



Sales Analysis

For

Kuramo Superstores



Agenda

- Problem Statement
- Process Outline
- Insights Uncovered
- Summary



Pproblem Statement

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



1 Data Understanding

2 Data Cleaning

3 Data Modelling

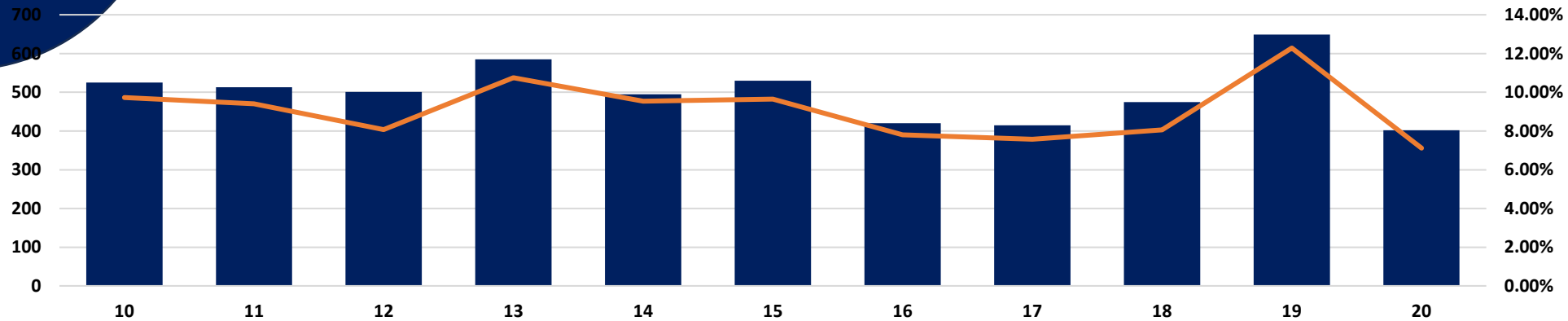
4 Analysis

5 Uncovering Insights

Process Outline

Insights

Prime Time



Kuramo Superstores collectively make the most profit and have the most traffic at 7 pm. It certainly is the Superstore's Prime Time. Although one can see that traffic surges between 1pm & 3pm, it doesn't compare with 7pm.

From the analysis, the time differs monthly. In January, it was 1 pm, February was 3 pm and March was 7 pm.

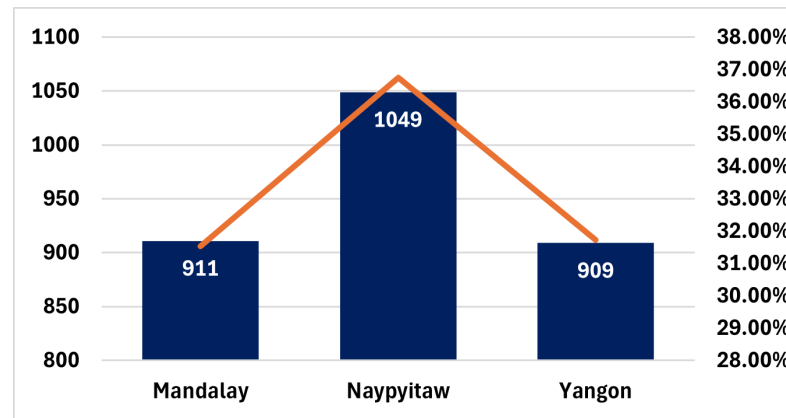
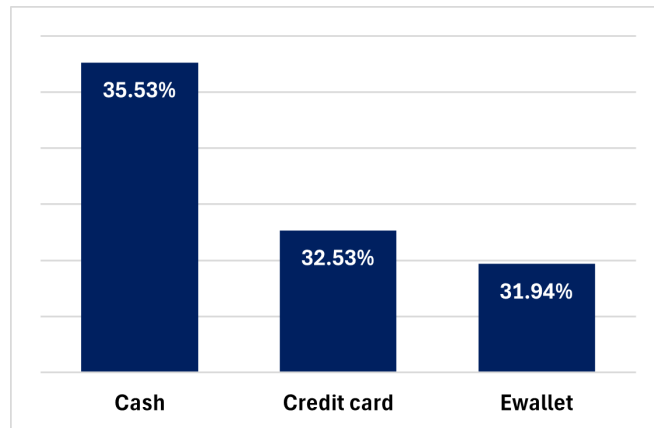
Mandalay's Prime Time is 7 pm, the same as Naypyitaw. Yangon has hers as 3 pm, closely followed by 7 pm.

