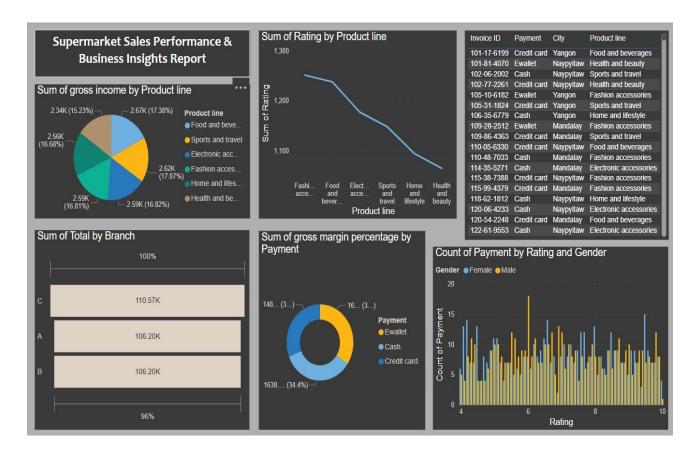
Assignment No-3



Key Insights from the Dashboard Report

1)Gross Income by Product Line:

- The highest gross income comes from "Sports and Travel" (17.38%) and "Home and Lifestyle" (17.07%).
- o Other product lines contribute almost equally to gross income.

2) Customer Ratings by Product Line:

- "Fashion Accessories" and "Food and Beverages" have the highest customer ratings.
- o "Health and Beauty" has the lowest rating among all product lines.

3)Total Sales by Branch:

- o Branch C has the highest total sales (110.57K).
- o Branches A and B have equal total sales (106.20K each).

4) Gross Margin Percentage by Payment Method:

- o Credit card transactions contribute the most to gross margin (34.4%).
- o Cash and E-wallet payments have lower contributions.

5)Payment Trends by Gender and Rating:

- Ratings are spread across all payment methods, but males tend to dominate payments in most rating categories.
- o The highest count of payments is observed around a rating of 6.