

SALE ANALYSIS OF RETAIL STORE IN FMCGS



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Dataset overview

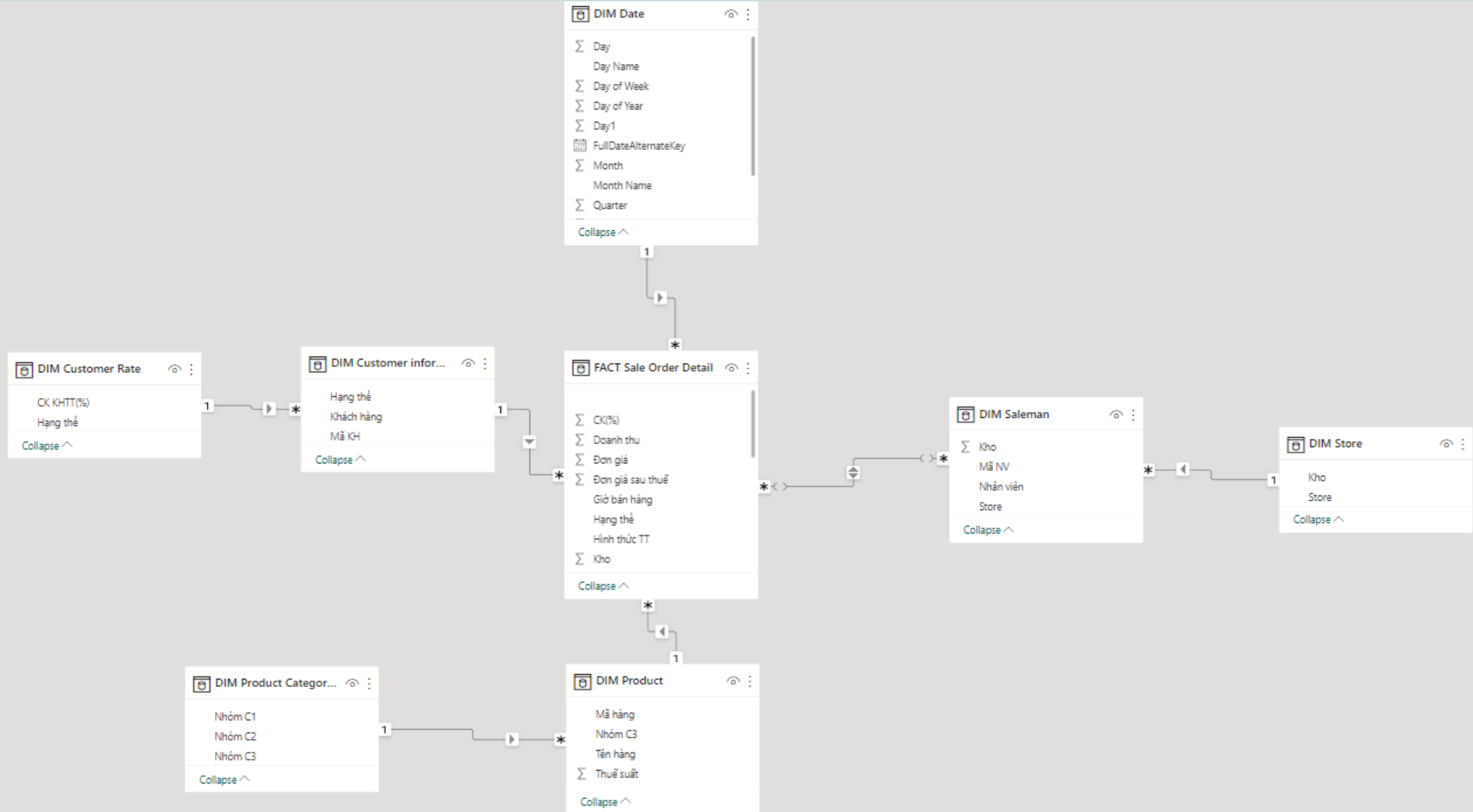


DATASET OVERVIEW

This dataset have only 1 dataset with time range 1.7.2021 - 31.7.2021 and currency = VND(₫)

Background of this dataset:

This dataset is provided by retails when they organize the biggest promotion of the year called "Summer Sales" in 1 month

