SUPERMARKET SALES ANALYSIS

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AllWomen Academy | 2024

OVERVIEW

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- Introduction
- Problem
- Research questions
- Findings or result
- Conclusion
- Recommendation

INTRODUCTION

A new supermarket store was launched in 2019 in 3 cities in Myanmar: Yangon, Naypyitaw, and Mandalay. The store has been operating for 3 months since.

How did the store perform?

What can we learn from the sales records?

How to improve?

RESEARCH QUESTIONS

#1 Which product group made the biggest sales value?

#2 Does the supermarket have seasonal goods?

#3 Which city obtained the biggest gross income?

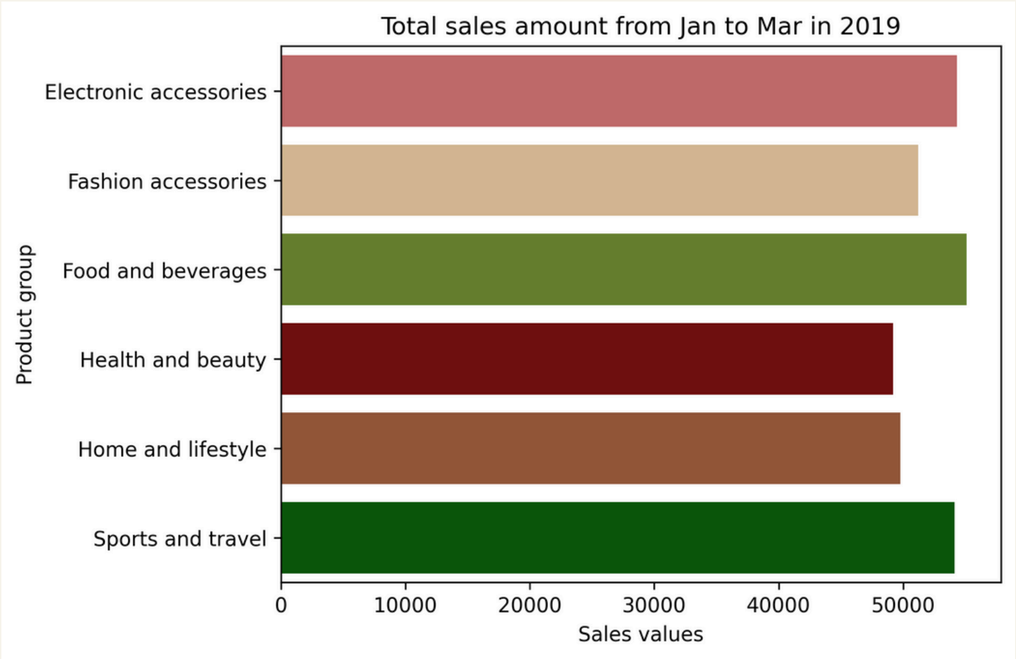
RESEARCH QUESTIONS

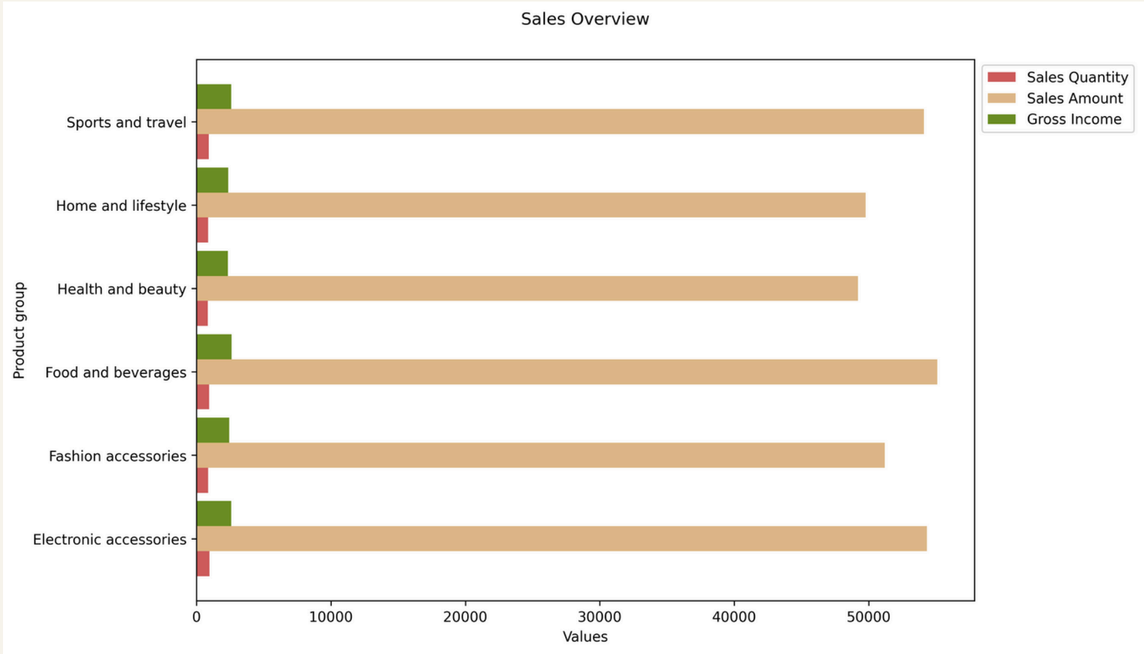
#4 When did the busiest sales transactions happen?

