



### 1. City-wise Sales Performance

- The dashboard is filtered for Mandalay, focusing on its sales performance.
- The gross margin and quantity sold vary across different members.

### 2. Tax Contribution

- The sum of Tax 5% is broken down by city and branch, showing Mandalay's tax contribution.
- A map visualization highlights the location of sales activity.

### 3. Payment Method and Gender Trends

- A scatter plot shows the distribution of tax contributions based on payment method and gender.
- Cash, Credit Card, and E-wallet are compared, with both male and female customers contributing differently.

### 4. Branch Performance

- Branch B is highlighted, indicating sales activity and tax contributions in Mandalay.

### Possible Actionable Insights:

- Payment preferences: Understanding which payment method dominates can help optimize payment options.
- Gender-based trends: Identifying spending patterns between males and females can improve targeted marketing.
- Branch focus: If Branch B is underperforming or overperforming, resources can be adjusted accordingly.