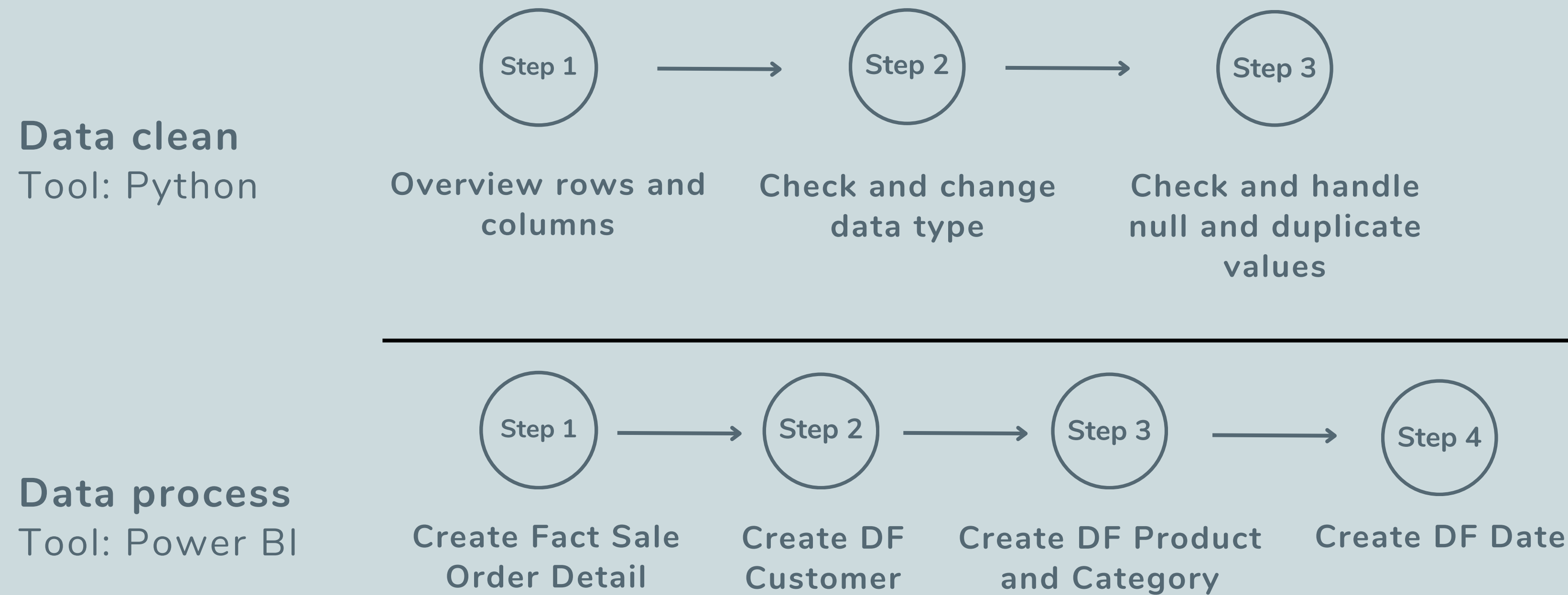


2

Data preprocessing



DATA PREPROCESSING



3

Data insight



BUSINESS OVERVIEW

đ**11.329B**

110K

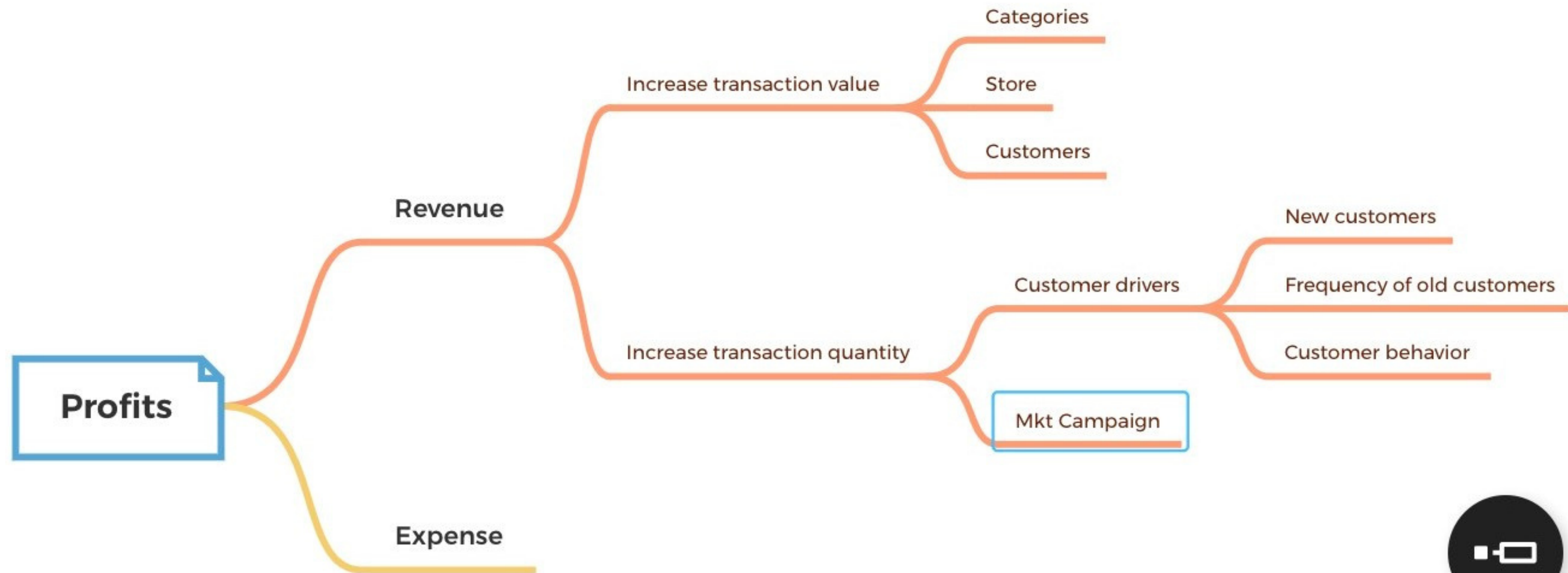
2870

Total Revenue

