

Sales Analysis Segments:

Product Analysis

1. *Get general overview of where all branches are located*

	branch	city
▶	A	Yangon
	C	Naypyitaw
	B	Mandalay

2. *What are the unique products sold?*

Food and beverages

Health and beauty

Sports and travel

Fashion accessories

Home and lifestyle

Electronic accessories

3. *How do the products perform?*

product_line	Quantity_Ordered	total_gross_income
Food and beverages	952	2673.68
Sports and travel	920	2625.07
Electronic accessories	971	2587.61
Fashion accessories	902	2586.13
Home and lifestyle	911	2564.90
Health and beauty	854	2342.66

Sales Analysis

1. *What are the sales by city?*

city	Quantity_ordered	Total_gross_income
Naypyitaw	1831	5265.33
Yangon	1859	5057.36
Mandalay	1820	5057.36

2. *What are the sales by payment method?*

payment_method	Quantity_ordered	Total_gross_income
Cash	1896	5343.36
Ewallet	1892	5238.04
Credit card	1722	4798.65

3. What are the sales by branch?

branch	Quantity_ordered	Total_gross_income
C	1831	5265.33
A	1859	5057.36
B	1820	5057.36

4. When (day) are the sales at their pick, and at the lowest point?

week_day	Quantity_ordered
Saturday	919
Tuesday	862
Wednesday	800
Sunday	778
Friday	758
Thursday	755
Monday	638

5. What are the sales by time of day?

time_of_day	Quantity_ordered
Evening	2361
Afternoon	2111
Morning	1038

6. What are the sales by hour?

hour_of_day	Quantity_ordered
19	649
13	585
15	530
10	525
11	513
12	501
14	495
18	475
16	420
17	415
20	402

Customer Analysis

- 1 What are the sales by gender?

gender	Quantity_ordered	Total_gross_income
Female	2869	7994.76
Male	2641	7385.29

- 2 What are the sales by customer type?

customer_type	Quantity_ordered	Total_gross_income
Member	2785	7820.53
Normal	2725	7559.52

- 3 What are the customer ratings by city?

city	Average_rating
Naypyitaw	7.07
Yangon	7.03
Mandalay	6.82

- 4 What are the customer ratings by payment method?

payment_method	Average_rating
Credit card	7
Cash	6.97
Ewallet	6.95

- 5 What are the customer ratings by product line?

product_line	Average_rating
Food and beverages	7.11
Fashion accessories	7.03
Health and beauty	7
Sports and travel	6.92
Electronic accessories	6.92
Home and lifestyle	6.84

6 What is the customer rating by gender?

gender	Average_rating
Male	6.98
Female	6.96

7 What is the customer rating by branch?

branch	Average_rating
C	7.07
A	7.03
B	6.82

8 What is the customer rating by customer type?

customer_type	Average_rating
Normal	7.01
Member	6.94