7pm

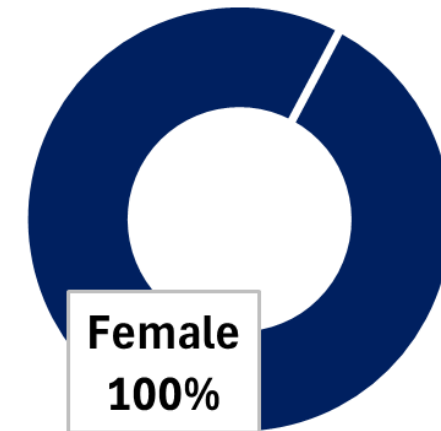
Insights

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 the various stores. They Prefer to shop at 1pm, spending cash as against credit card or E.Wallet.



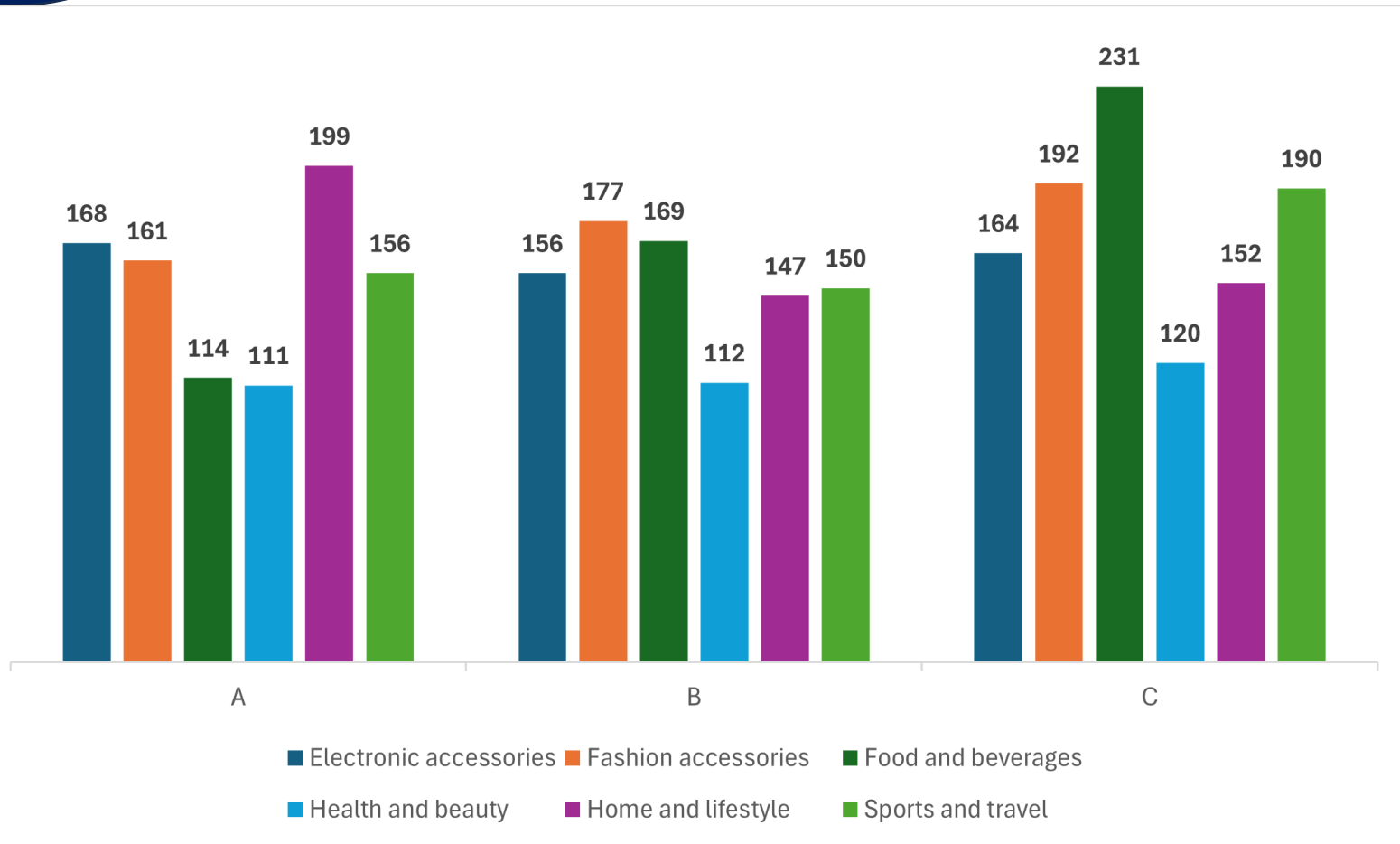
Women



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

Insights

What are WOMEN buying?