Total products sold

Total new customers

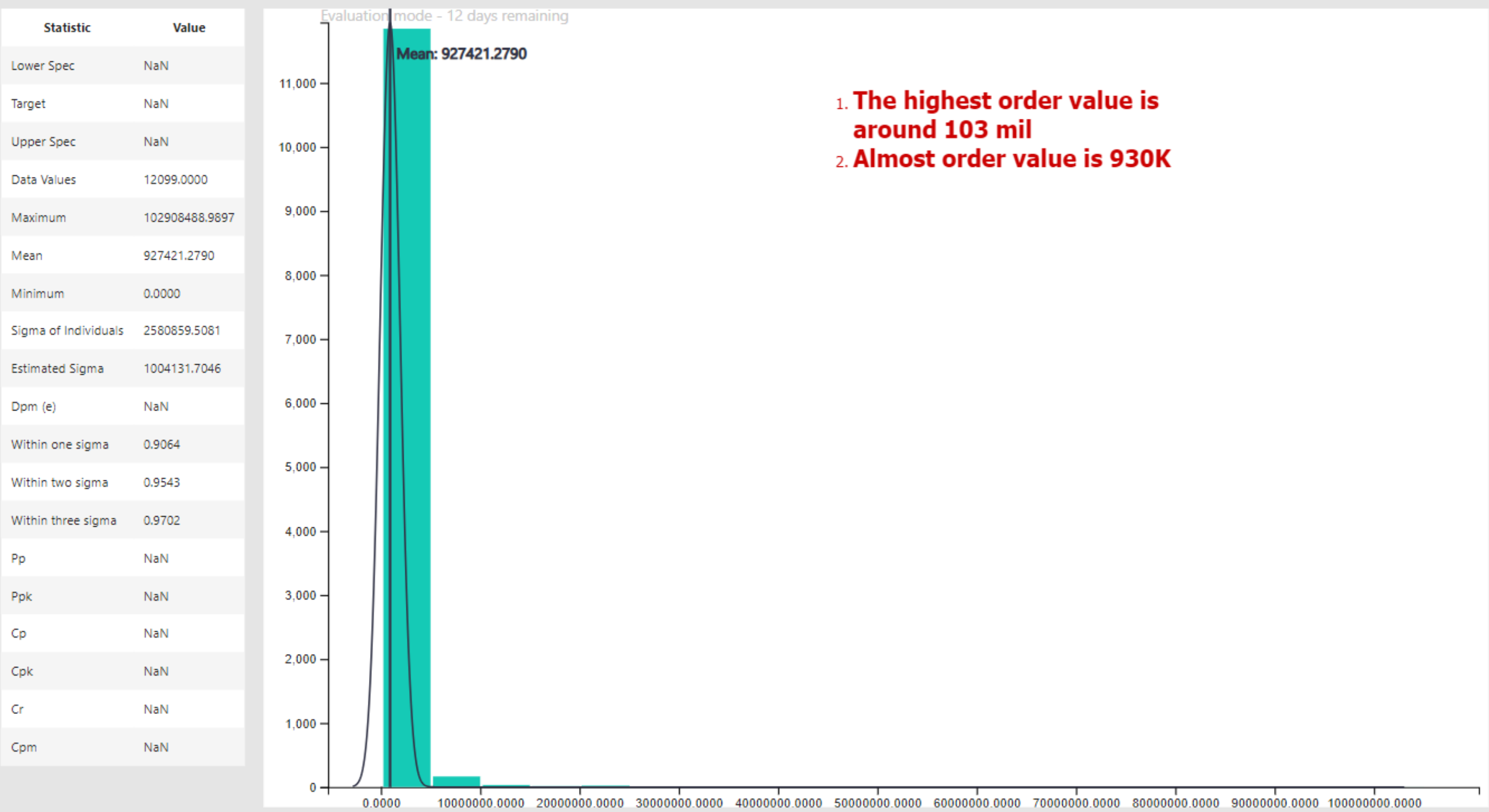
ANALYSIS LOGIC TREE



STATISTIC ORDER VALUES

Based on Histogram chart below, we can push sale on order by 3 methods:

