This report provides an analysis of the dataset and Power BI dashboard to identify potential risks and operational insights. The Power BI dashboard highlights key metrics such as customer loyalty distribution, quantity purchased by age, sales by payment method, and monthly sales trends. The analysis focuses on identifying trends, anomalies, and areas of improvement to mitigate risks and enhance operational efficiency.

**Key Finding**

* Credit Card Dominance
* Limited Use of Secure Payment Methods
* High Proportion of Bronze Customers & Gold Customer Concentration
* High-Value Product Dependence

**Operational Insights**

* Age Distribution
* Gender Distribution
* Top-Selling Products
* Underperforming Products
* Preferred Payment Methods
* Bank Transfer Usage

**Recommendations**

* Encourage the use of multiple payment methods.
* Implement advanced fraud detection systems to monitor and prevent fraudulent transactions.
* Introduce tiered rewards and exclusive offers to incentivize Bronze customers to upgrade to Silver or Gold tiers.
* Focus on retaining Gold customers through personalized offers and exceptional customer service.
* Ensure adequate stock levels for high-demand products.
* Explore opportunities to expand into new geographic markets to reduce dependence on high-risk regions.
* Tailor marketing campaigns to the preferences and needs of customers in different regions.