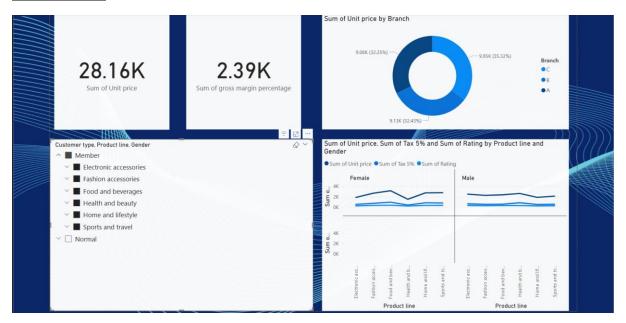## Assignment 2:

Key Takeaways From The Dashboard:

1. **Balanced Sales Across Branches** – The unit price distribution is nearly even across Branches A, B, and C, with no single branch dominating sales.

2. **Total Revenue and Margin** – The total unit price sums to **28.16K**, while the gross margin percentage is **2.39K**, indicating overall sales and profitability.

3. **Customer Segmentation** – Sales data is categorized by **customer type (Member/Normal), gender, and product line**, allowing for targeted analysis.

4. **Gender-Based Spending Trends** – Both **male and female** customers show similar spending patterns, with slight variations in product line preferences.

5. **Product Line Performance** – Different categories like **Fashion Accessories, Food & Beverages, and Health & Beauty** show varying performance, helping in product-specific marketing strategies.