



2019 Q1 SALES REPORT

SALES REPORT



INTRODUCTION

PURPOSE OF THE REPORT

This report includes an analysis of customer behavior, sales performance, and product trends at Infinity Supermarket's branches in Yangon, Naypyitaw, and Mandalay.

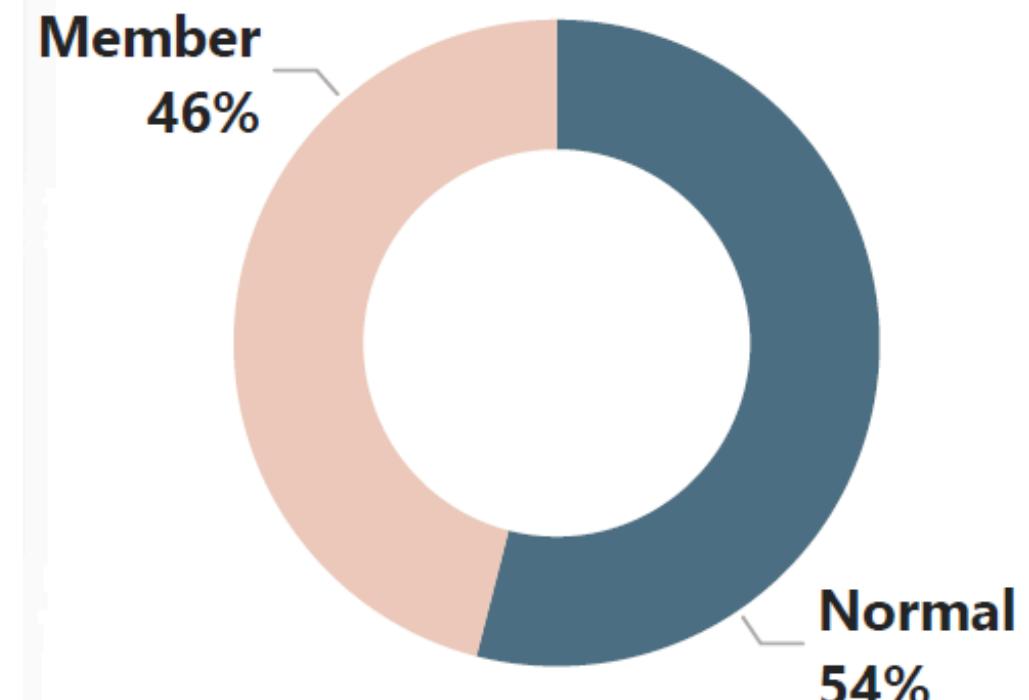
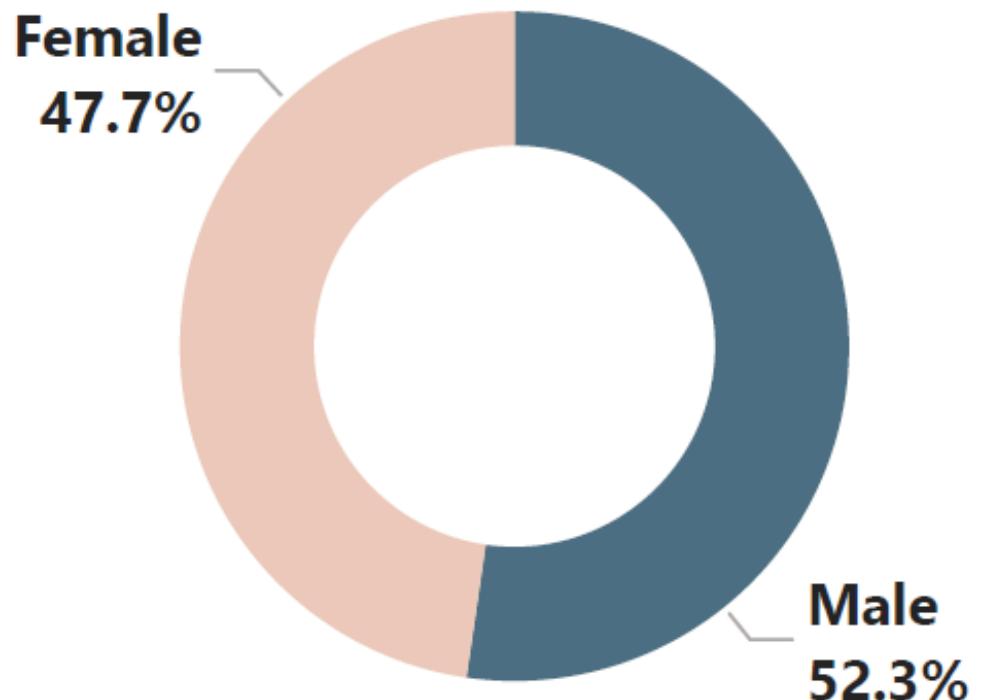