#5 Who are the customers and what are the characteristics of their purchasing behavior?

FINDING 1

Which product group made the biggest sales value?

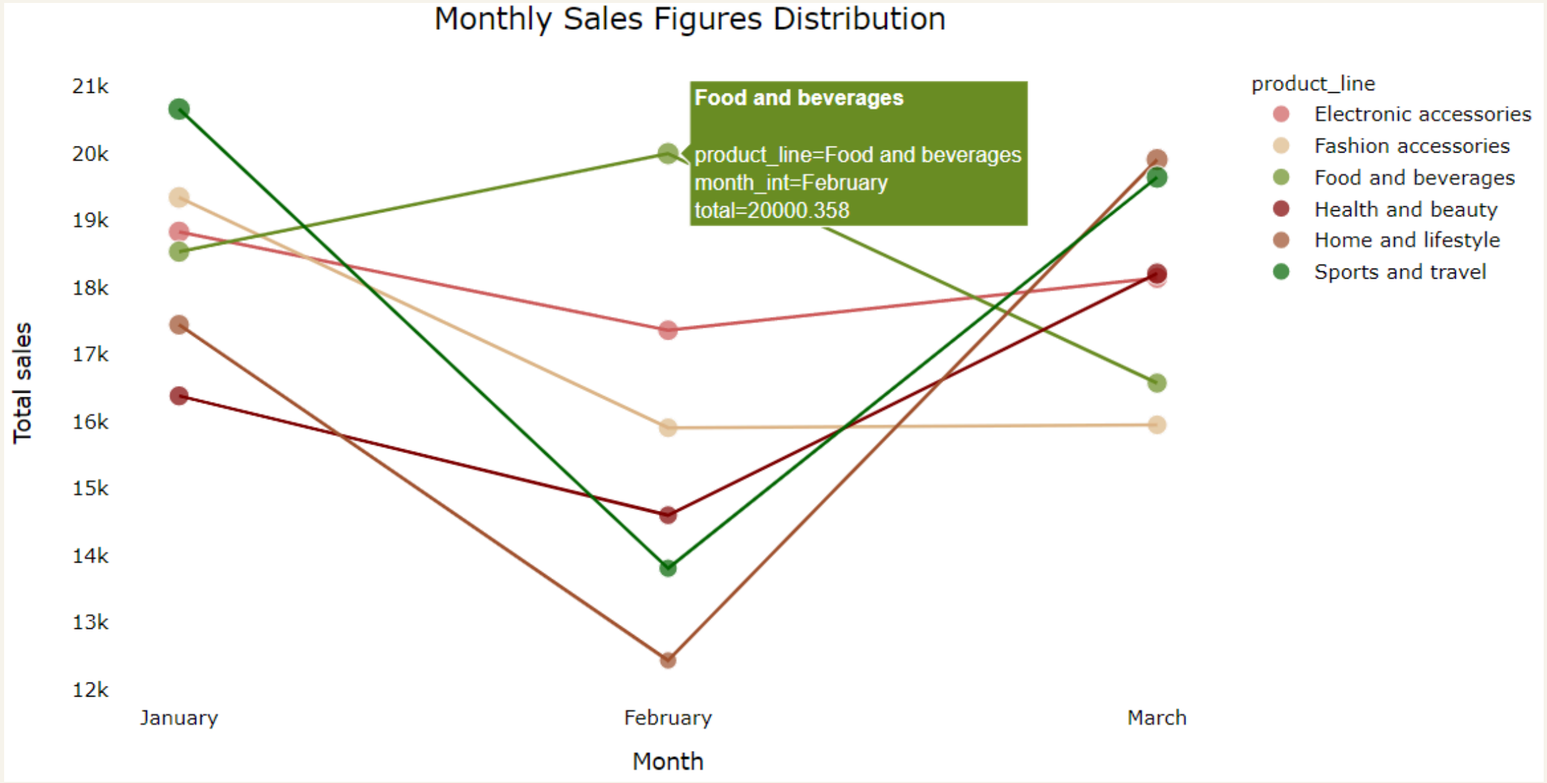




Food & beverages rank as the most sold product group from January to March 2019.

FINDING 2

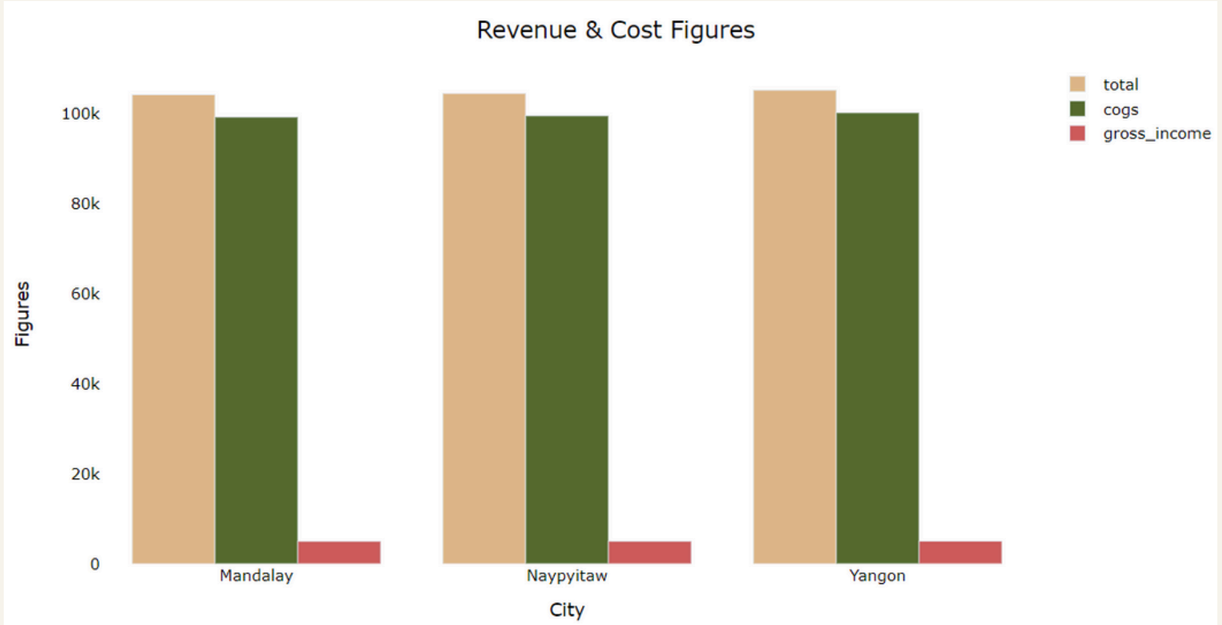
Does the supermarket have seasonal goods?



