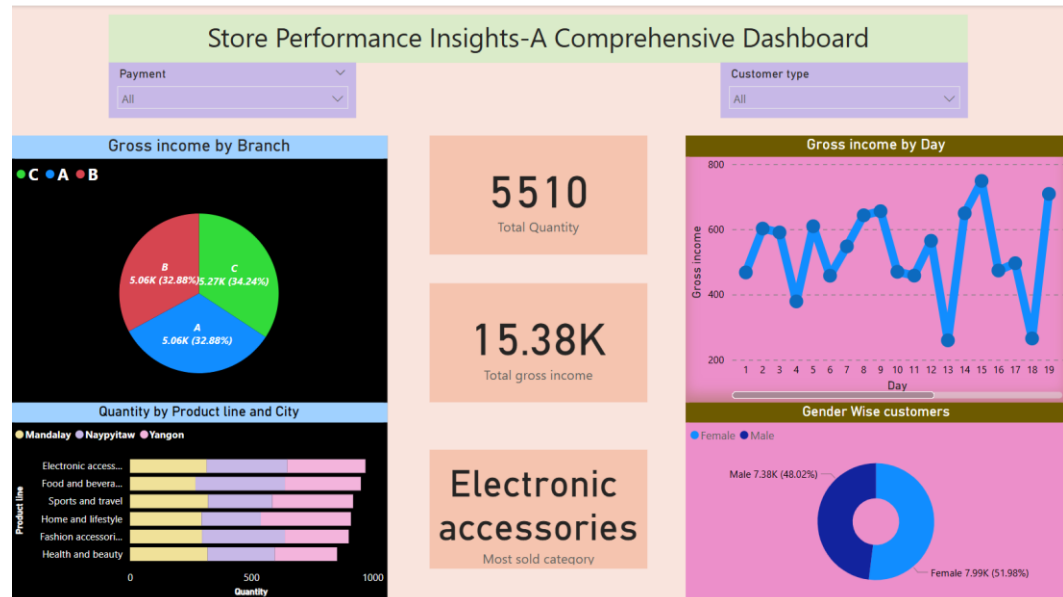


Assignment-2



Insights:

• Gross Income by Branch-

Out of the three branches the C branch contributes to the gross income the most (34.24%) and both the A and B branch contribute in equal amount (32.88%)

• Quantity by Product line and City-

Electronic accessories are the most sold Product line in all the cities followed by others and Health and Beauty is the least sold product line across cities,

Sports and Travel and Home and lifestyle are the most sold product lines in Yangon,

Electronic accessories Food and beverages and fashion accessories are the most sold items in Naypyitaw,

In Mandalay, Health and beauty is the most Sold product line.

• Gross Income by day-

It fluctuates every day but it peaks (748.45) in the middle of the month on 14,15th day of the month, while drops down (249.17) at the end of the month.

- **Gender Wise Customers-**

Female customers contribute the 51.98% in the customers across all the cities and branches while the male customers are 48.02%. So, the Stores experience more female customers than male customers.

- The total sold quantity is 5,510 Units.
- The total gross income is 15.38K.
- The most sold product line is Electronic Accessories.
- Out of the total gross income Cash income is 5.34K, and 1896 nos. quantities were bought using cash.
- Credit Card contributes 4.80K in the total gross income, and 1722 nos. quantities were bought using credit card.
- Where as Ewallet contributes to the gross income at 5.24K and 1892 nos. quantities were bought using this, Payment Method.
- More customers tend to use cash at start of the month and Credit card in the middle of the month and Ewallet in the end of the month.
- Members of the store contribute to 7.28K in Gross income, and they bought 2785 nos.
- While normal customers contribute the gross income by 7.56K and Buy 2725 nos. of quantities.
- Ewallet is the only method of payment which is used by male customers then the female customers.