AGENDA

- Customer Performance
- Product Performance
- Sales Performance

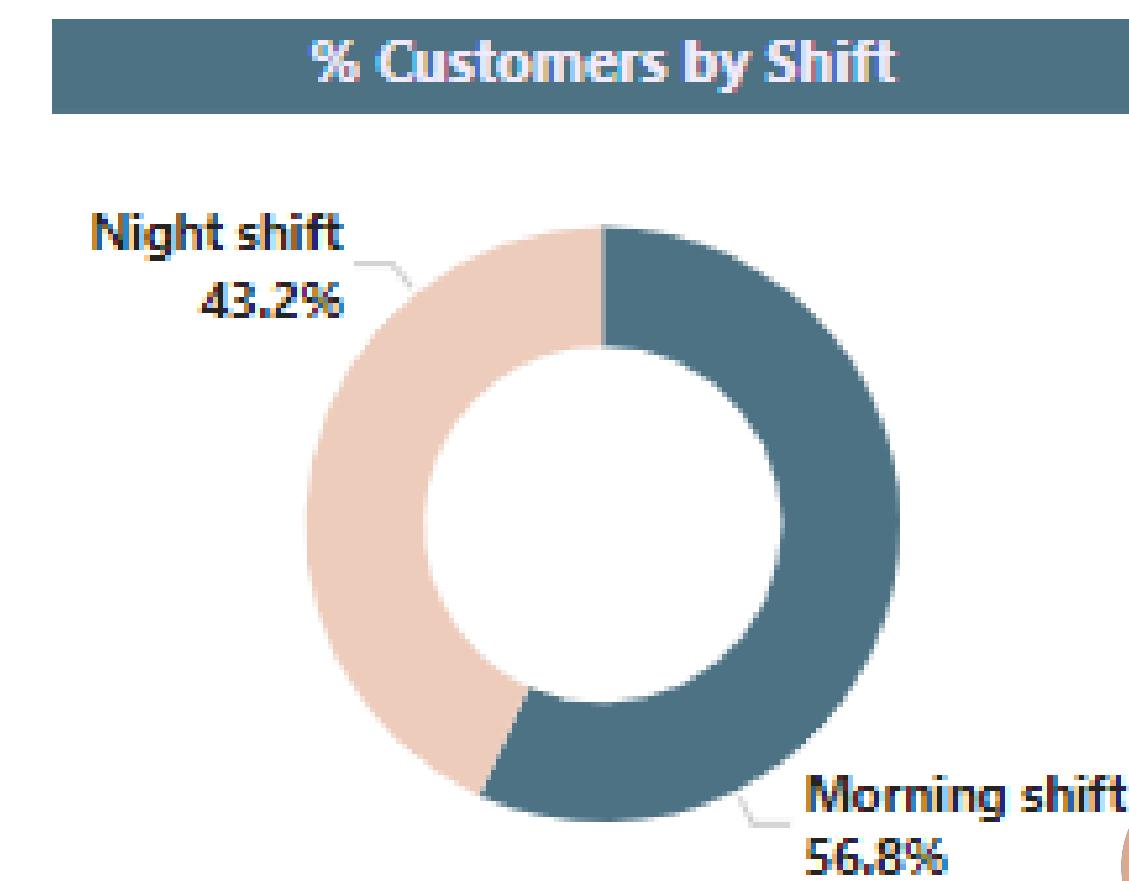
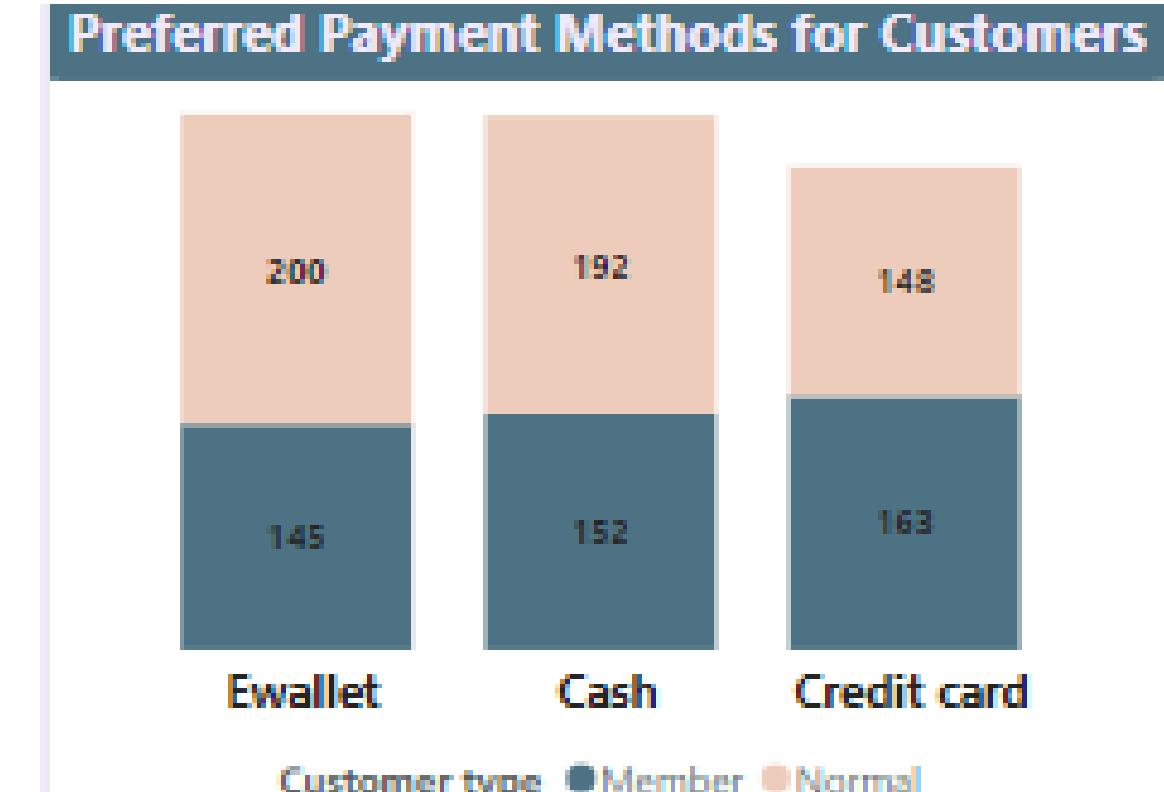
CUSTOMER OVERVIEW