Food & beverages differ from the rest: increased in February & plummeted in March; several occasions in February, e.g. Chinese NY, Valentine's day, Union Day, etc.

FINDING 3

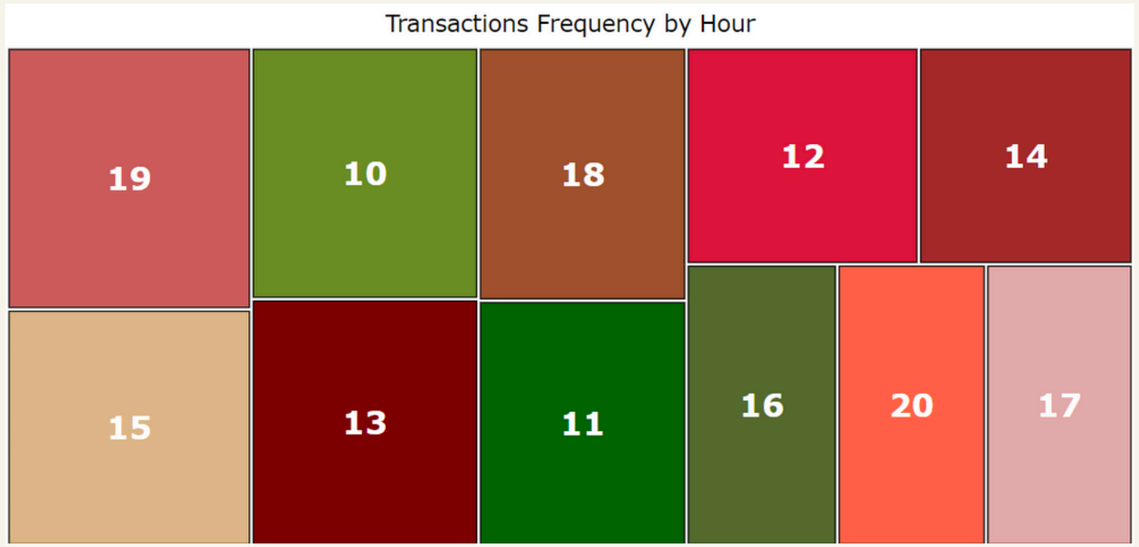
Which city obtained the biggest gross income?

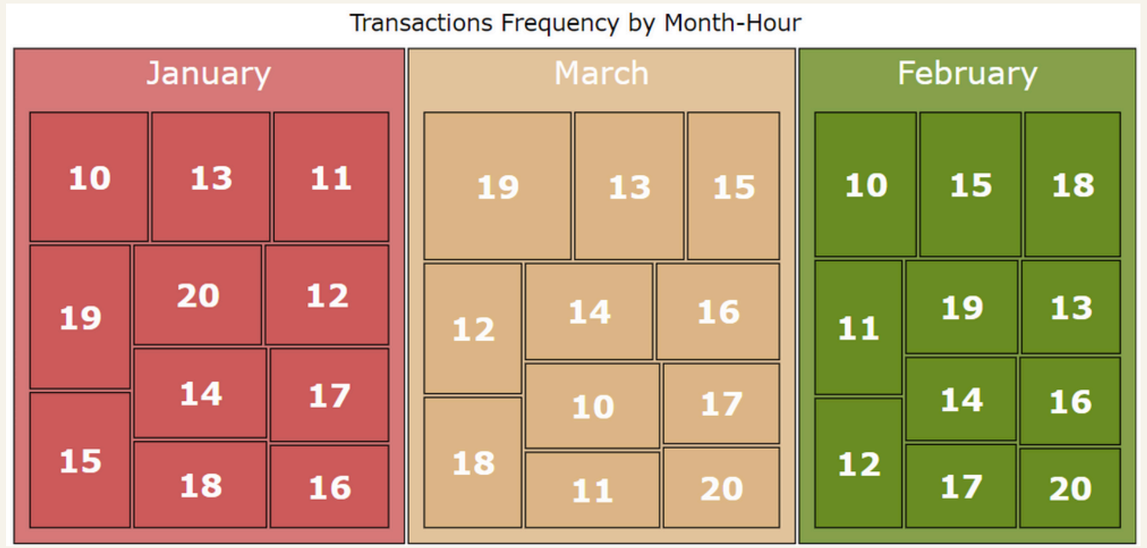


Yangon city has the biggest gross income out of the three.
However, the income gap among them is not very dramatic.