- Increase transaction value by stores
- Increase revenue by categories
- Increase revenue by customers

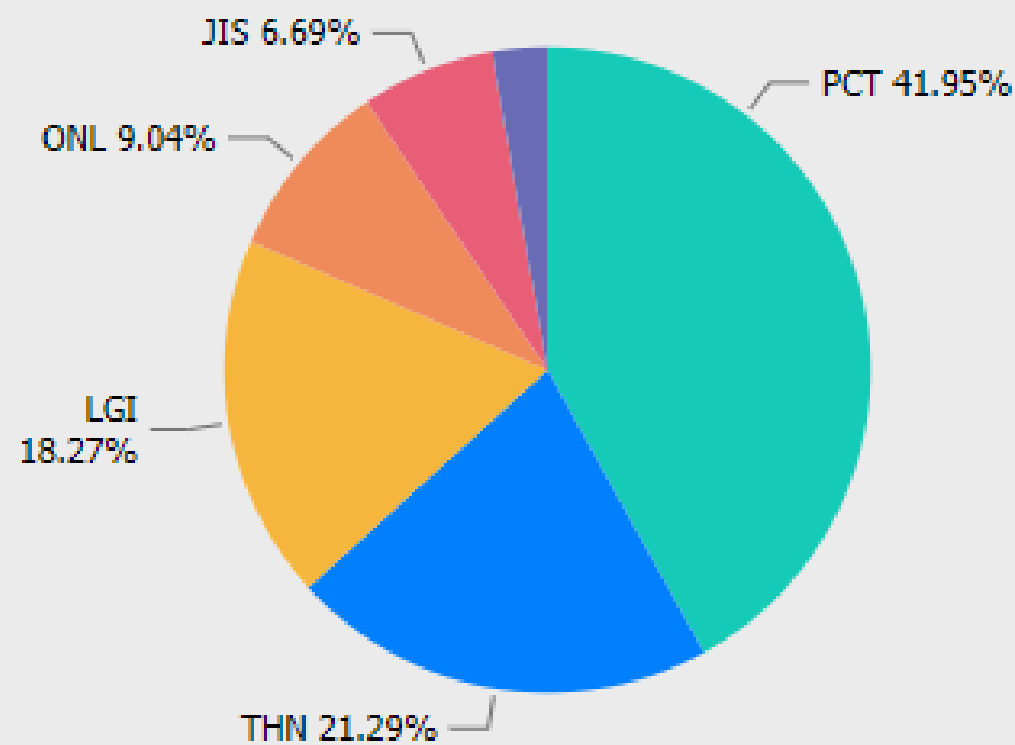


INCREASE TRANSACTION VALUE BY STORES

- Based on this chart, we can see that PCT is the store that contributes the largest revenue, Online is the channel with the lowest revenue. 2021 is the time when COVID19 takes place, all competitors are promoting online and quite successful so online channel needs to improve more strongly in sales
- There are promotions to discount some products if bought during the day to stimulate sales during the week