Most items women buy vary from the stores.

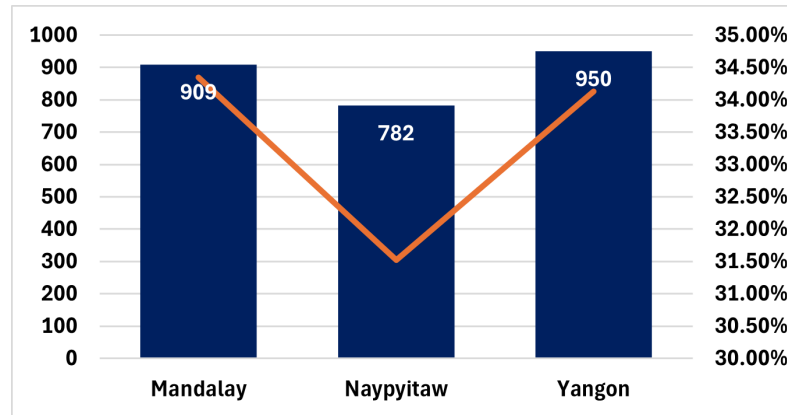
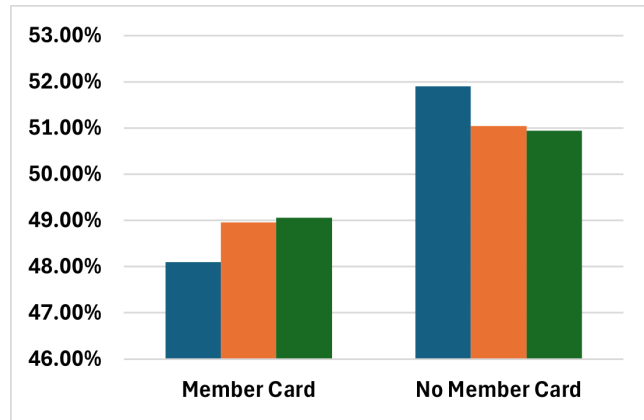
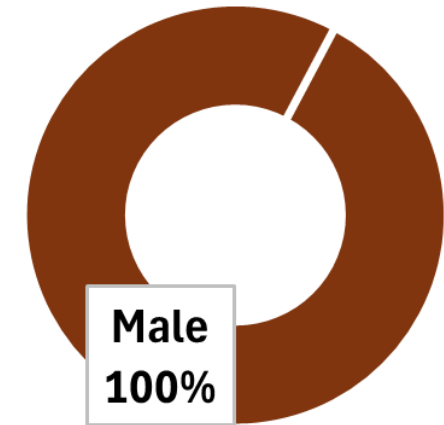
They bought Home & lifestyle items from Branch A (Yangon), Fashion & Accessories items from Branch B (Mandalay), and Food & Beverage items from Branch C (Naypyitaw).

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.