FINDING 4

When did the busiest sales transactions happen?

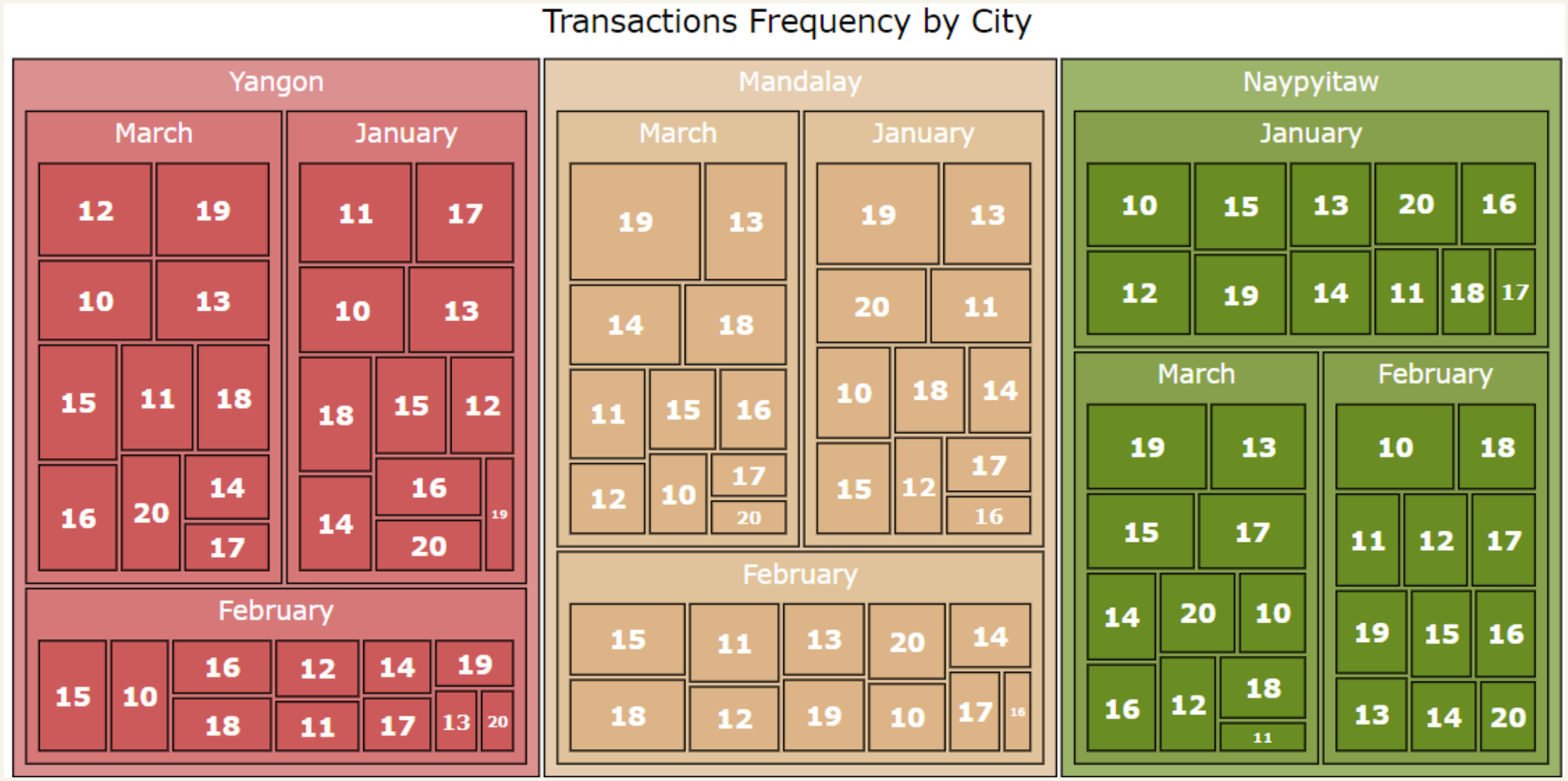




On the hourly basis, the busiest time is around 7 PM, with 113 sales transactions;
On the monthly basis, the busiest time is around March, 7 PM, with 52 sales transactions