The customer base is fairly balanced between genders. Additionally, the data shows that 46% of customers are members, while 54% are Noraml. These insights provide a snapshot of the customer demographics and membership distribution, which can inform targeted marketing and customer engagement strategies.



CUSTOMER OVERVIEW CON

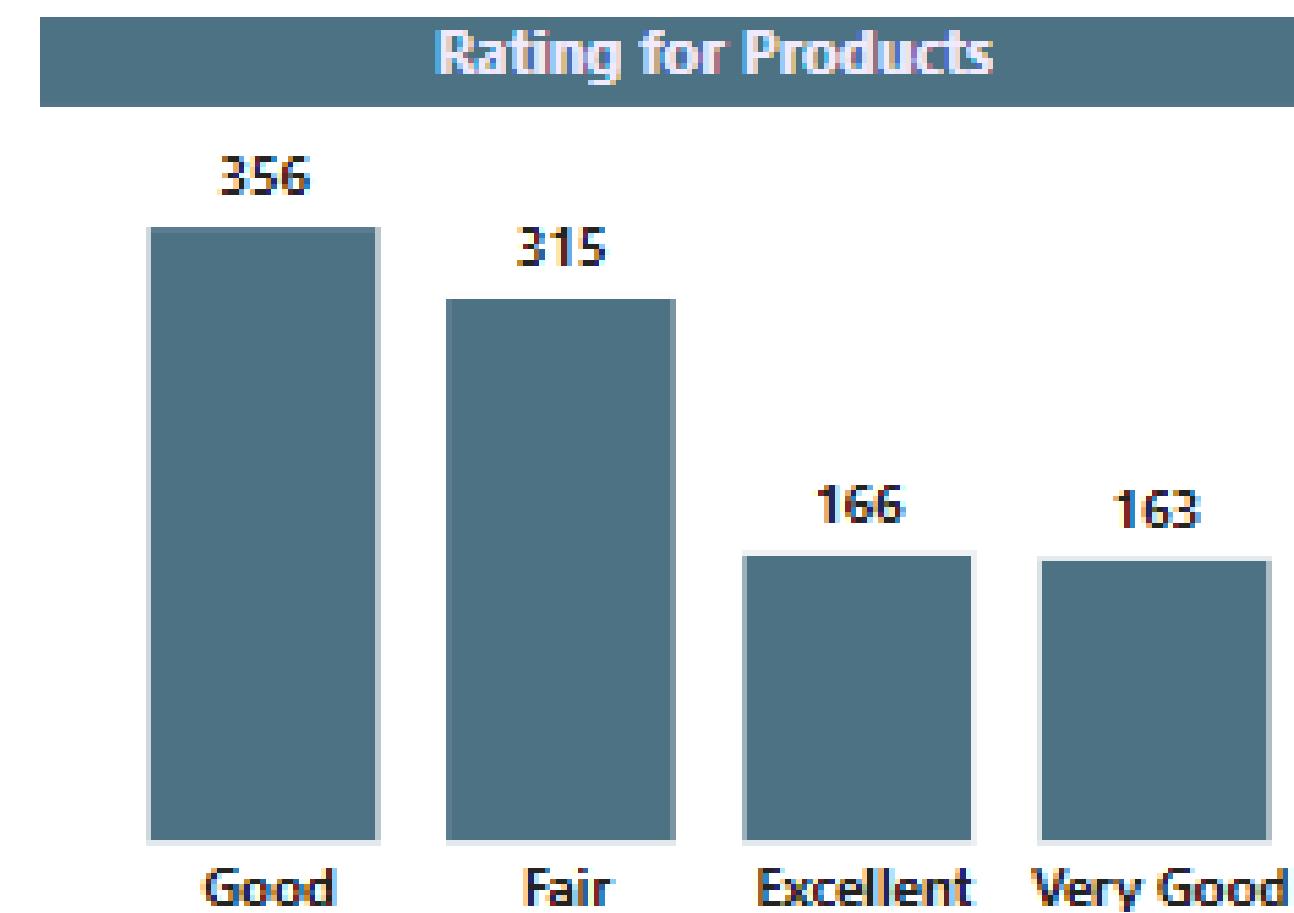
- After analyzing the data, we found that the preferred payment method differs between customer types. "E-Wallet" is the most favored payment option among normal customers, while members show a strong preference for using credit cards
- We found that customers prefer shopping in the morning.



