**Summary of Key Findings and Insights**

1. **Branch Performance Analysis:**
   * **Finding:** Branch C has the highest average customer satisfaction rating and gross income.
   * **Insight:** Factors contributing to Branch C success include higher customer footfall, , and customer service quality.
2. **Total Revenue by Top Selling Product Line:**
   * **Finding:** 'Food and Beverages' and 'Sport and Travels' are the top-selling product lines
   * **Insight:** These product lines significantly contribute to the Total Sale Revenue .
3. **Product Line by Gender:**
   * **Finding:** Female customers prefer 'Food and Beverages' while male customers prefer 'Health and Beauty' .
   * **Insight:** There are distinct product preferences based on gender, which can guide targeted marketing efforts.
4. **Sales Performance Across Gender:**
   * **Finding:** Female customers have a higher average gross income and satisfaction rating compared to male customers.
   * **Insight:** Female customers tend to spend more during their shopping , highlighting the importance of catering to their preferences.
5. **Monthly Sales Trends:**
   * **Finding:** High sales were observed in January, followed by a dip in February, and a rise again in March.
   * **Insight:** Sales fluctuate over the three-month period, with notable increases in January and March, suggesting opportunities for targeted promotions during these months.
6. **Identify Payment Methods Among Customers:**
   * **Finding:** 'E-wallet' is the most frequently used payment method, followed by 'Credit Card' and 'Cash.'
   * **Insight:** Customers prefer using e-wallets for transactions.