FINDING 4

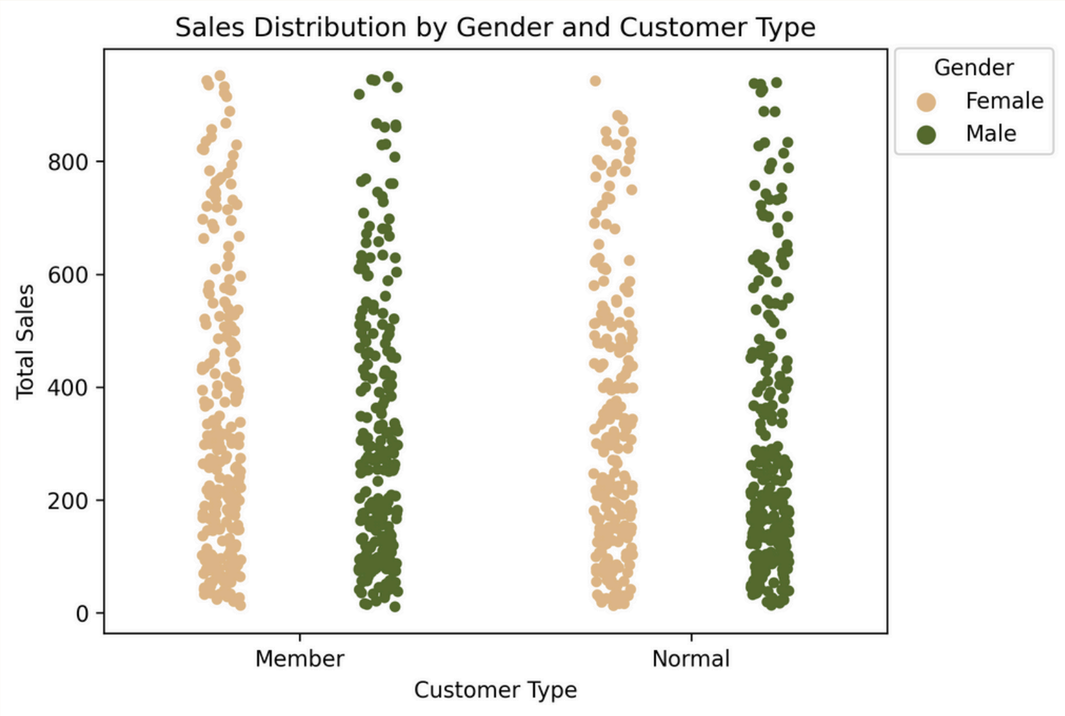
When did the busiest sales transactions happen?

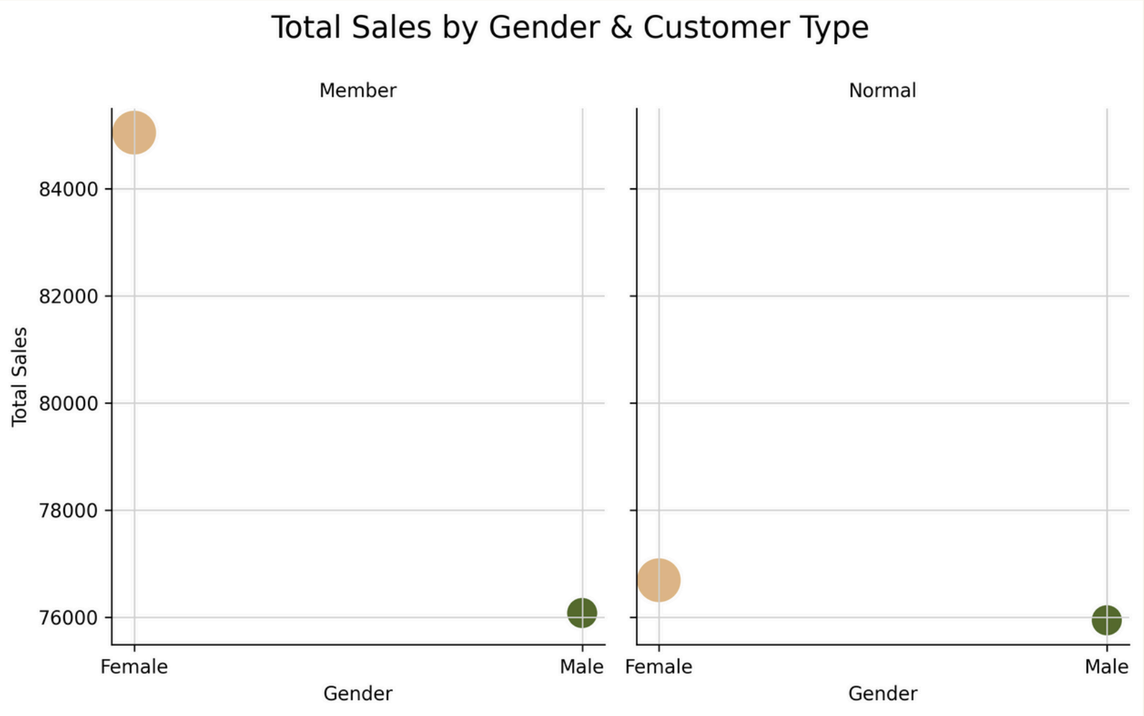


On the geographical basis, Yangon store is the busiest in January at 11AM, Mandalay store in March at 7PM, and Naypyitaw in March at 7PM and Feb at 10AM.

FINDING 5

Who are the customers and what are the characteristics of their purchasing behavior?





Female member customers spend the most in the store and male non-member customers the least.

