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Sales Analysis

**For
Kuramo Superstores**



Agenda

- Problem Statement
- Process Outline
- Insights Uncovered
- Summary



Problem Statement

- Kuramo Superstore opened two (2) new outlets across town and is interested in knowing how their business has fared in the first three (3) months of operations.
- They are also interested in the classification of their customers based on demography. This is expected to aid retargeting and knowledge of items to restock.
- They also want to know most profitable store per month, business peak hour and if the introduction of membership card has influenced purchase in any way.

1

Data Understanding

2

Data Cleaning

3

Data Modelling

4

Analysis

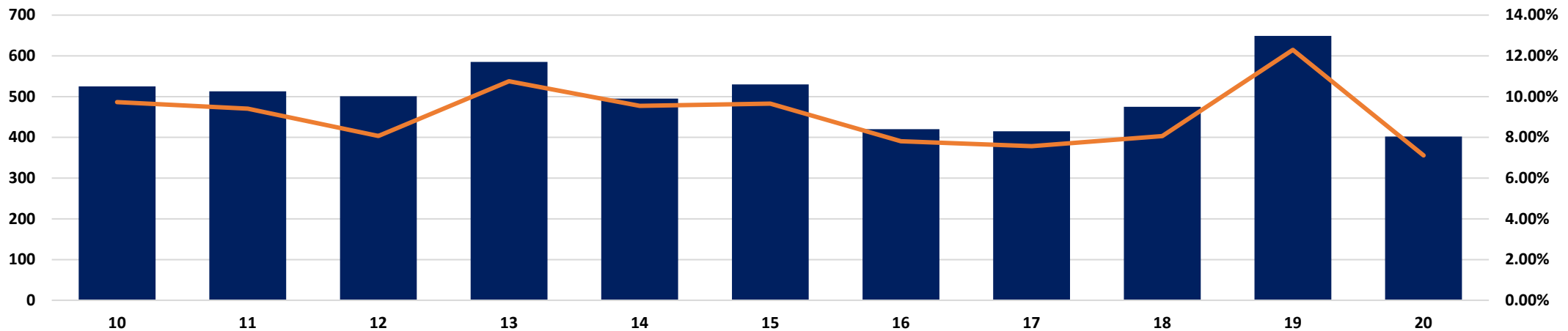
5

Uncovering Insights



Insights

Prime Time



The Superstores collectively make the most profit and have the most traffic at 7pm. Needless to say, it's the Superstore's Prime Time.

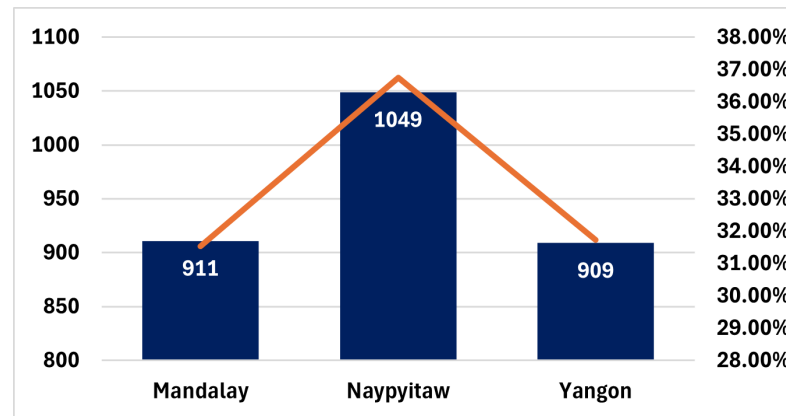
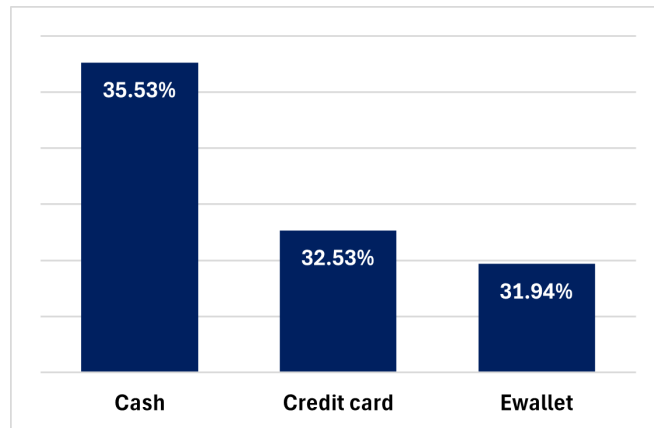
Mandalay's Prime Time is 7pm, same as Napitaw. Yangon has hers as 3pm, closely followed by 7pm.

