**KEY INSIGHTS IN AMAZON SALES DATA**

**Product Line Performance**:  
The product line that generates the highest revenue is "Health and Beauty," while the "Fashion Accessories" product line incurs the highest VAT payments. This indicates that health-related products are in high demand, but fashion items have higher tax burdens due to their pricing structure.

**Sales Trend by Payment Method**:  
The most frequently used payment method is **Credit Card**, followed by **Cash** and **E-Wallet**. This shows that customers prefer convenience in payment, which suggests that focusing on smoother and more secure credit card processing may enhance the customer experience.

**Customer Type Revenue Contribution**:  
**Loyal customers** contribute the highest revenue compared to **new customers**. This indicates that focusing on customer retention strategies, like loyalty programs and personalized recommendations, may significantly boost revenue.

**Time of Day Impact on Sales**:  
Sales are highest during the **Afternoon** for all branches, with the **Morning** and **Evening** sales being slightly lower. This suggests that marketing and promotional strategies could be optimized for the afternoon hours to maximize customer purchases.

**Branch-wise Sales Insights**:  
The **Mandalay** branch exceeds the average number of products sold, making it the best-performing location in terms of volume. This branch could be used as a benchmark for other branches, and analyzing what contributes to its success can provide insights for replication across other locations.