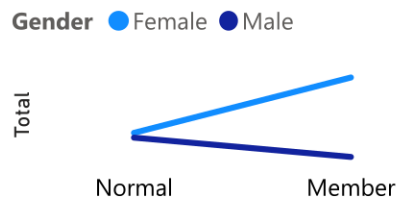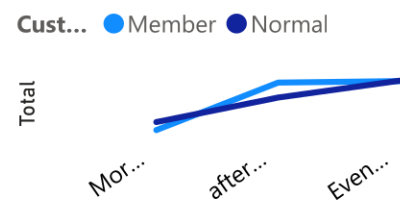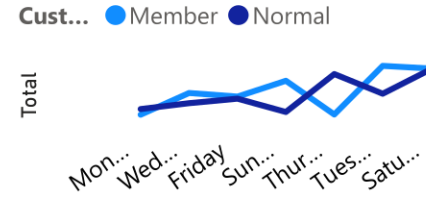
Customer wise pay method used

Cust... ● Member ● Normal

Total

Credit... Ewallet Cash
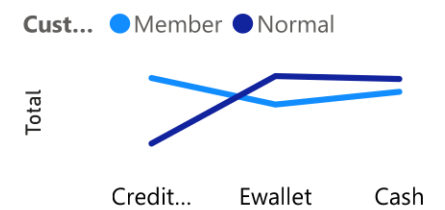
CUSTOMERS

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

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

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

e) Cites sales order as per member customers Napyitaw>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.