



INSIGHTS FROM THE BUSINESS PERFORMANCE ANALYTICS DASHBOARD

1. Sales Performance - Total sales revenue shows a consistent trend with higher sales at the end of each month, indicating possible salary-driven spending patterns. Branch B has the highest sales, while Branch C is underperforming. A targeted marketing campaign may help boost sales for Branch C.
2. Best-Selling Product Categories - Food & Beverages and Electronic Accessories contribute the most to total revenue. Sports & Travel products have the lowest sales, suggesting a need for promotions or bundling strategies.

3. Customer Insights - Members spend more than normal customers, reinforcing the importance of loyalty programs. Customer satisfaction is high (average rating close to 8/10), but certain branches have lower ratings, indicating potential service quality issues.
4. Payment Trends - E-Wallets are the most popular payment method, followed by credit cards. Cash transactions are the least used, suggesting a shift towards digital payments.
5. Peak Shopping Hours - Most purchases occur in the afternoon and evening (12 PM - 7 PM). Morning hours (10 AM - 12 PM) have the least sales, indicating a potential for morning promotions.
6. Profitability Insights - Gross income is stable, but profit margins vary across product lines. Increasing sales in high-margin products (e.g., Health & Beauty) can improve overall profitability.