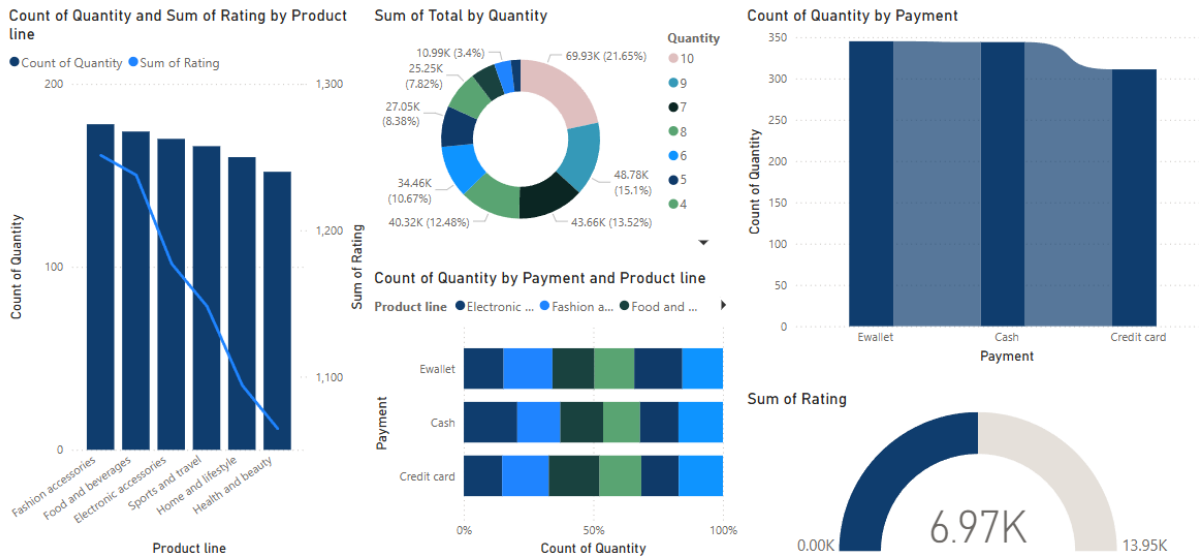


Assignment No. 3

Business performance report



Insights from data:

1. Product Line Performance:

- The "Fashion accessories" category has the highest quantity sold.
- "Health and beauty" has the lowest quantity sold.
- The sum of ratings decreases as the count of quantity increases, indicating that higher sales do not necessarily correlate with higher customer ratings.

2. Quantity Sold by Payment Method:

- E-wallets and cash payments have similar and higher transaction volumes compared to credit cards.
- Credit card payments show a slight decline in transaction count.

3. Quantity Distribution:

- The highest portion of sales comes from quantities around 10 units per transaction (21.65%).
- Other significant portions include 7, 8, 5, and 4 units per transaction, indicating a preference for mid-range bulk purchases.

4. Payment and Product Line Relationship:

- Different product lines contribute differently to various payment methods.
- Electronic products seem to have higher transactions via E-wallet and Credit Card compared to other categories.

5. Overall Rating Score:

- The sum of ratings stands at 6.97K, with a total possible maximum of 13.95K.
- This suggests an average or slightly above-average customer satisfaction level.