

Task 1: Top Branch by Sales Growth Rate

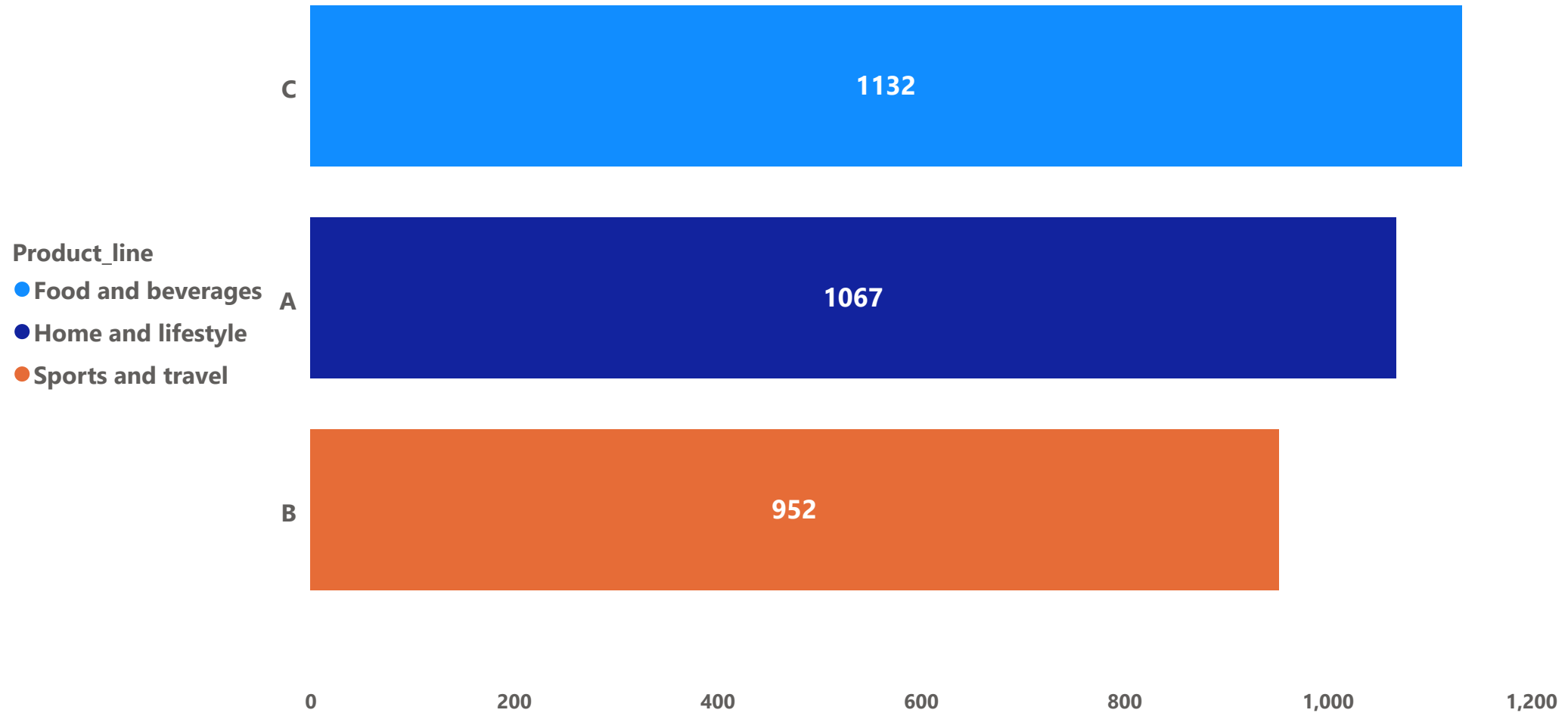
Branch AvgGrowthRate



A

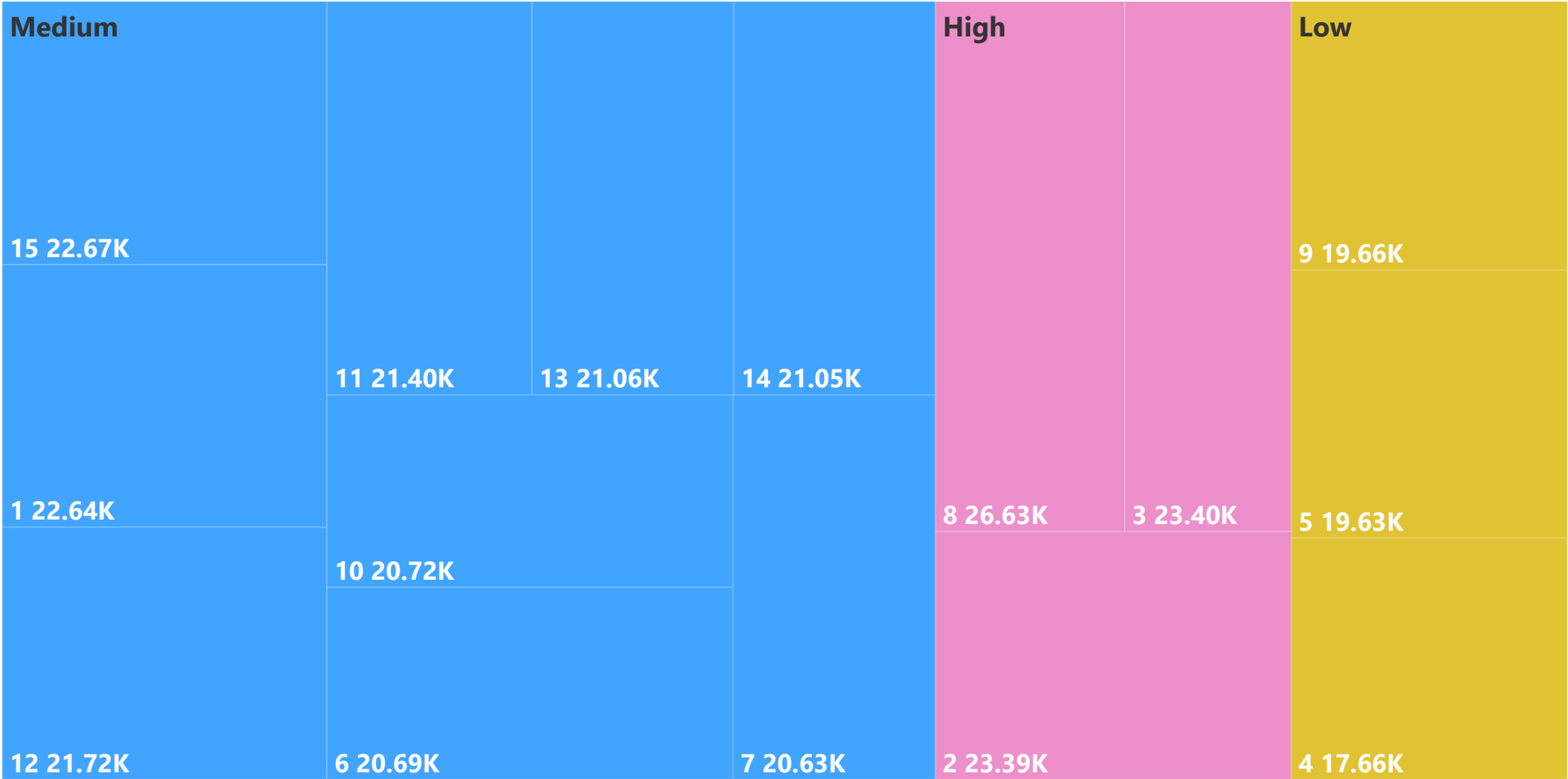
1.66

Task 2: Most Profitable Product Line for Each Branch



Task 3: Customer Segmentation Based on Spending

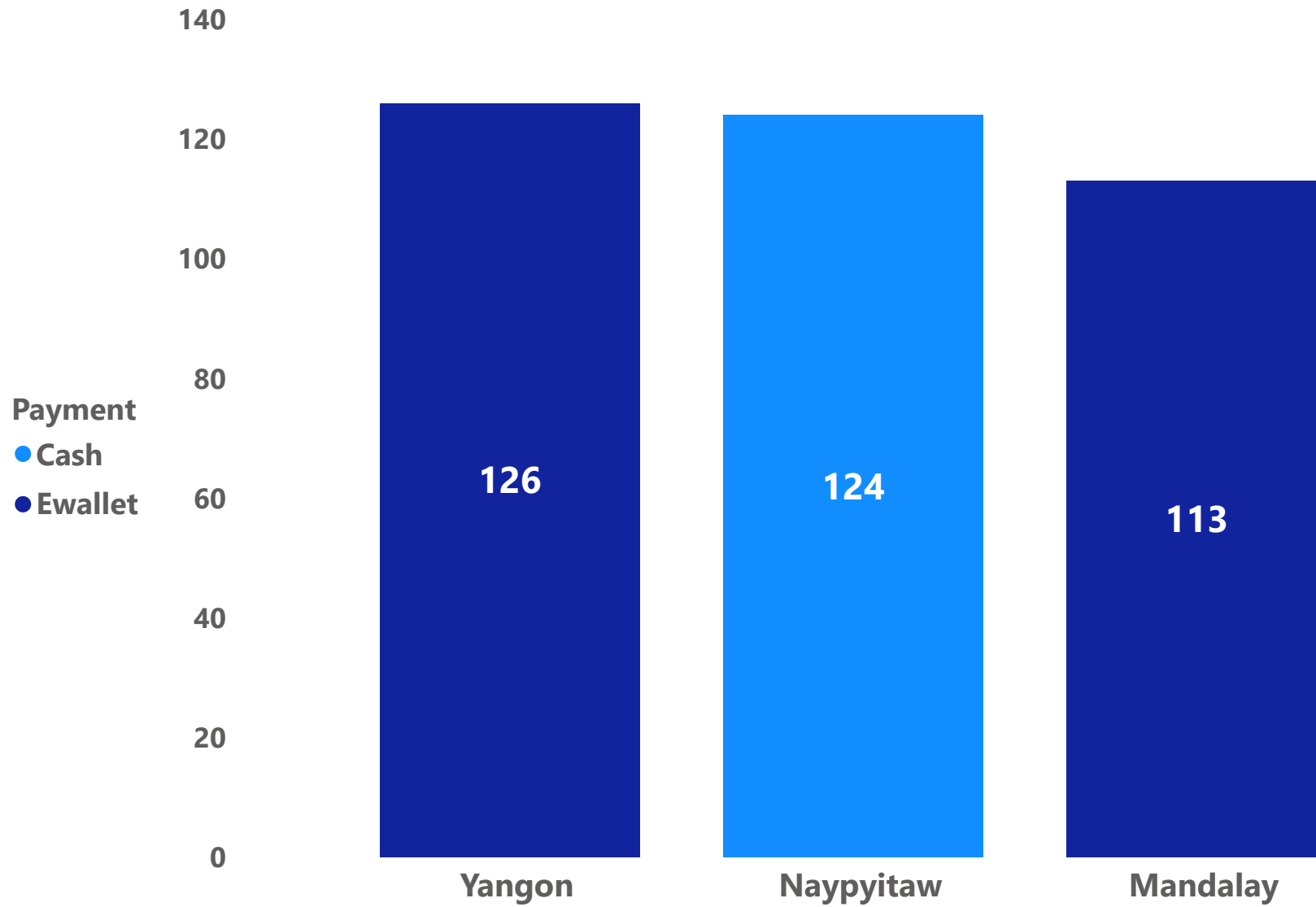
spenders_type ● Medium ● High ● Low