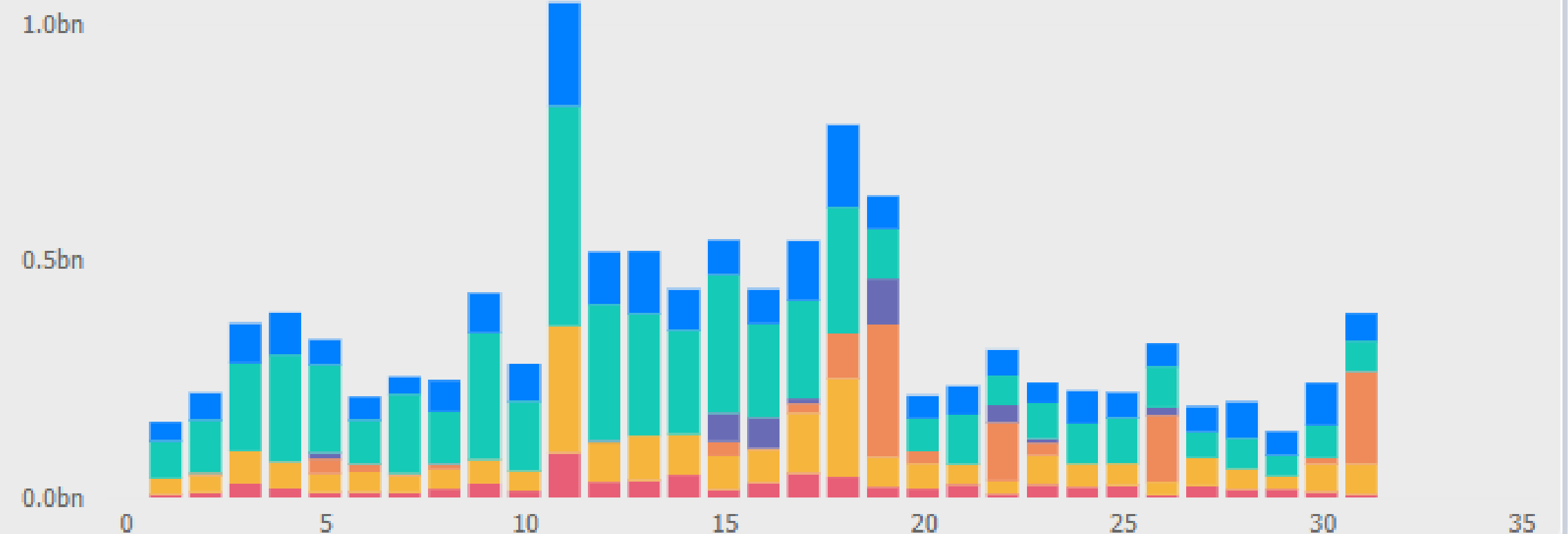
Revenue By Store

Store PCT THN LGI ONL JIS ONL HCM



Total Revenue By Day

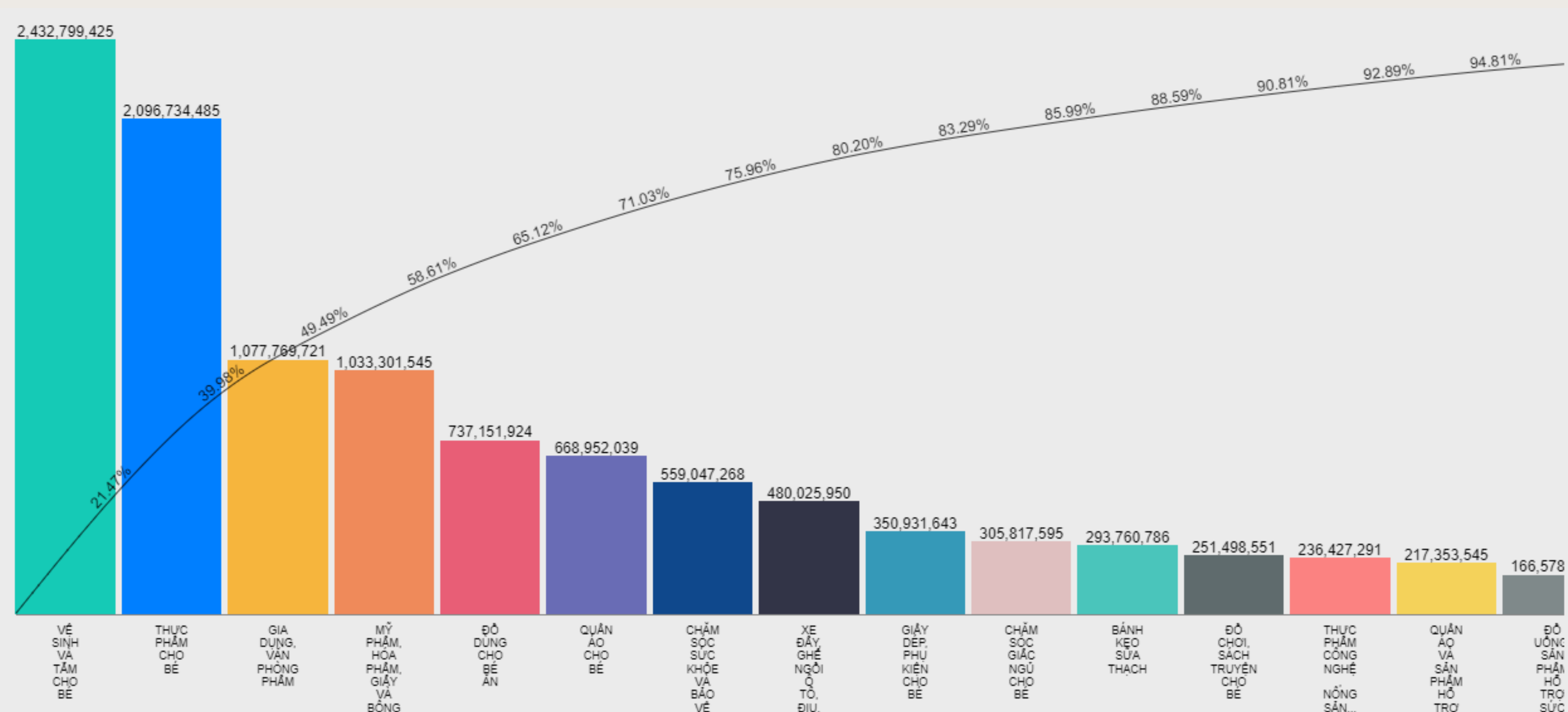
Store JIS LGI ONL ONL HCM PCT THN



INCREASE TRANSACTION VALUE BY CATEGORIES

Based on the Pareto chart, we can see that 8 groups of products contribute 80% of the revenue, we can also see that customers have a lot of demand in these groups. So we can push sales by:

