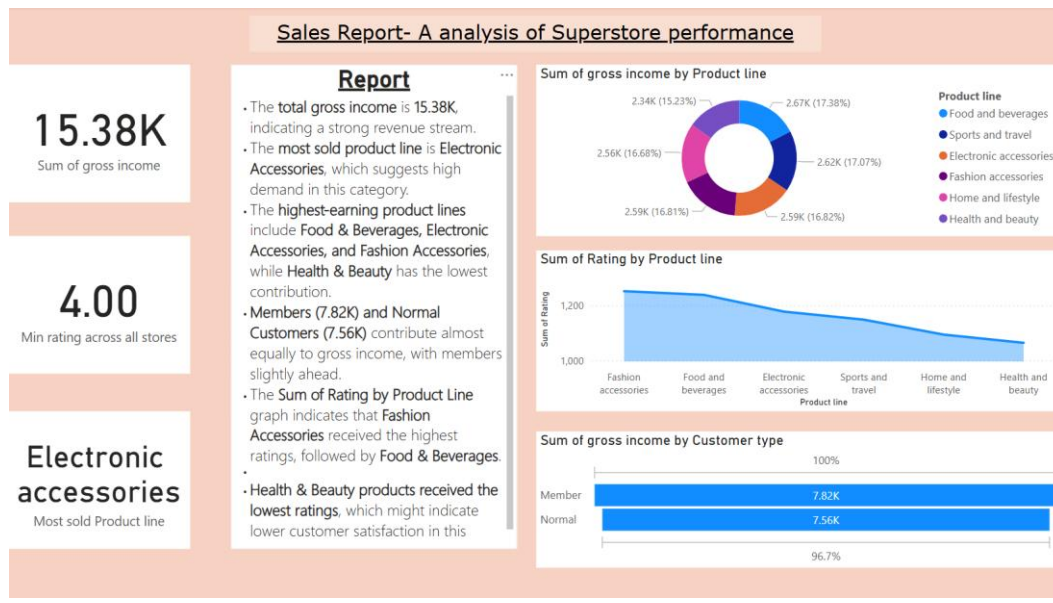


# Project Report



## Overall Gross Income Performance

- The total gross income is 15.38K, indicating a strong revenue stream.
- The most sold product line is Electronic Accessories, which suggests high demand in this category.

## Product Line Performance

- The Sum of Gross Income by Product Line chart shows that sales are relatively evenly distributed across different product lines, with no single category dominating significantly.
- The highest-earning product lines include Food & Beverages, Electronic Accessories, and Fashion Accessories, while Health & Beauty has the lowest contribution.

## Customer Type Contribution

- Members (7.82K) and Normal Customers (7.56K) contribute almost equally to gross income, with members slightly ahead.
- This suggests that membership programs are effective but could be further optimized to maximize revenue generation.

### Customer Ratings by Product Line

- The Sum of Rating by Product Line graph indicates that Fashion Accessories received the highest ratings, followed by Food & Beverages.
- Health & Beauty products received the lowest ratings, which might indicate lower customer satisfaction in this category.
- This insight could be used to improve product quality, pricing, or customer experience in the lower-rated categories.

### Opportunities for Improvement

- Since Electronic Accessories are the most sold product, there could be an opportunity to expand the product range or offer exclusive deals to boost sales further.
- Health & Beauty products have the lowest sales and ratings, so businesses might need to improve product offerings, run targeted promotions, or gather customer feedback for improvements.
- Membership programs could be leveraged better by offering exclusive discounts or incentives to encourage more customers to sign up and increase revenue.