

# Super Market Sales Analysis Report

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## Insights

### 1. Sales and Profit Analysis

- **Branch C** generates the highest total revenue of **\$5265**.
- **Food and Beverages** is the most profitable product line overall.
- The average unit price and quantity sold per product line are:

| Product Line           | Quantity Sold | Average Unit Price |
|------------------------|---------------|--------------------|
| Electronic Accessories | 971           | 54                 |
| Fashion Accessories    | 902           | 57                 |
| Food and Beverages     | 952           | 56                 |
| Health and Beauty      | 854           | 55                 |
| Home and Lifestyle     | 911           | 55                 |
| Sports and Travel      | 920           | 57                 |

### 2. Customer Insights

- **Members and Normal** customers share equal percentages of transactions.
- Both **Male and Female** customers purchase similar quantities.
- **Mandalay** has the highest number of sales transactions.

### 3. Regional Product Preferences

- **Yangon:** Top products are Electronic Accessories and Home and Lifestyle.
- **Naypyitaw:** Fashion Accessories and Food and Beverages are preferred.
- **Mandalay:** Fashion Accessories and Sports and Travel are more popular.

## 4. Buying Behavior

- Most purchases are made during the **Afternoon**.
- **Normal** customers often use **E-wallets**.
- **Members** tend to prefer **Credit Cards**.

## Suggestions to Improve Sales

1. **Targeted Promotions:** Launch exclusive afternoon deals to boost peak-hour sales.
2. **Location-Based Offers:** Use city-level product popularity to personalize marketing campaigns.
3. **Enhanced Loyalty Program:** Create tiered benefits to convert normal users to repeat customers and increase retention.

*This report is based on dashboard analysis and represents key insights derived from sales data.*