PRODUCT LINE

- We also found that accessories were among the most popular products for customers, followed by food and beverages. This reflects the importance of these categories in attracting customers and increasing sales.
- It turns out that most of our products received a Good rating from customers, which indicates general satisfaction but also shows there's room for improvement.

Distribution of Product line by Customers		
Fashion accessories	Electronic accessories	Home and lifestyle
178	170	160
Food and beverages	Sports and travel	Health and beauty
174	166	152



PRODUCT LINE

Peak Selling Hours:

- The 7 PM hour is the peak selling time for Fashion Accessories, Food and Beverages, and Sports and Travel. This indicates a strong evening shopping trend for these categories.

Lowest Selling Hours:

- The lowest selling hours vary, with significant differences across product lines. For instance, Food and Beverages see a drop in sales at 5 PM, while Health and Beauty experience the lowest sales at 11 AM.

Peak and Low Selling Hours by Product Line

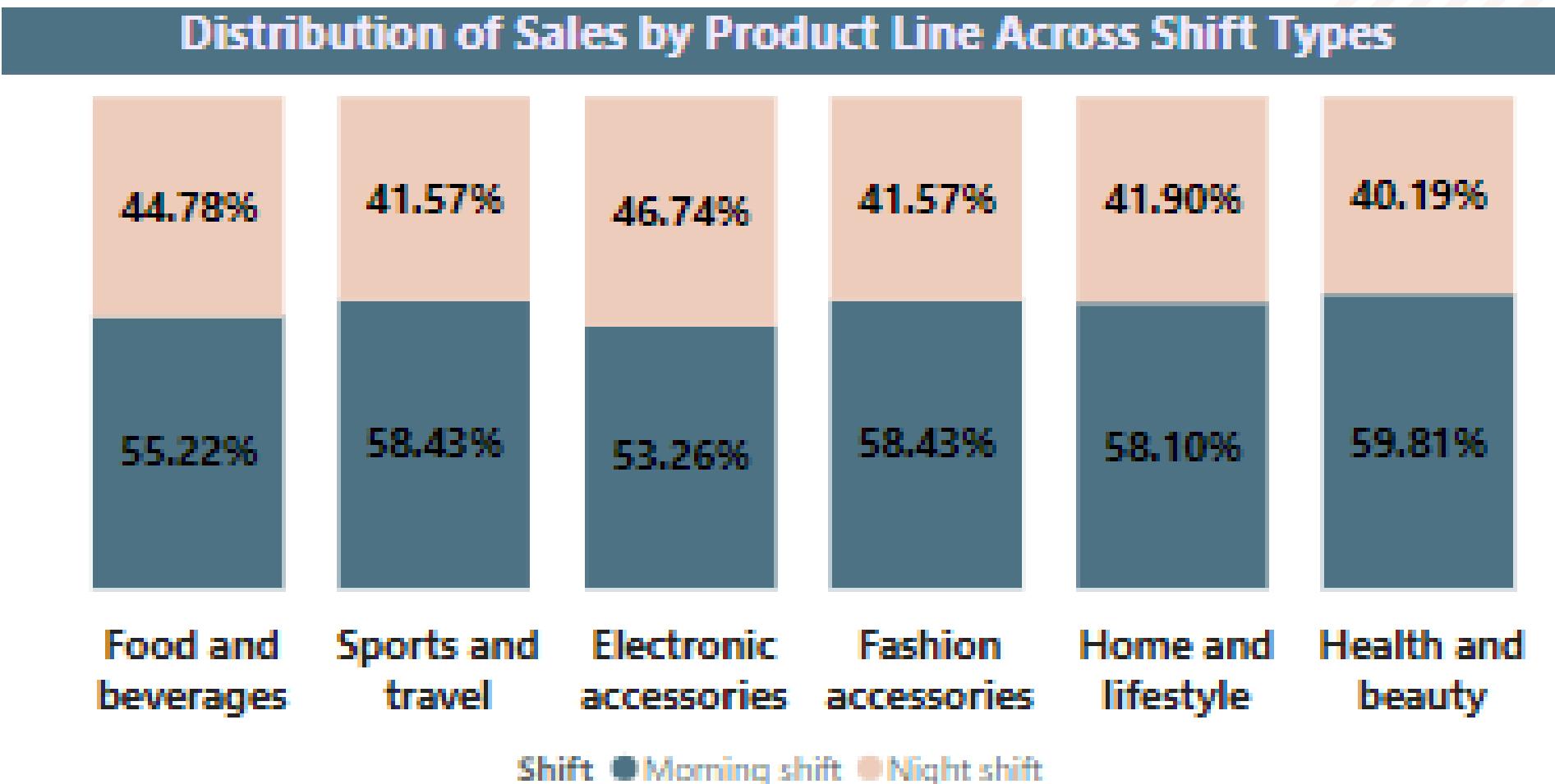
Product line	Most Selling	Lowest Selling
Fashion accessories	7 PM	8 PM
Food and beverages	7 PM	5 PM
Sports and travel	7 PM	8 PM
Electronic accessories	6 PM	4 PM
Health and beauty	2 PM	11 AM
Home and lifestyle	11 AM	4 PM