- Focus on diversifying products in these groups to match the needs of customers when they come to the store
- Focus on promoting MKT, promoting products in these 8 groups
- Create combos of good products with bad products to promote products to promote sales of current weak groups

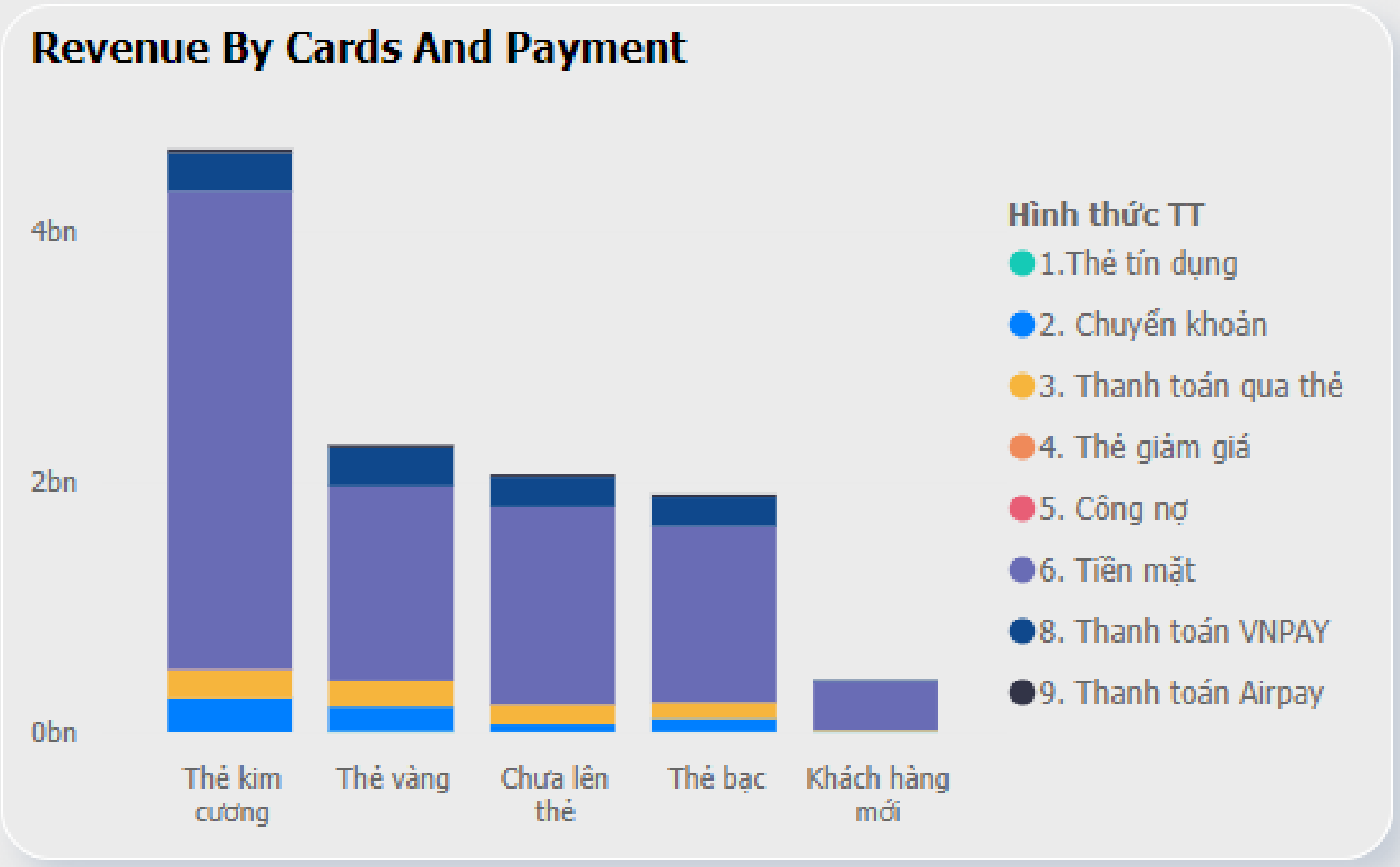


INCREASE TRANSACTION VALUE BY CUSTOMERS

We can see the customer with the largest revenue value. Base on that, we need to have special care policies for VIP customer such as giving birthday gifts, gifting vouchers, some promotions for only VIP customers can apply, receive the latest information, workshops for VIP customers

Besides, we can see that cash payment is mainly used by customers, it is necessary to promote payment in combination with 3rd partner such as VNpay, Airpay to stimulate growth order value such as a promotion : buy an order of 500k will get a voucher code