7pm

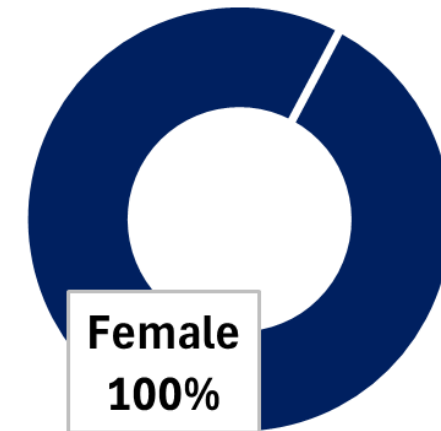
Insights

Women are the heaviest spenders in Kuramo stores. They picked 2,869 units of items and brought in \$7,994.43 into the purse of the business.

Most of them are fans of the membership card as 52.10% already shop with it in our various stores. They Prefer to shop at 1pm, spending cash as against credit card or E.Wallet.



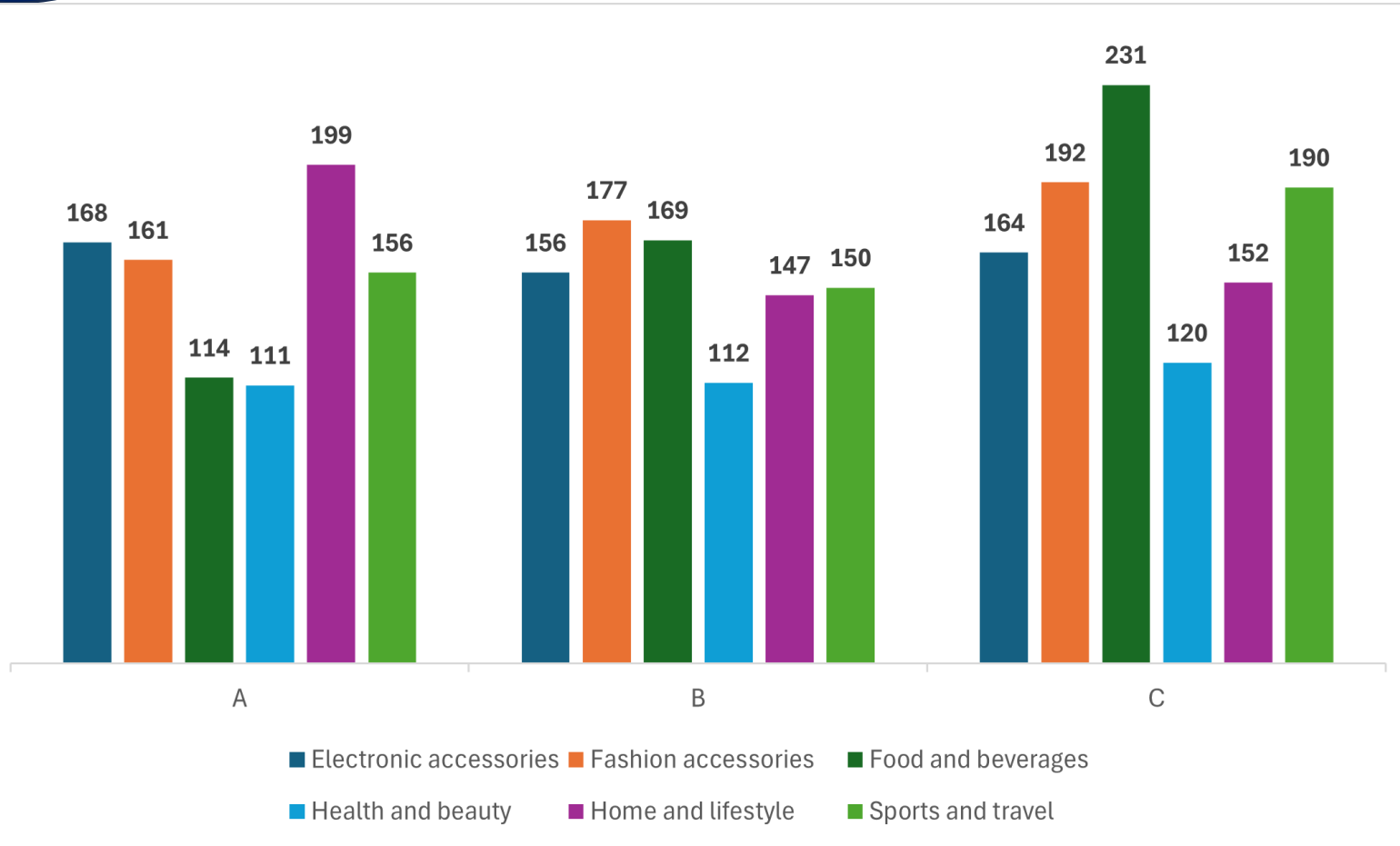
Women



Naypyitaw is the city with the most women shoppers and they are delighted with the service experienced.

Insights

What are WOMEN buying?



Most items women buy vary from the stores.

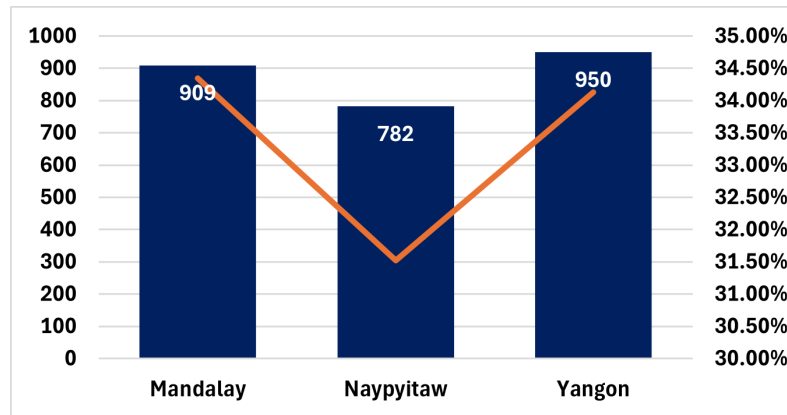