Morning shift

Night shift

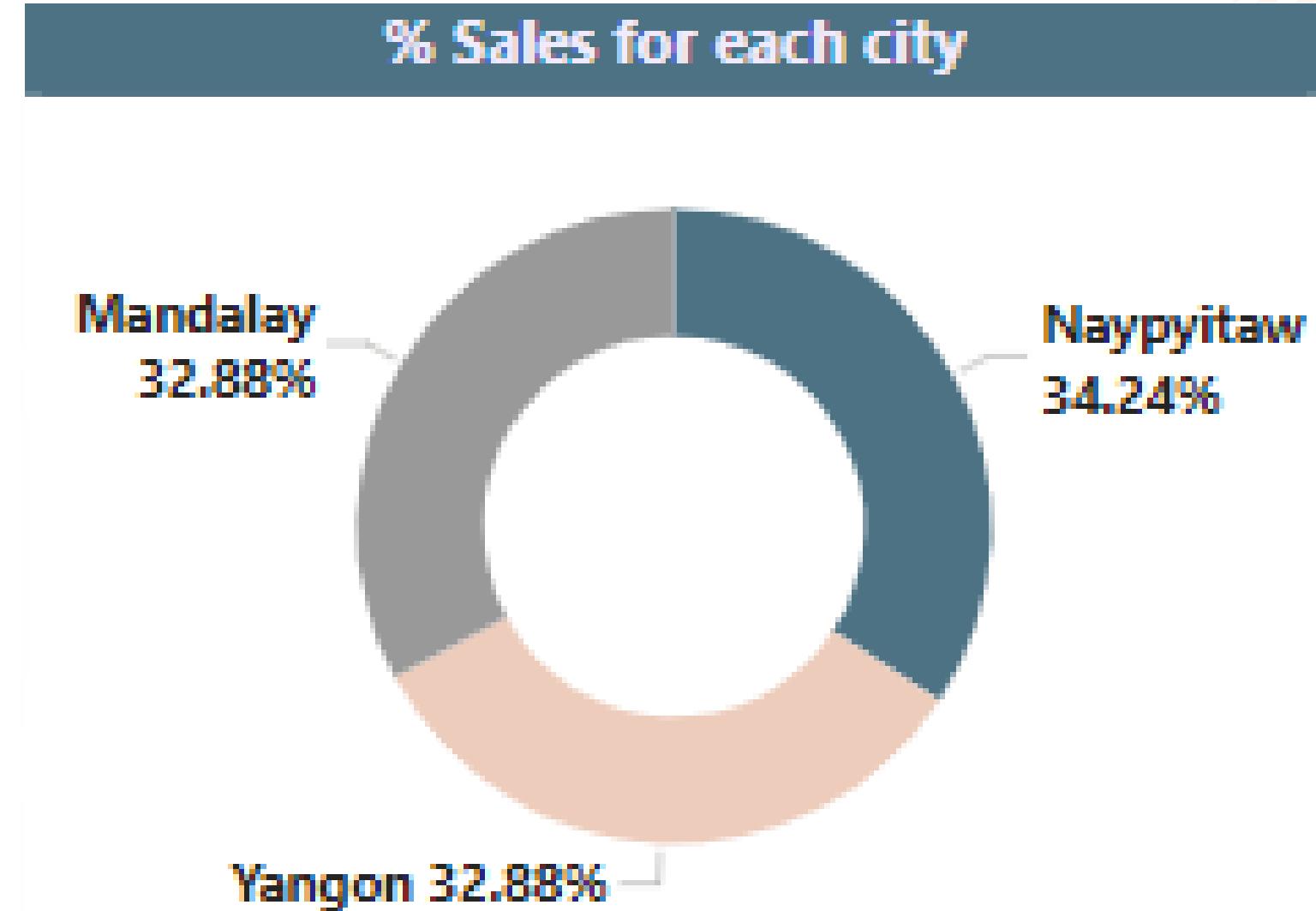
SALES

- We also found that sales are higher during the **morning shift** compared to the night shift. The top three products driving these sales are **Food and Beverages, Sports