Assignment no 3

Branch-Wise Sales and Payment Trends report

0.32M	0.02M
Sum of Total	Sum of gross income

City
All

Customer type
All

Sum of Quantity by Customer type
Customer ty... ●Member ●Normal
3K (50.54%)
3K (49.46%)

Total Sum by Payment and Branch
Branch
●A
●B
●C
Sum of Total: 100K, 50K, 0K
Cash, Ewallet, Credit card
Payment

Sum of Total by Product line and Branch
Branch ●A ●B ●C

Product line:
- Food and beverages
- Sports and travel
- Electronic accessories
- Fashion accessories
- Home and lifestyle
- Health and beauty

Sum of Total: 0K, 5K, 10K, 15K, 20K

Sum of Total by Payment
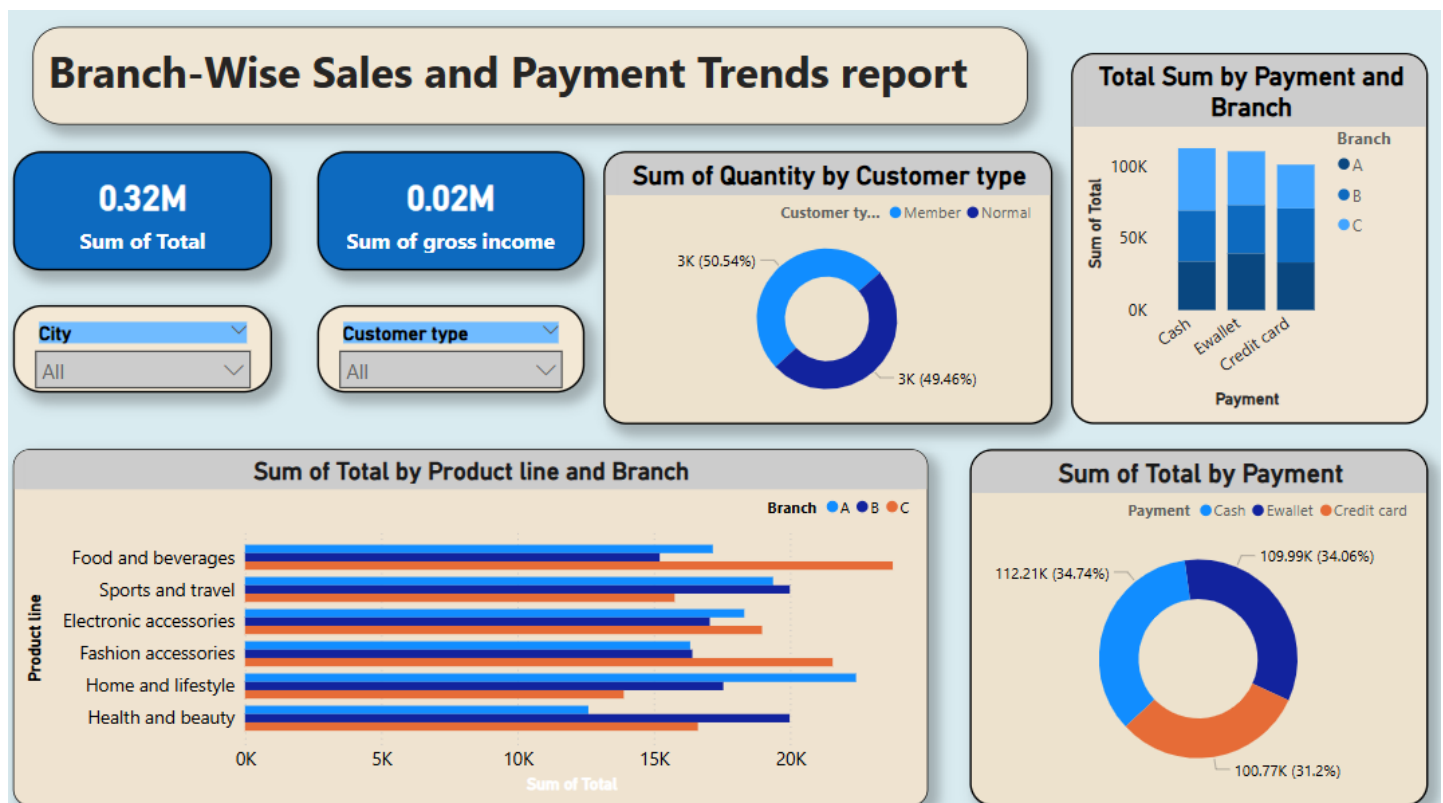Payment ●Cash ●Ewallet ●Credit card
109.99K (34.06%)
112.21K (34.74%)
100.77K (31.2%)

Insights :-

Total Sales and Gross Income:

- The total sales amount is 0.32M and the gross income is 0.02M, indicating a healthy gross margin.

Customer Type Breakdown:

- 50.54% of the quantity is purchased by Members, while 49.46% is purchased by Normal customers. This shows an almost equal distribution between member and non-member purchases, highlighting the importance of both customer groups.

Payment Method Analysis:

- Payments are relatively well-distributed across the three methods: Cash (34.74%), Ewallet (34.06%), and Credit Card (31.2%). This shows that customers are utilizing a variety of payment methods, with no one method being dominant.

Branch-Wise and Product Line Performance:

- Branch A leads in most product lines, with significant sales in categories like Fashion accessories and Health and beauty.

- Branch B shows strong performance in Food and beverages.

- Branch C is performing consistently, but its highest sales are in Electronic accessories and Home and lifestyle.

- **Product Line Sales:**

  - Food and beverages is the top-performing product line across all branches, followed by Sports and travel and Electronic accessories. These categories are the key contributors to overall sales.

- **Branch Performance by Payment:**

  - Branch A has higher Credit Card transactions.

  - Branch C shows a strong preference for Cash transactions compared to the other branches.