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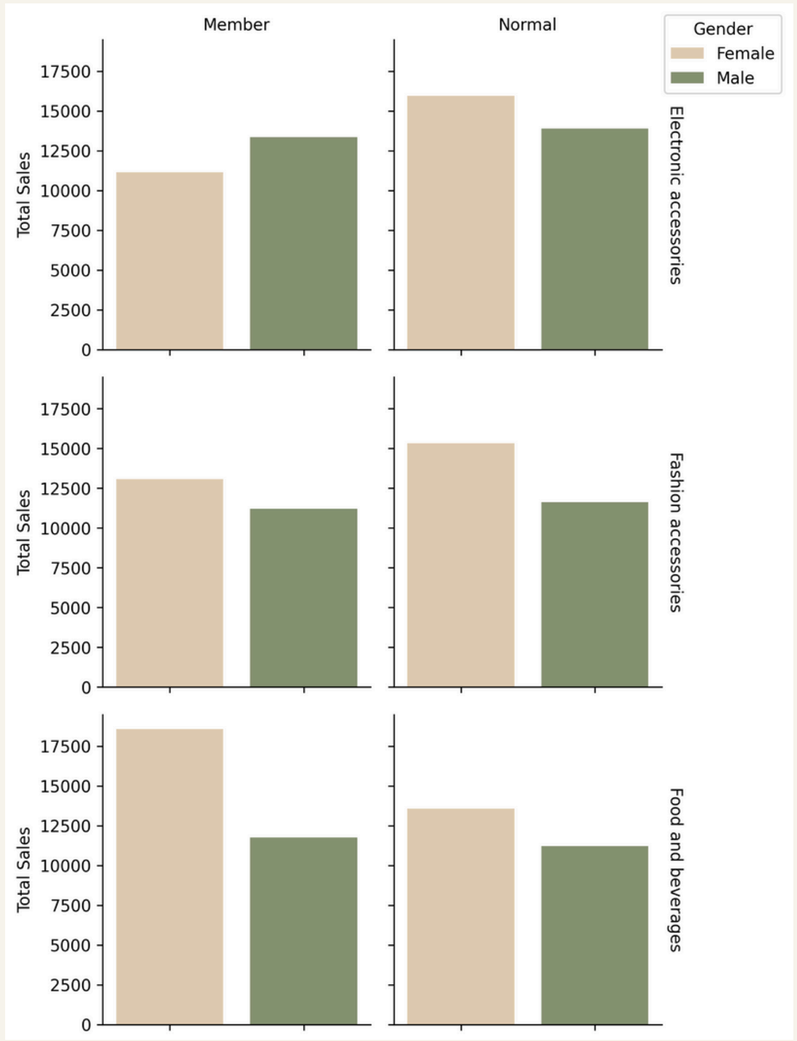

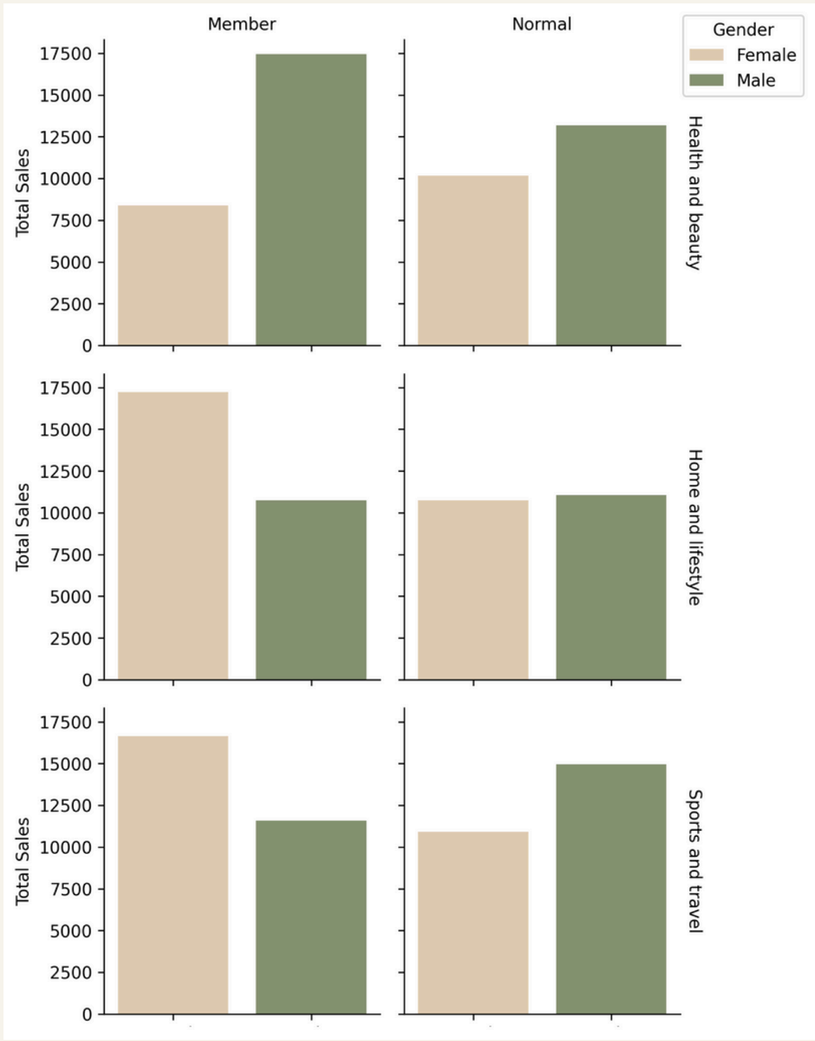

- **Female member spend food & bev. the most;**
- **Female non-member with electronics accessories;**
- **Male member with health & beauty;**
- **Male non-member with sports & travel.**