and Travel, and Electronic Accessories**.



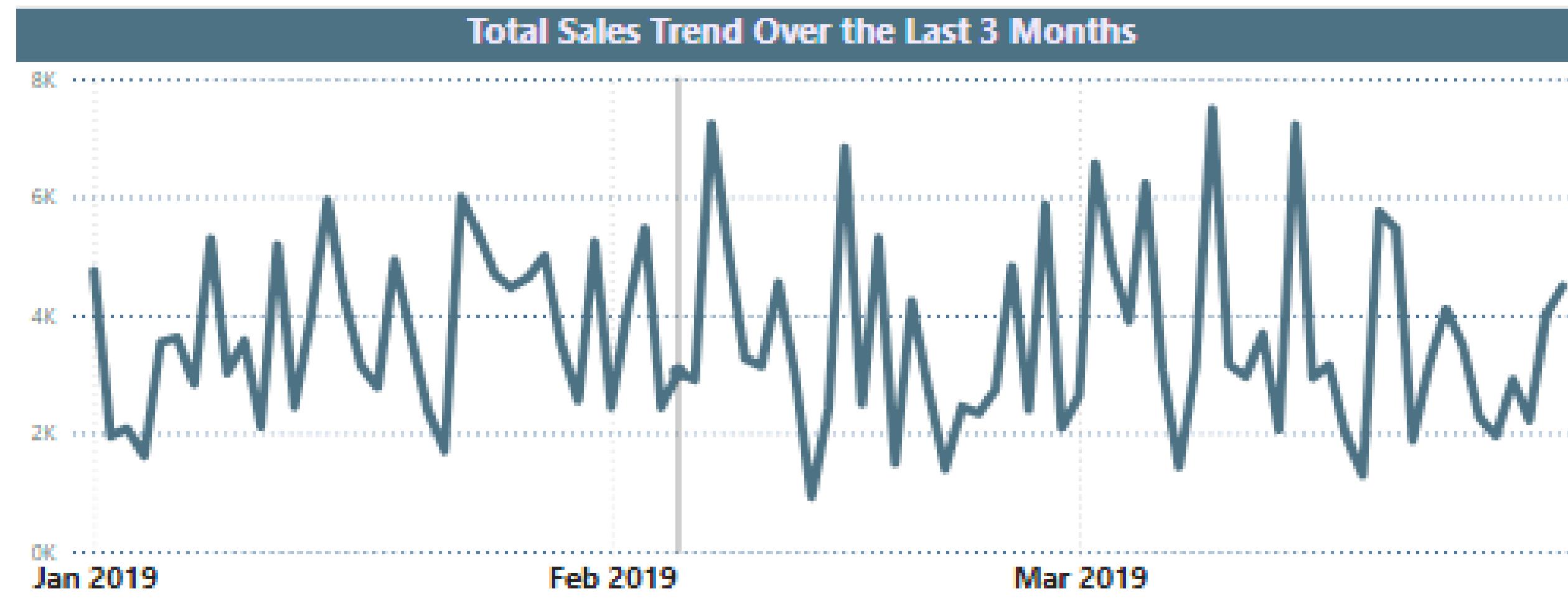
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When we analyzed sales by city, we found that **Naypyitaw** is the highest-performing city in terms of sales.



