**Branch & City Insights**

* Sales are evenly distributed across all three branches; however, **Branch C slightly outperforms** the others. This suggests its operational or sales practices may be more effective. Consider evaluating Branch C’s management and generalizing its successful strategies to Branches A and B.
* **Naypyitaw** (Branch C) has the **highest average customer rating**, indicating strong customer satisfaction.
* **City-level preferences** vary:
  + *Yangon*: Food and travel-related product lines perform well.
  + *Mandalay*: Health and beauty products are the top performers.
  + *Naypyitaw*: Overall strongest across both revenue and ratings.

**Product Line Performance**

* **Food and Beverages** is the **highest-revenue** product line.
* **Health and Beauty** has the **lowest revenue**. A strategic product placement near Fashion Accessories may boost its sales, especially among female customers.
* **Home and Lifestyle** shows the **most consistent sales**, with minimal day-to-day variation — ideal for inventory forecasting.

**Customer Demographics**

* Female customers generate **significantly more revenue** than male customers, despite the invoice count being nearly equal (females had only 2 more invoices).
* This may be due to greater product engagement — females show interest in more product categories.
* Male customers may display more targeted purchasing behavior (focused, lower-basket size), aligning with behavioral research on gender-based shopping patterns.

**Temporal Sales Patterns**

* **Highest revenue days** were observed:
  + At the **end of February** and during **March**, corresponding with **five major festivals**.
  + **January** had the **overall highest revenue**, possibly influenced by **post-Christmas shopping**.
* Daily average quantity sold per transaction is typically **5–6 items**.
* **Branch-level peak revenue days**:
  + Branch A: January 19
  + Branch B: March 2
  + Branch C: January 23

**Payment Behavior**

* **Cash accounts for ~33%** of transactions, indicating **strong use of digital payments** (Credit Cards and E-Wallets) in Myanmar.
* This suggests a need for **robust POS systems** and **digital infrastructure** in all branches.
* **Peak shopping hours vary by payment method**:
  + **Cash**: 6:00 PM
  + **Credit Card**: 10:00 AM
  + **E-Wallet**: 12:00 PM

**Customer Ratings**

* **Lowest customer ratings per branch** occur on:
  + Branch A: **Saturday**
  + Branch B: **Wednesday**
  + Branch C: **Thursday**
  + These may point to staffing or service quality issues on these days.
* **Highest ratings** were observed:
  + Branch A and C: **Friday**
  + Branch B: **Monday**

**Operational Observations**

* **Significant revenue drops** were observed midweek (**Wednesdays and Thursdays**), which may warrant promotional campaigns or service audits.
* **Branch C collects the highest average tax per product line**, which may indicate a focus on higher-value or luxury items.