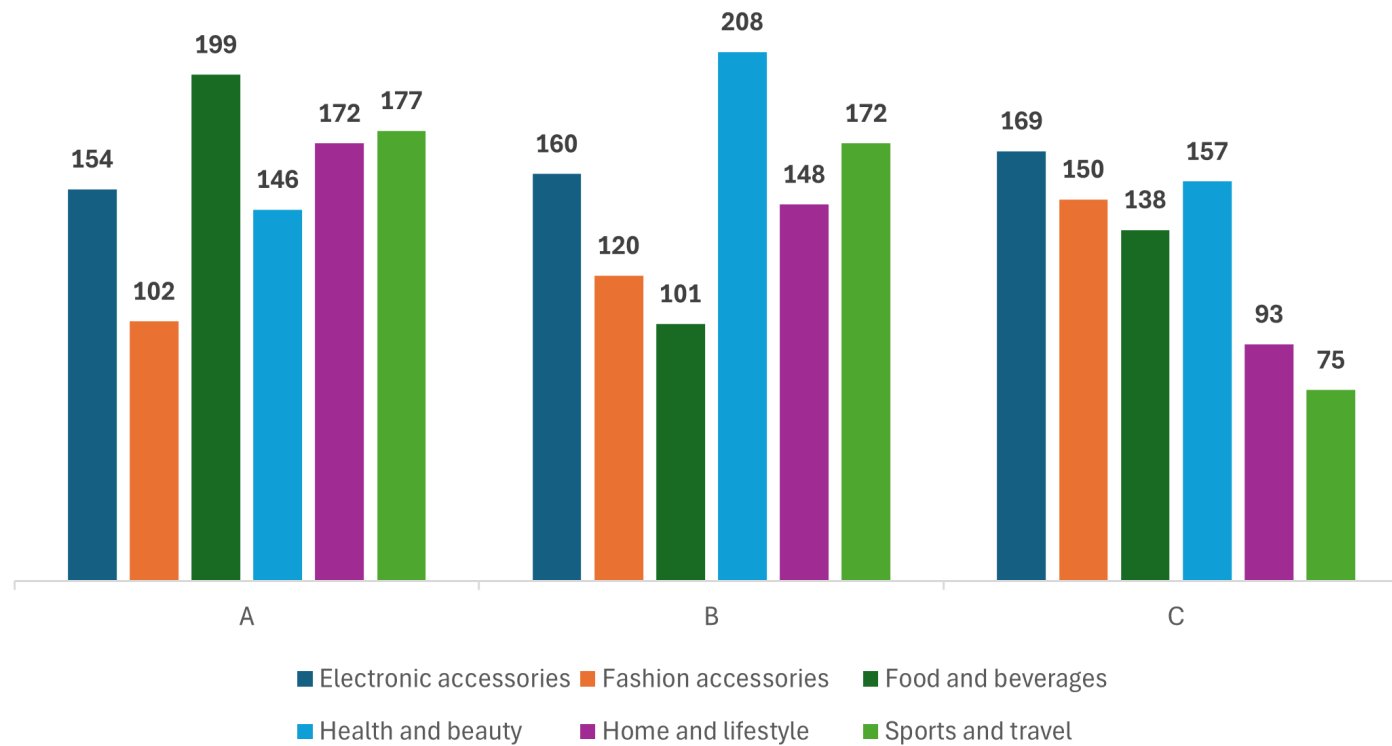
It would also help with the restocking of selected items.

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
(Yangon)
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,
the highest across all months
analysed for the store.**

Insights

for January

Highest
Selling
Item

Sports
&
Travel

375
units

Branch A (Yangon)

Home & Lifestyle

175 Units

Branch B (Mandalay)

Electronics Accessories

119 Units

Branch C (Naypyitaw)

Sports & travel

144 Units

Insights

for **February**

**Branch
B
(Mandalay)
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 (Yangon)

Food & Beverage

127 Units

Branch B (Mandalay)

Electronics Accessories & Fashion
Accessories

118 Units

Branch C (Naypyitaw)

Food & Beverage

115 Units

Insights

for **March**

**Branch
A
(Yangon)
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 (Yangon)

Sports & Travel

139 Units

Branch B (Mandalay)

Home & Lifestyle

139 Units

Branch C (Naypyitaw)

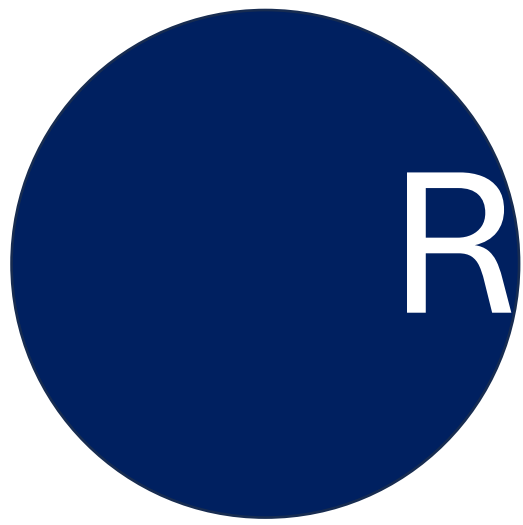
Electronic Accessories

130 Units



Summary

- From the analysis, it was interesting to note that men spent the most on health and beauty – this may be because gym products and medication is also shelved under this label, however, that was not expected at all.
- Also the most sold or most popular product line was the Electronic Accessories, it had the highest count of sales overall with its highest in Naypyitaw.
- They also want to know the most profitable store per month, business peak hour and if the introduction of membership cards has influenced purchases in any way.



Recommendations

- To maximise profit, the superstore should ensure sufficient stock of electronic accessories.
- Health and beauty-related adverts should be tailored to men, having observed that they spend more on procuring the products, while Fashion accessories should be targeted at women.
- The mall sees an influx of customers between 12 pm to 4 pm, however, 7pm is sacrosanct as that is the mall peak hour. While the earlier hours tend to have more women, 7pm tends to have more men. Display Ads across the mall should deliberately push adverts that will be of interest to each gender at their peak time, and additional staff should be available at those times to ensure smooth customer service while promoting customer satisfaction.



Thank you