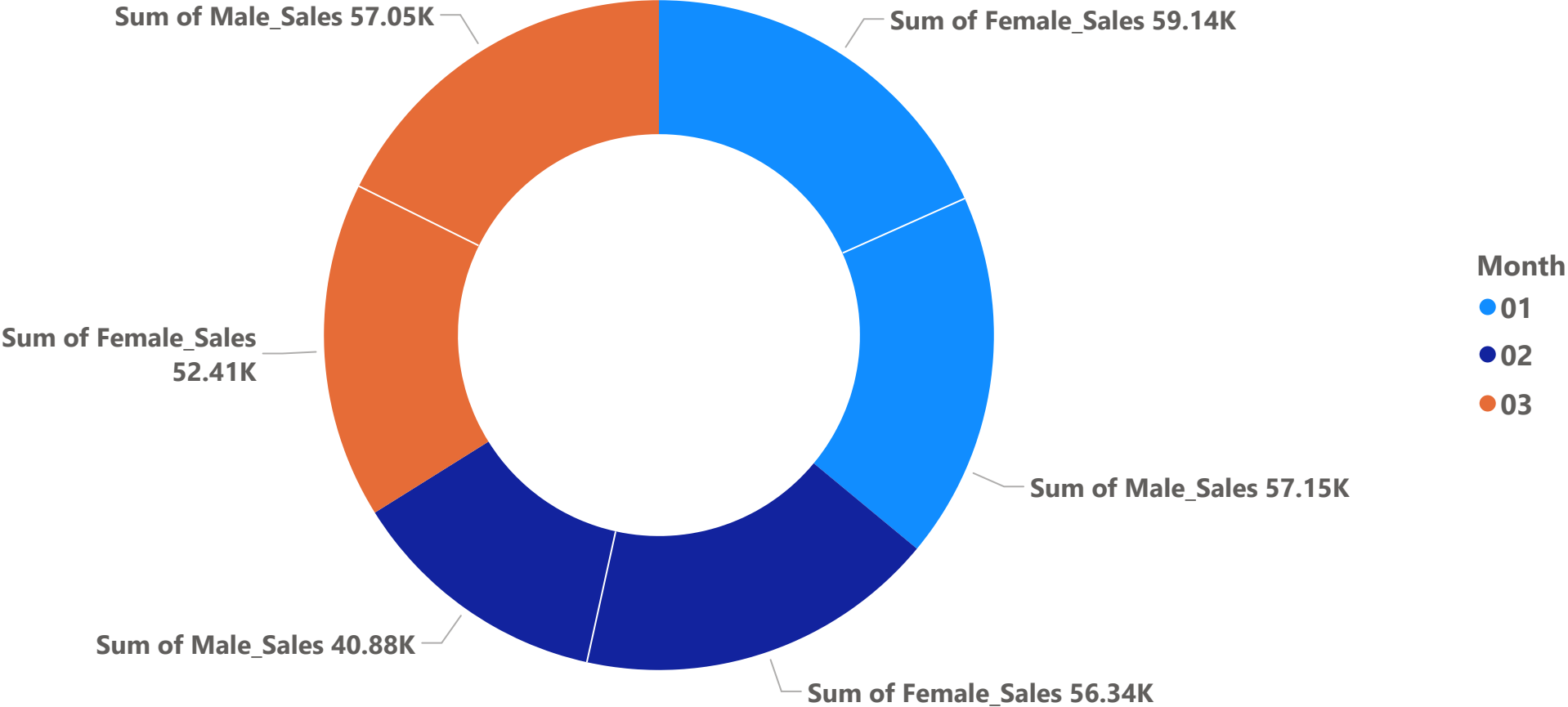
TASK 4: Detecting Anomalies in Sales Transactions

Invoice_ID	Product_line	Deviation
114-35-5271	Electronic accessories	0.52
122-61-9553	Electronic accessories	0.52
134-75-2619	Electronic accessories	-0.56
137-63-5492	Electronic accessories	0.93
151-16-1484	Electronic accessories	-0.58
155-45-3814	Electronic accessories	1.33
156-20-0370	Electronic accessories	-0.92
169-52-4504	Electronic accessories	-0.85
172-42-8274	Electronic accessories	-0.75
182-69-8360	Electronic accessories	-0.69
183-21-3799	Electronic accessories	1.30
187-83-5490	Electronic accessories	-0.73
189-40-5216	Electronic accessories	1.22
189-52-0236	Electronic accessories	1.29
197-77-7132	Electronic accessories	1.41
219-61-4139	Electronic accessories	-0.73
226-31-3081	Electronic accessories	-0.75
226-34-0034	Electronic accessories	-0.82
227-07-4446	Electronic accessories	1.57
233-34-0817	Electronic accessories	-0.68
237-44-6163	Electronic accessories	-0.72

