

# Business Insights Report

## 1. Sales Trends Over Time

- Analyzed total sales (Total) over time using a time series plot.
- Observed seasonal fluctuations and peak sales periods.
- Identified trends that can help in forecasting future sales and planning marketing strategies.

## 2. Sales Distribution by Branch

- Compared total revenue across branches (Yangon, Naypyitaw, Mandalay).
- Found the best-performing and lowest-performing branches.
- Helped in resource allocation and branch performance optimization.

## 3. Top-Selling Products

- Visualized sales by Product line to determine the most profitable categories.
- Allowed for better inventory and promotional planning.

## 4. Customer Satisfaction Analysis

- Examined Rating based on Customer type (Member, Normal).
- Identified which customer segments are most satisfied.
- Provided insights into areas needing service improvement to enhance customer experience.

## 5. Tax and Revenue Analysis

- Ensured Tax 5% calculations aligned with business rules.
- Assessed its contribution to total revenue.

## Conclusion

- Data-driven insights help in improving sales, customer experience, and operational efficiency.
  - Future strategies can focus on high-performing branches, best-selling products, and customer satisfaction.
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