Top 15 Revenue Customer	
Khách hàng	REVENUE RETAIL
Khách Lê	259,882,787.64
Chị Linh	115,877,330.89
Chị Trang	107,690,050.73
C Trang	94,647,219.54
Chị Thảo	77,935,838.47
Chị Hoa	76,856,705.02
Chị Hằng	70,720,313.76
Chị Hương	64,052,352.58
Chị Phương	62,684,188.60
C Linh	59,930,343.99
C Hương	56,829,903.60
Công ty TNHH SHOPEE	55,972,766.37
chị hiền	54,905,076.14
Chị Mai	52,310,870.65
C Hà	50,764,202.34
Total	1,261,059,950.33



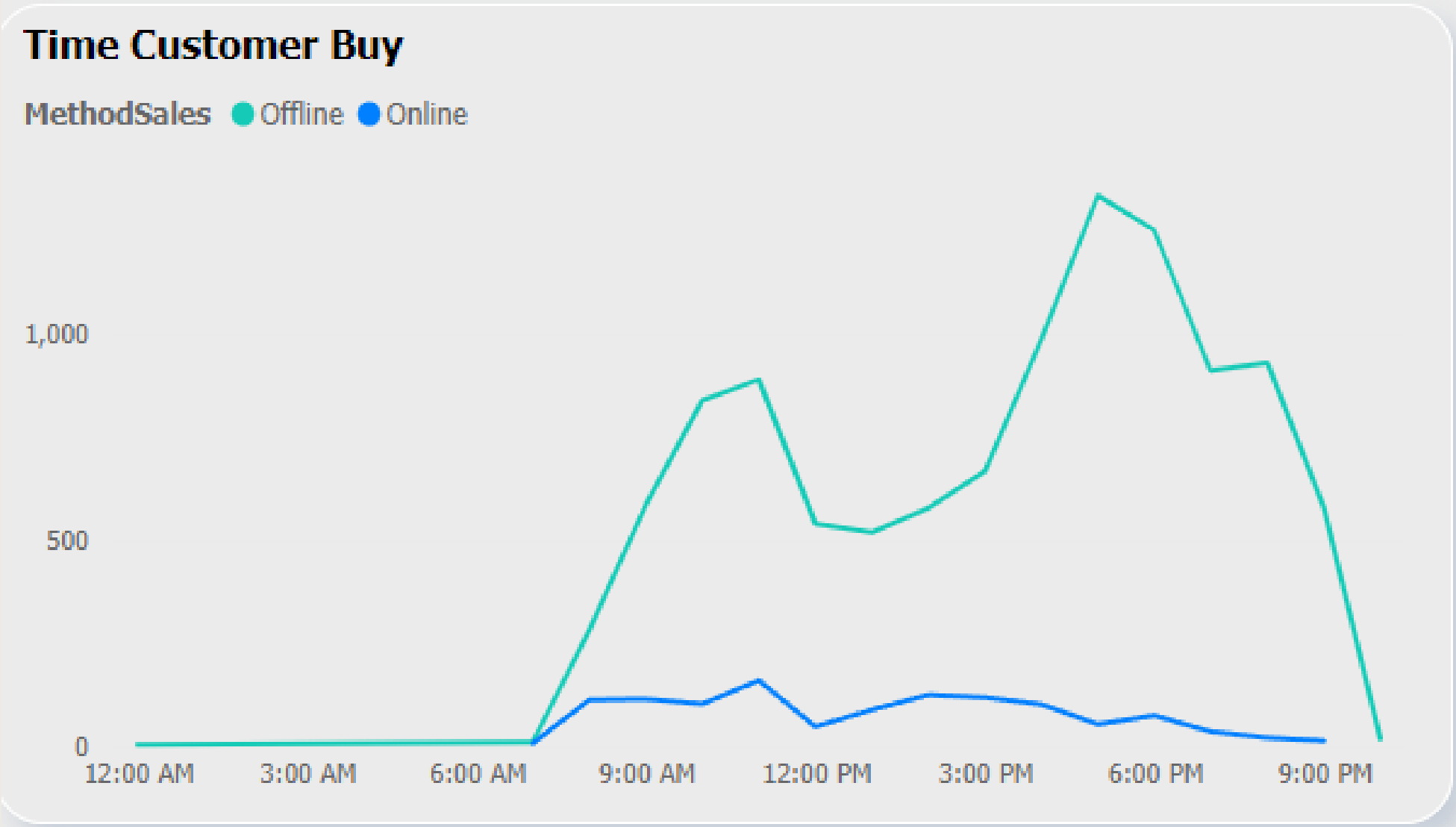
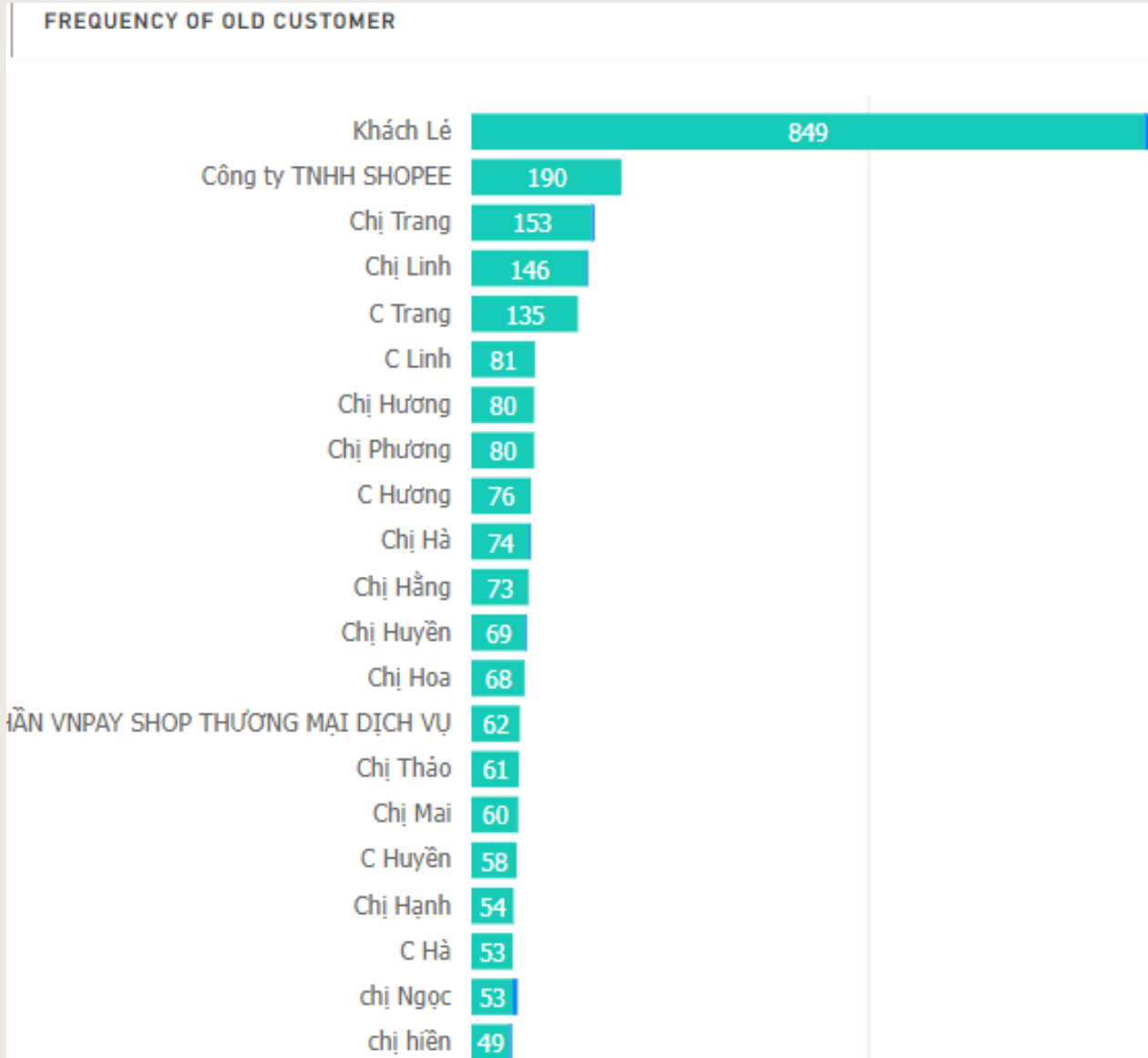
INCREASE TRANSACTION QUANTITY BY CUSTOMERS