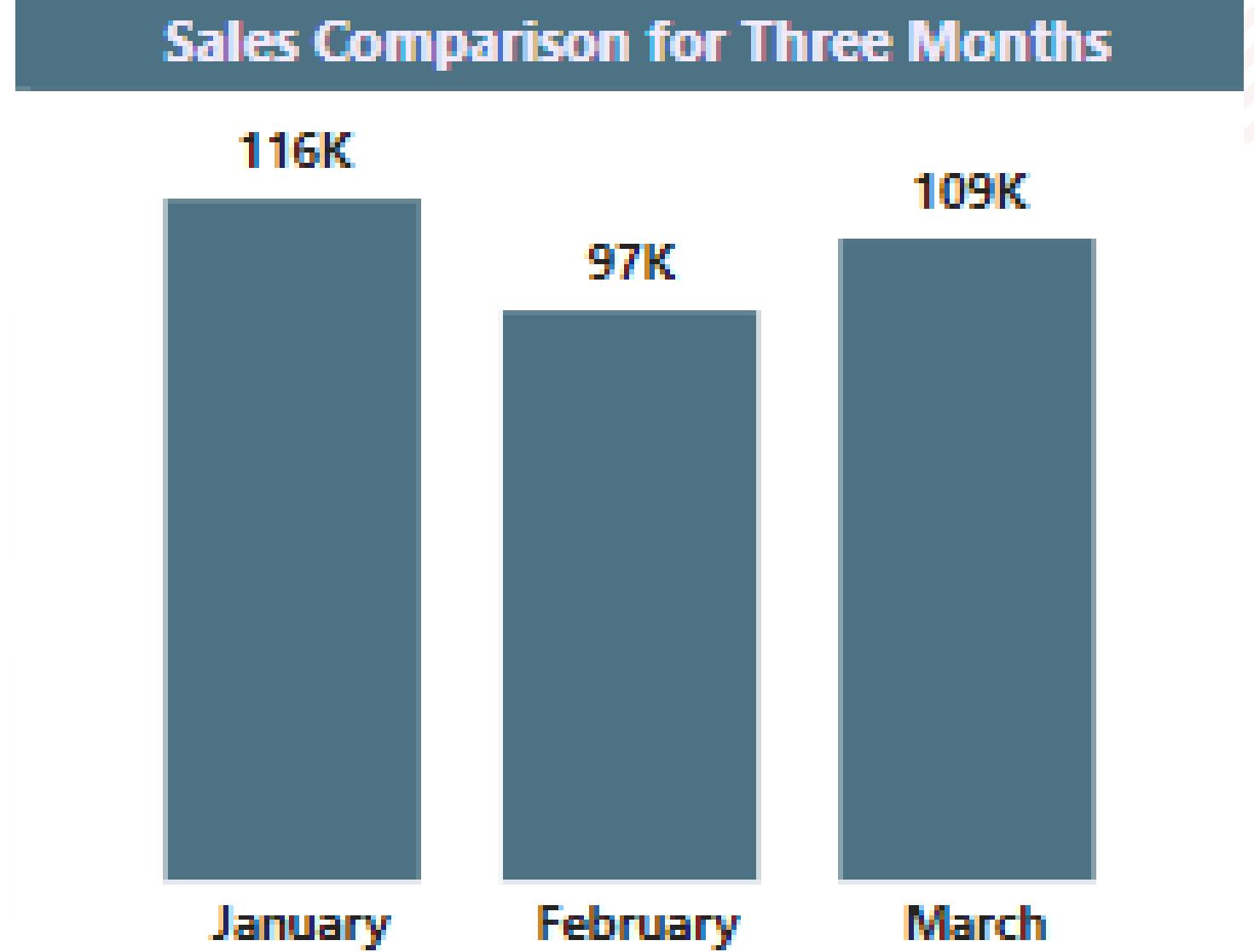
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- The highest number of transactions was made on 8th on January, 7th in February and 14th in March