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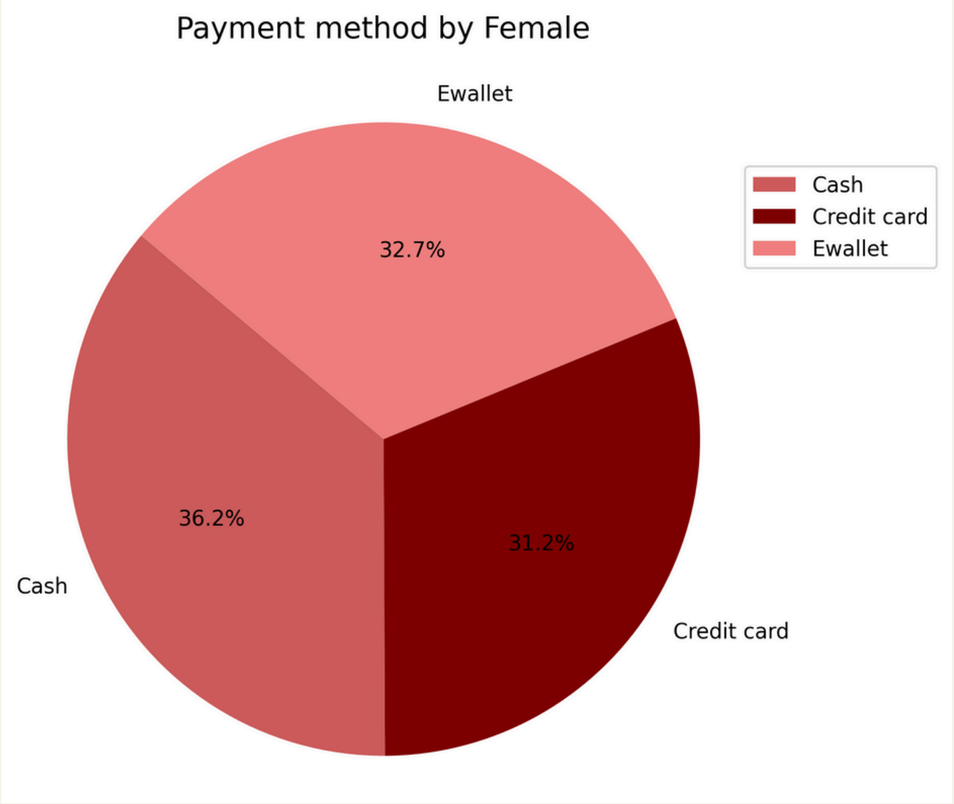

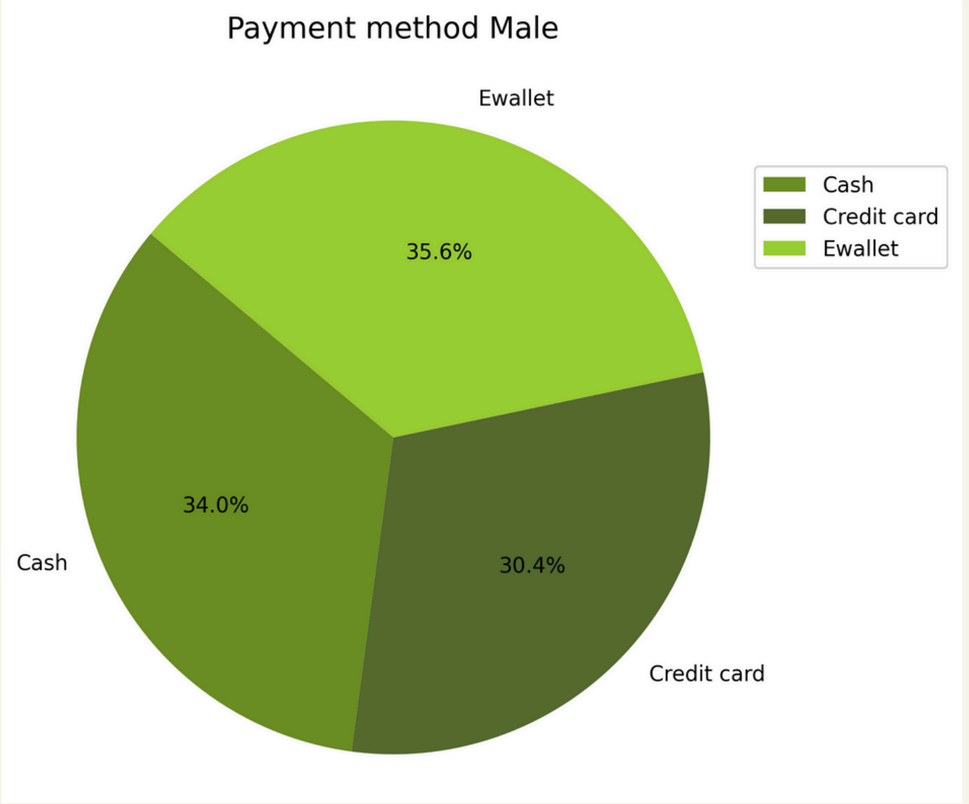

While female customers pay more with cash, male customers opt for E-wallet.

