

Customers and Purchasing Behavior of Walmart Myanmar (Burma)

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Task 1.1

Task 1.1 pie chart shows the number and percentage of female and male customers in Walmart Myanmar (Burma). The difference between male and female customers is minimal, indicating there is no gender difference of customers in Walmart Myanmar.

Task 1.2

Task 1.2 bar chart shows the distribution of payment methods among female and male customers. There are some differences of payment method between female and male. Cash is the most common payment method among female customers, while Ewallet is the favorable choice for male customers.

Task 1.3

Task 1.3 bar chart shows the distribution of products purchased by gender across different product lines. Female customers show a stronger preference for fashion accessories, followed by food and beverages and home and lifestyle products. While male customers tend to purchase more health and beauty and electronic accessories. From the data, some product lines show no gender difference, like electronic accessories. Some products show purchasing differences among female and male, like fashion and accessories and health and beauty products.

Task 1.4

Task 1.4 bar chart displays the quantity of food and beverages products purchased by female customers in three cities: Naypyitaw, Mandalay, and Yangon. Based on the chart, female customers in Naypyitaw purchase the highest number of food and beverages products, with a total of 231 units. The difference between the cities is significant.

Task 1.5

Task 1.5 bar chart displays the quantity of health and beauty products purchased by male customers in three cities: Mandalay, Naypyitaw, and Yangon. Based on the chart, male customers in Mandalay purchase the highest number of health and beauty products, with a total of 208 units. Male customers tend to purchase the products in the other two cities are similar.

Task 1.6

Task 1.6 bar chart shows the sales revenue for various product lines at Walmart Myanmar. Food and beverages products provide the highest sales revenue for Walmart Myanmar, totally 53.47K. In contrast, the health and beauty products provide the lowest sales revenue, which stands at 46.85K. The differences in sales revenue among most of the product lines are not significant, except for health and beauty products.

Task 1.7

Task 1.7 bar chart illustrates the payment preferences of female customers across different product lines at Walmart Myanmar. For the electronic accessories, female customers mainly used cash to pay. For the fashion and accessories, female customers mainly used Ewallet method. Further, female customers show a strong preference for cash methods than Ewallet method when purchasing electronic items. There is no significant

preference for a payment method among the other product lines.

Task 1.8

Task 1.8 bar chart illustrates the payment preferences of male customers across different product lines at Walmart Myanmar. For the home and lifestyle, male customers mainly used Ewallet method. For the electronic accessories, male customers mainly used cash to pay. Overall, there is no significant preference for a payment method among these product lines, except home and lifestyle products.

Task 1.9

Task 1.9 donut chart visually shows the sales revenue made by each branch. Based on the graph, Branch C made the highest sales revenue with an amount of 105.3K, which constitutes 34.24% of the total sales revenue. Branch C performed slightly better than the other two branches, which both generated 101.14K (32.88%), in terms of sales revenue.

Task 1.10

Task 1.10 bar chart shows the top five best-selling products by quantity in Mandalay city. The differences in quantities sold among these top five categories are not very large, indicating a fairly balanced demand across these product lines in Mandalay city. The top three categories – sports and travel, health and beauty and electronic accessories – are particularly close in sales quantities, showing a similar preference among customers in Mandalay city.