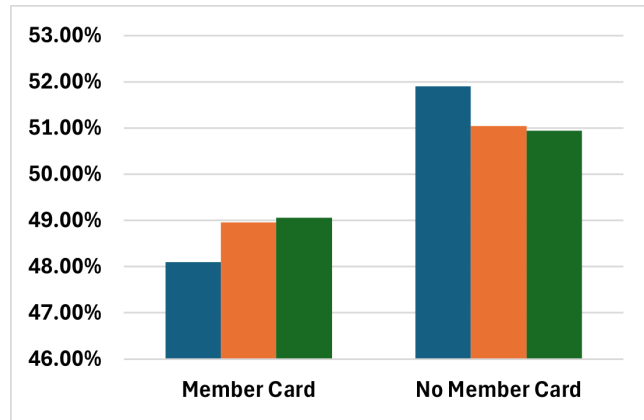
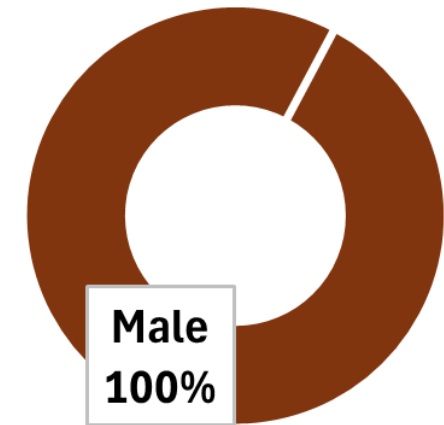
They bought Home & lifestyle from Branch A, Fashion & Accessories from Branch B and Food & Beverage from Branch C.

Insights

Men collectively bought 2,641 items, pushing \$7,384.94 into the purse of the business.

Most do not fancy the membership card as only 48.1% shop with it in our various stores. They Prefer to shop at 7pm, and pay with E.Wallet instead of spending cash or credit card

Men



Insights gathered on the gender will give a clear direction on targeting them with specialised adverts or promotions across the stores.