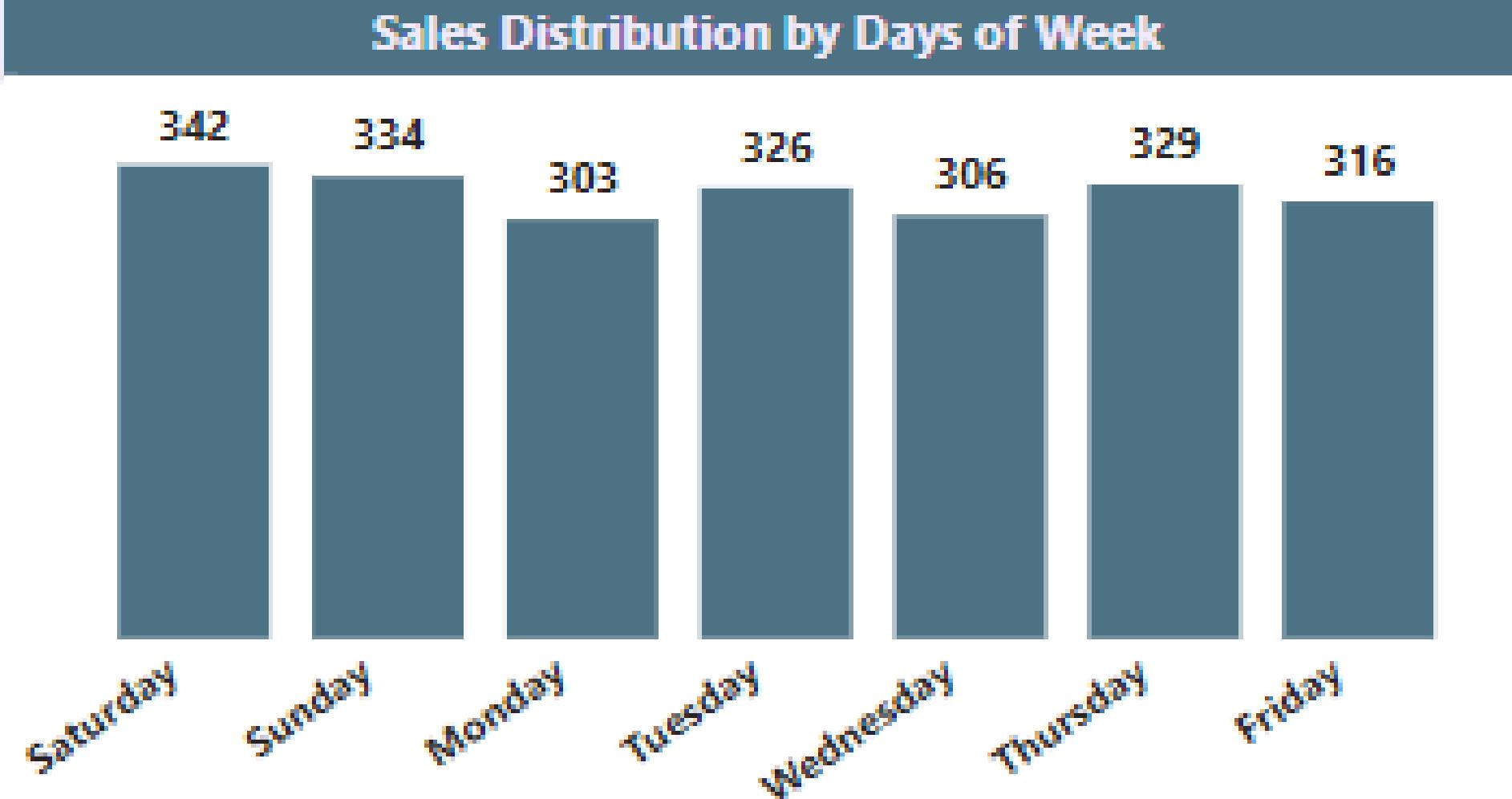
SALES

We also found The highest sales and number of transactions was made in moth January



SALES

- Finally The highest sales volume occurs on Saturdays.



RECOMMENDATION

01

Place the top-selling product line at the end to ensure customers pass through lower-selling lines on their way in and out.

02

Boost Home and Lifestyle sales with promotions and bundle deals, and improve product quality for better customer satisfaction.

03

We recommend launching an online market to expand our customer base and increase our reach.

04

Offer unique perks for members, such as special discounts, early access to sales, and member-only events.

CONCLUSION

In conclusion, the report gives clear insights into Infinity Supermarket's performance. Naypyitaw is the top-selling branch, and customers prefer to shop in the morning and evening. Popular products include accessories, food, and beverages. By focusing on these trends, Infinity Supermarket can improve customer satisfaction and increase sales across all branches.





THANK YOU