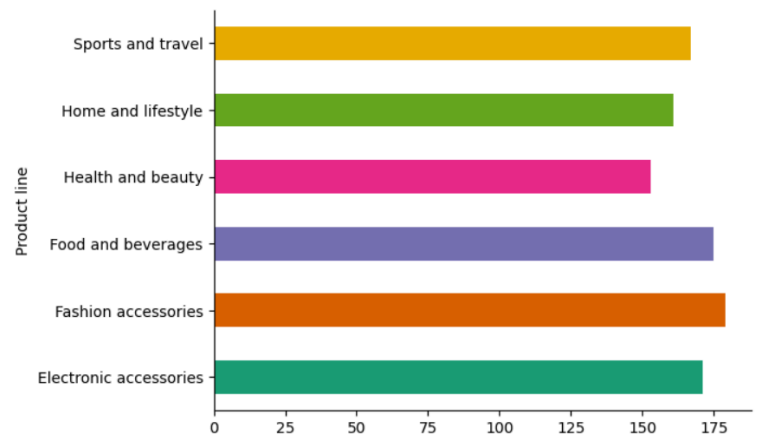


Business Insights Report

-Identified top-selling product lines

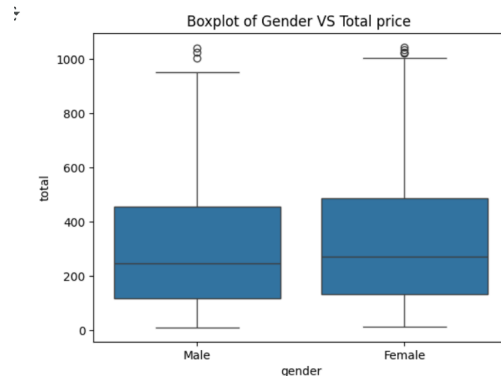
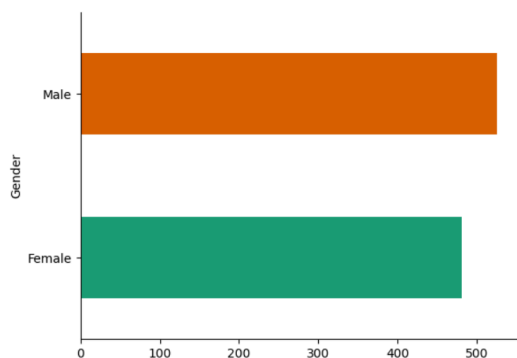
We found that the best-selling products are **Fashion Accessories**, followed by **Food and Beverages**.

Notably, all products have good demand, and there is no product that is not sought after.



- Analyzed customer purchasing behavior

We found that the number of male customers is greater than that of women, even though the purchasing cost of women is more expensive than that of a man



- Evaluated sales trends across different branches
- Assessed impact of payment methods on total sales
- Suggested strategies for improving sales performance