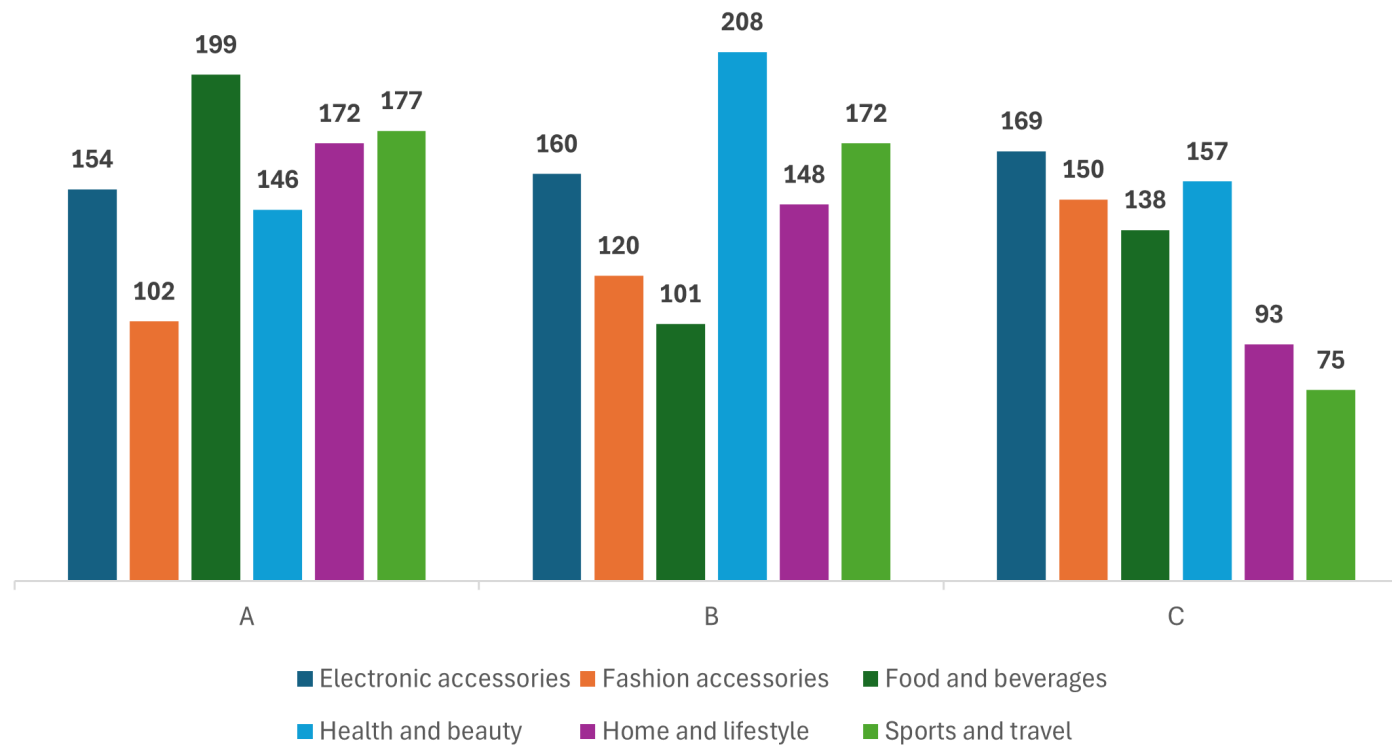
It would also help with the restocking of selected items.

Insights

What are MEN buying?

Most items men buy vary from the stores.

They bought Food & beverages from Branch A, Health & Beauty from Branch B and Electronic Accessories from Branch C.



Insights

for **January**

**Branch
A**

685

Branch A sold the highest unit of items (685)

**1965
units**

**1965 units of items were collectively sold by
all branches across town**

5,537.71

**Generating a net income of
\$5,537.71 for Kuramo Superstore**

Insights

for January

Highest
Selling
Item

Sports
&
Travel

375
units

Branch A

Home & Lifestyle

175 Units

Branch B

Electronics Accessories

119 Units

Branch C

Sports & travel

144 Units

Insights

for **February**

**Branch
B**

624

Branch B sold the highest unit of items (624)

**1654
units**

**1654 units of items were collectively sold by
all branches across town**

4,629.49

**Generating a net income of
\$4,629.49 for Kuramo Superstore**

Insights

for February

Highest
Selling
Item

Food
&
Beverage

349
units

Branch A

Food & Beverage

127 Units

Branch B

Electronics Accessories & Fashion
Accessories

118 Units

Branch C

Food & Beverage

115 Units

Insights

for **March**

**Branch
A**

681

Branch A sold the highest unit of items (681)

**1891
units**

**1891 units of items were collectively sold by
all branches across town**

5,212

**Generating a net income of \$5,212
for Kuramo Superstore**

Insights

for March

Highest
Selling
Item

Home
&
Lifestyle

364
units

Branch A

Sports & Travel

139 Units

Branch B

Home & Lifestyle

139 Units

Branch C

Electronic Accessories

130 Units



Thank you