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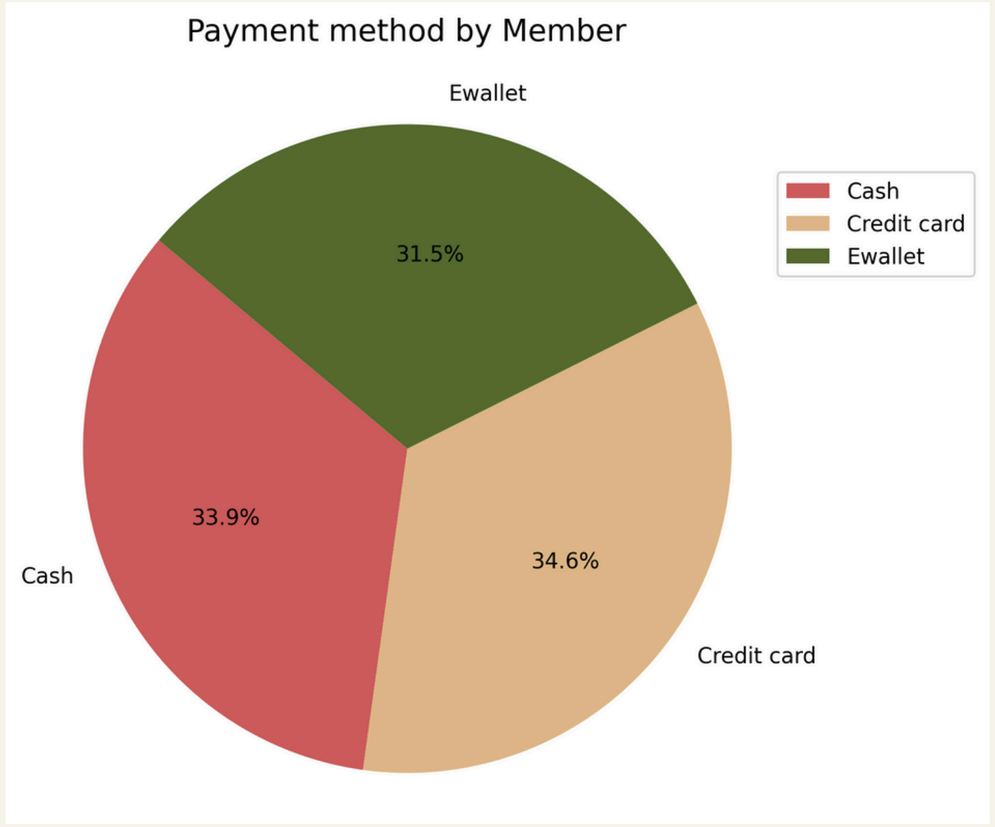

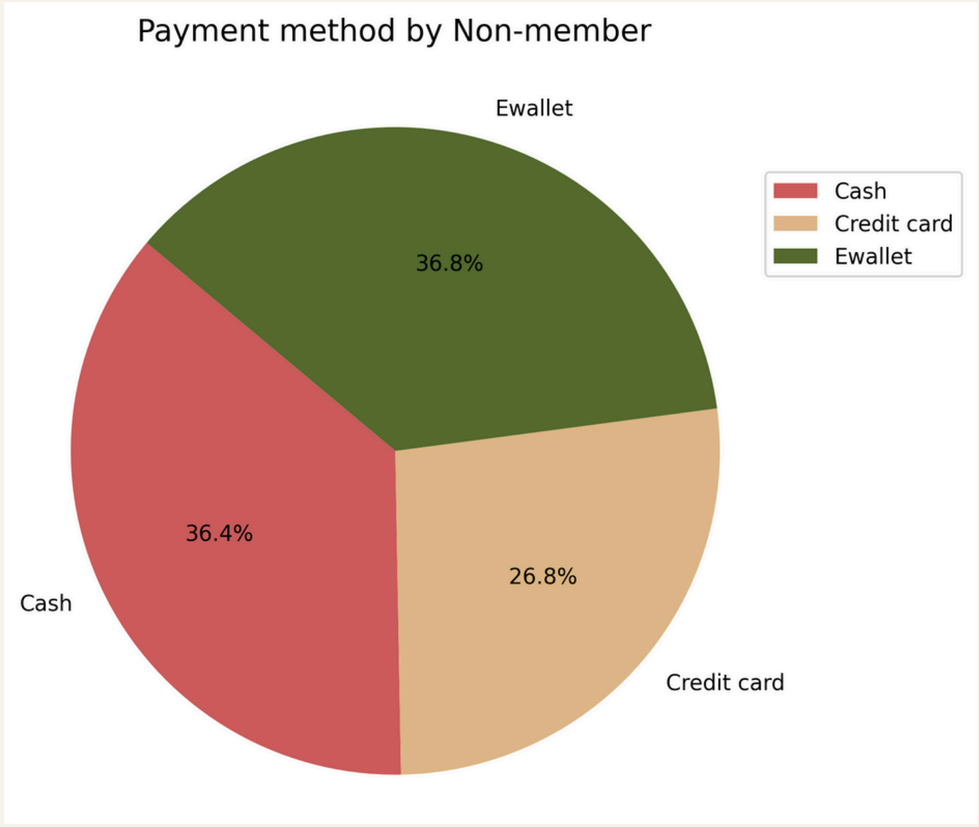

Customers that have become member are more likely to opt for credit card, but non-member opt for e-wallet.

CONCLUSION

- Food & bev. is seen to lead in terms of revenue & income.
- Yangon store ranked Ist in terms of revenue & income.
- Busiest hours marked at 7pm and I0 am.
- Customer's purchase behavior varies: product selection, payment method, purchase frequency.

RECOMMENDATION

- **Seasonal products**

  Pay attention to any factors that shape the seasonality sales.
  While climate-induced seasonality is absolute, other factors should also be considered.

- **Busy hours**

  Plan a more effective & efficient work process during recorded busy business hours.

RECOMMENDATION

- **More detailed records**

  It helps to have insights on more features, e.g. customer age, items, expenses types, store shifts times, etc.

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THANK YOU

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