DATA SET LINK:
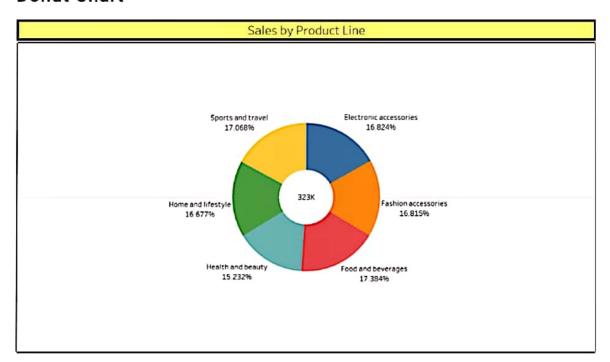
https://drive.google.com/file/d/1UmrCVmQFQYor
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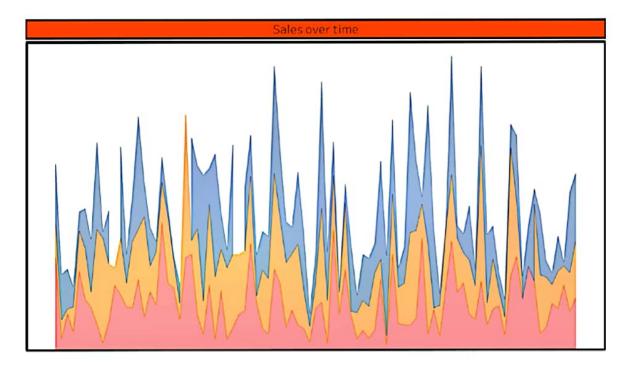
Created below visualization:

Donut Chart

Sales by Product Line

Sports and travel
17.068%

Electronic accessories
16.824%

Home and lifestyle
16.677%

323K

Fashion accessories
16.815%

Health and beauty
15.232%

Food and beverages
17.384%

Area Chart

Sales over time

Text table

Branch wise product line payment

Product ...	Cash	Credit card	Ewallet
Electronic accessories	4,166	7,633	6,518
	6,917	4,994	5,140
	9,647	2,801	6,521
Fashion accessories	4,288	5,245	6,800
	5,657	6,029	4,727
	7,669	6,060	7,831
Food and beverages	5,207	6,205	5,751
	2,656	8,575	3,984
	11,348	5,455	6,963
Health and beauty	4,077	3,365	5,155
	7,720	6,198	6,055
	5,384	6,406	4,825
Home and lifestyle	9,797	4,812	7,813
	4,441	5,378	7,730
	4,356	3,793	5,746
Sports and travel	6,251	5,834	7,287
	7,941	6,170	5,877
	4,681	5,812	5,269

Highlighted table

Sales by the Gender and product line					
Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel
27,102	30,437	33,171	18,561	30,037	28,575
27,236	23,868	22,974	30,633	23,825	26,548

WordCloud

Product line by the Quantity
Health and beauty Home and lifestyle Fashion accessories Electronic accessories Food and beverages Sports and travel

Funnel Chart

customer segmentation

34.235%

32.883%

32.882%

Waterfall cahrt

profit contribution by product line
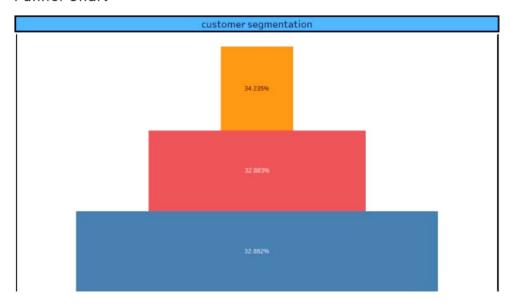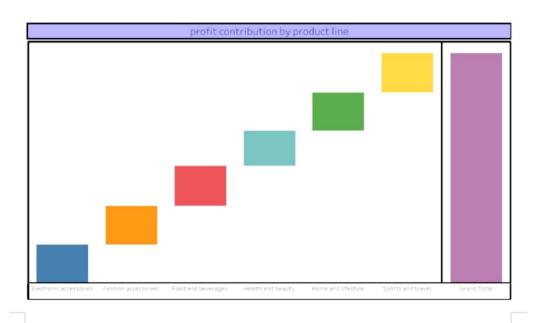
Electronic accessories | Fashion accessories | Food and beverages | Health and beauty | Home and lifestyle | Sports and travel | Grand Total

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