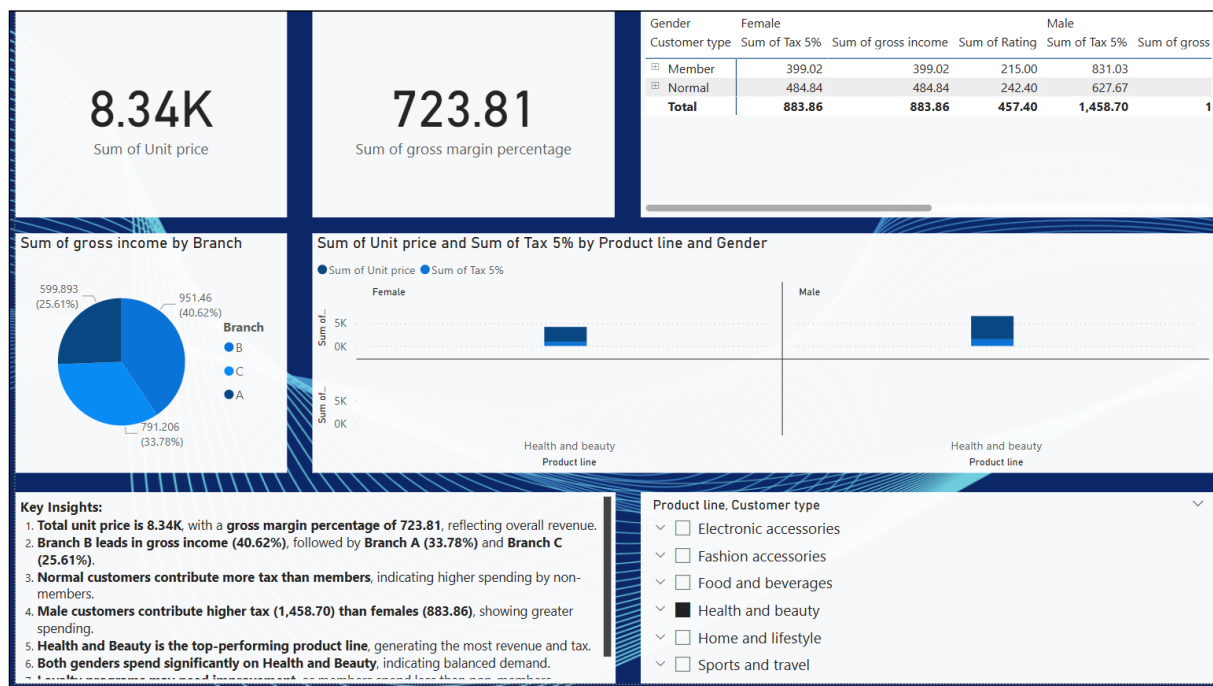


Assignment 3:



1. Total unit price is 8.34K, with a gross margin percentage of 723.81, reflecting overall revenue.
2. Branch B leads in gross income (40.62%), followed by Branch A (33.78%) and Branch C (25.61%).
3. Normal customers contribute more tax than members, indicating higher spending by non-members.
4. Male customers contribute higher tax (1,458.70) than females (883.86), showing greater spending.
5. Health and Beauty is the top-performing product line, generating the most revenue and tax.
6. Both genders spend significantly on Health and Beauty, indicating balanced demand.
7. Loyalty programs may need improvement, as members spend less than non-members.