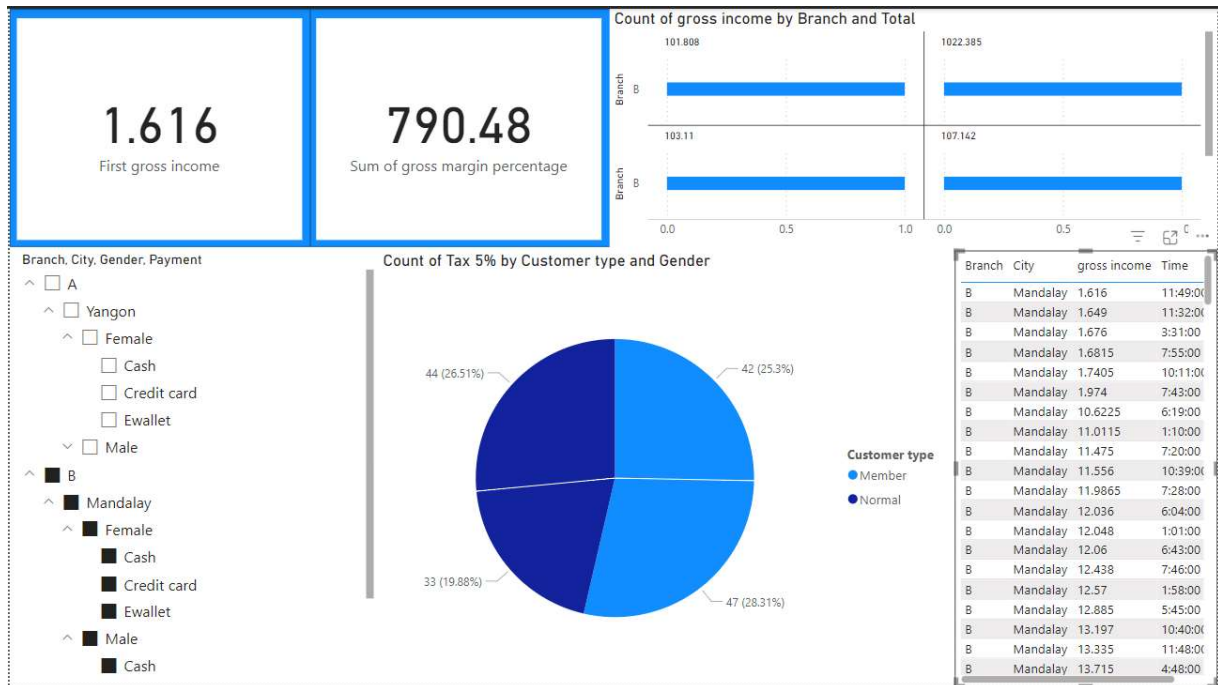


Assignment – 2



1. Summary Metrics

- First Gross Income: 1.616 (Likely represents the first recorded transaction or an important metric in the dataset.)
- Sum of Gross Margin Percentage: 790.48 (Total gross margin percentage across transactions.)

2. Gross Income by Branch

- Branch B has a total gross income of 101.808, while another branch has 103.11.
- The total gross income across branches is 1022.385 and 107.142, showing variation in revenue contributions.

3. Tax Count by Customer Type & Gender

- Customer types are divided into Members and Normal Customers.
- The distribution is fairly even:
 - 47 transactions (28.31%) are from one group.
 - 44 transactions (26.51%) from another.
 - 42 transactions (25.3%) from a third.
 - 33 transactions (19.88%) from the remaining category.
- This suggests that different customer types contribute to tax collection almost equally.

4. Filters Section

- The dataset allows filtering by Branch, City, Gender, and Payment Method.
- In Branch B, Mandalay, customers are divided into Male/Female with payment options:
 - Cash
 - Credit Card
 - E-wallet

5. Transaction Data Table

- Displays Branch B transactions in Mandalay.
- Shows Gross Income and corresponding Time of the transaction.
- Example:
 - A transaction at 11:49 AM had a Gross Income of 1.616.
 - Another at 6:19 AM had 10.6225.
 - The highest visible gross income is 13.715 at 4:48 AM.
- This helps identify peak transaction times and variations in income.

Key Business Insights:

1. Branch B in Mandalay has significant revenue generation.
2. Gross Income varies over time, with some transactions contributing significantly more.
3. Customer types (Members vs Normal) are almost evenly distributed in tax contributions.
4. Filtering capabilities allow detailed analysis by gender and payment method.