Based on behavior of customers, we can push quantity by:

- The time to buy goods at the physical store is 3 time frames: 11am, 5pm, and 8pm, promoting the focus of sales resources at this time.
- - Time to buy online: 8am, 11am, 2pm. Team online usually livestreams in the evening time frame, but here we can see that the closing rate of evening orders is not high. Need to re-evaluate the content as well as push it into reasonable time frames

Beside, we can see that the frequency of customers returning is quite high

At the same time, there is a list of customers returning with a low frequency, promoting customer care to increase the frequency of returning customers.





Recommendation



RECOMMENDATION SUMMARY

1.ABOUT STORE

- Need to promote online sales, and stores with low sales, should have focus sales resources on high customer buying times

2.ABOUT CATEGORY

- Focus on diversifying products in high sales groups to match the needs of customers when they come to the store
- Focus on promoting marketing, promoting products in 8 high-revenue groups, and correcting the strategy with low-income groups

3.ABOUT CUSTOMER

- Offline sales need to focus sales resources, online needs strategic activities at reasonable time frames
- Make a list of VIP customers and have better care activities

4.ABOUT MARKETING

- Promote promotion programs in combination with intermediary money transfer companies such as airpay, vn timer stronger
- Reach customers and strategic activities at the right time frames
- Create promotions to discount a few products on low sales days or store with low sales to stimulate sales