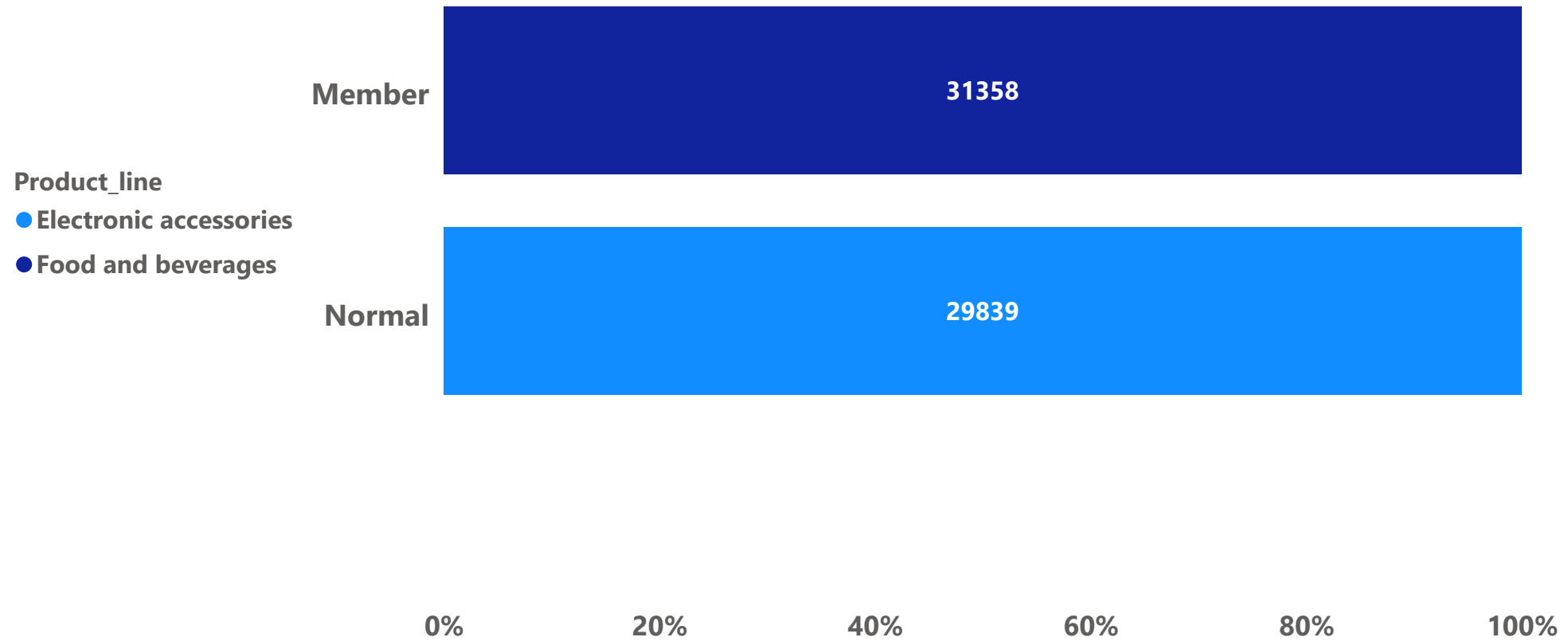
TASK 5: Most Popular Payment Method by City



TASK 6: Monthly Sales Distribution by Gender



TASK 7: Best Product Line by Customer Type



TASK 8: Identifying Repeat Customers

Customer_ID ▲	next_purchased_count
1	66
2	66
3	66
4	66
5	66
6	66
7	66
8	66
9	66
10	66
11	65
12	65
13	65
14	65
15	65

TASK 9: Top 5 Customers by Sales Volume

Customer_ID	SalesRevenue
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1	22,634.55
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2	23,392.28
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3	23,402.26
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8	26,634.34
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15	22,674.46
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Sales Trends by Day of the Week

