





Product Analysis



Food and beverages has the highest revenue with 56144.96.



Health and beauty has the lowest revenue with 49193.84.



Fashion accessories holds 4th position with 54306.03 having the highest value tax.



Health and beauty have sales above average.



Food and beverages has a rating of 7.11.

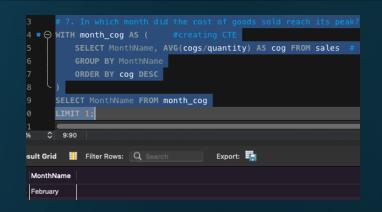


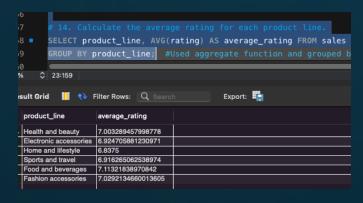
Health and beauty has a rating of 7.0.



The cost of goods are high during February.

Product Analysis





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# 5. Which product line has the highest sales?

SELECT

product_line AS product_line_with_highest_sales,

SUM(total) AS total_sales #using SUM to perform

FROM Sales

GROUP BY product_line_with_highest_sales

ORDER BY total_sales DESC #obtaining result in desc

LIMIT 1; #limiting the result for highest sales

**Total_sales**

Food and beverages | Sel44.96 |

Food and beverages | Sel44.96 |

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**Total_sales**

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Food and beverages | Sel44.96 |

**Total_sales**

Food and beverages |

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Food and beverages | Sel44.96 |

**Total_sales**

Food and beverages |

**Total_sales**

Food and bev
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Sales Analysis



Naypyitaw, branch-C has the highest revenue.



There's a decline in revenue during February.



The sales are high during Saturday then Tuesday at evening's.



Food and beverages has highest sales.



Customer type dominance is almost equal with member = 501 and normal = 409.

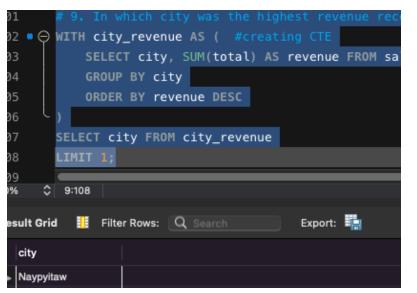


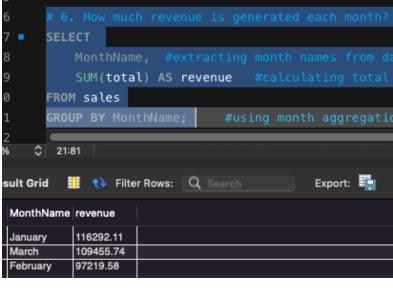
Ewallet is the most used payment method.



Yangon, branch-A has exceeded the average no.of sales.

Sales Analysis





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dayName rating_frequen												
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7	LIMIT	1;										
6	ORDER	ВΥ	rating	_fr	equer	тсу	DESC	:				
5	GROUP	ВΥ	dayNar	ne								
4 •	SELECT	Γ da	yName,	CO	UNT (r	rati	ng)	AS	rati	ing_f	freq	uen
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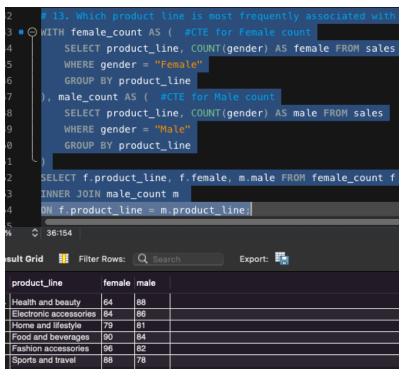
Customer Analysis

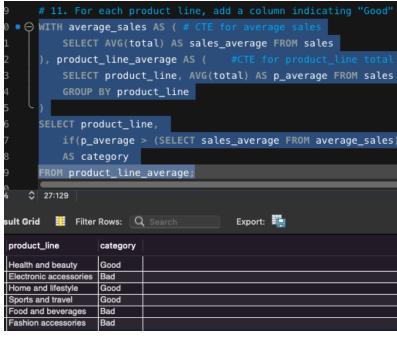
Female dominance is observed in food and beverages, fashion accessories and sports and travel product_lines.

Male dominance is observed in health and beauty, electronic accessories and home and lifestyle product_lines.

Customers with membership are generating high revenue.

Customer Analysis





3	#22. Identify the customer type with the highest purchase						
4 •	SELECT DISTINCT customer_type, COUNT(customer_type) AS free						
15	GROUP BY customer_type						
16	ORDER BY frequency DESC						
17	LIMIT 1;						
% ≎	2:208						
sult Grid	Export: Filter Rows: Q Search Export: Fetch rows:						
customer_type frequency							
Member	501						



Findings and suggestions

- The cost of goods are increased during February resulting in a decline in revenue. It is suggested to procure goods with low cost.
- It is observed that the food and beverages has highest revenue with 7.11 rating. It is suggested to create combo offers for attracting more sales.
- To improve the sales of other product_lines. It is suggested to provide them offers only for the members.
- Despite having lowest revenue health and beauty has exceeded average sales with 7.0 rating and dominated by males. It is suggested to give offers on female products to improve the sales.
- As members are contributing for higher revenue, it is suggested to create combo offers or discounts for members to attract normal customers to become a member.



Thank you