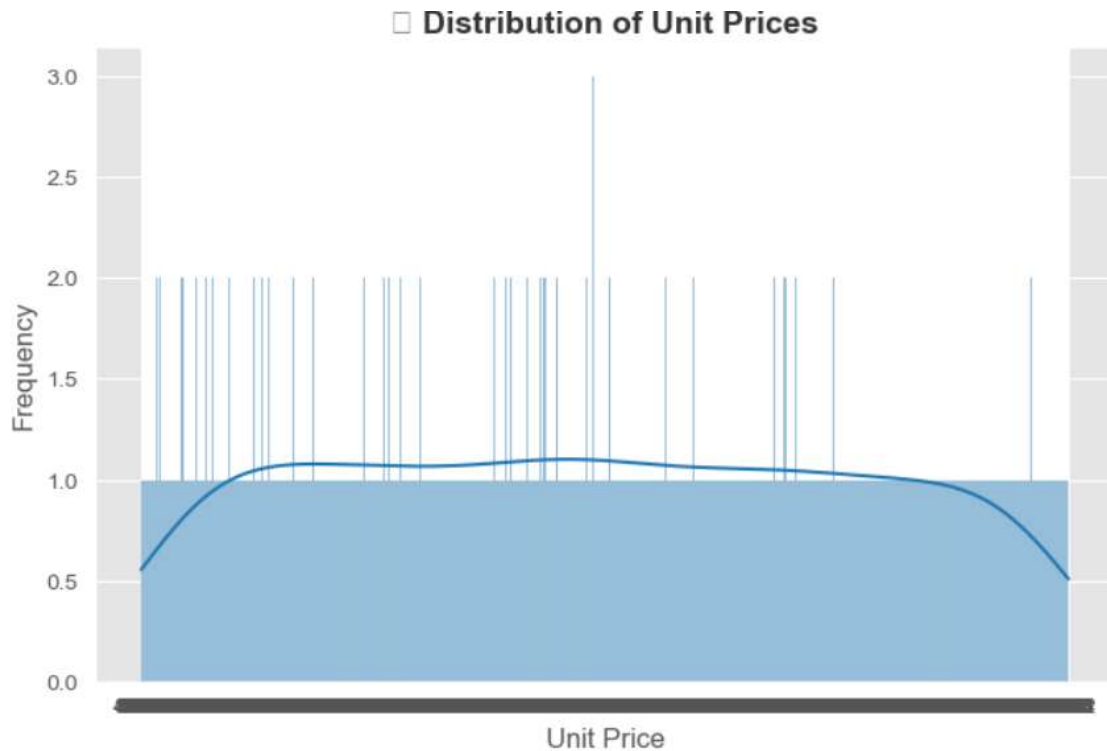


Business Insights Report

Data Analysis & Visualizations :

1.Sales Distribution:

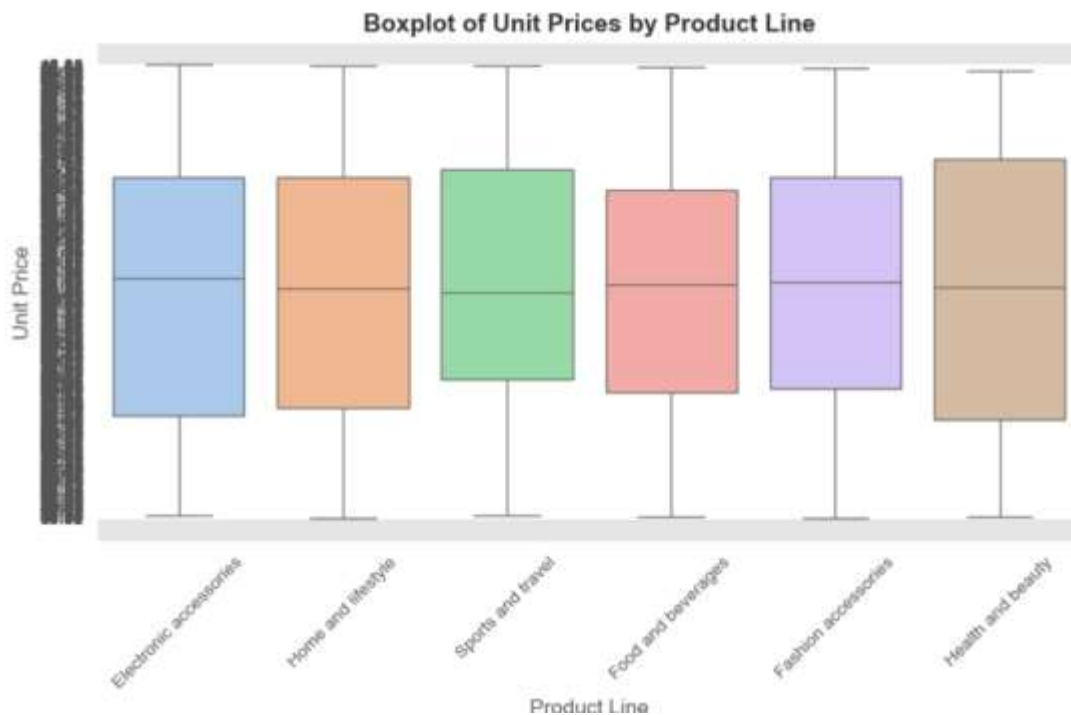
- A histogram was created to visualize total sales distribution.
- Insight: Sales are skewed towards lower values, meaning most transactions are small.



2.Sales by Branch:

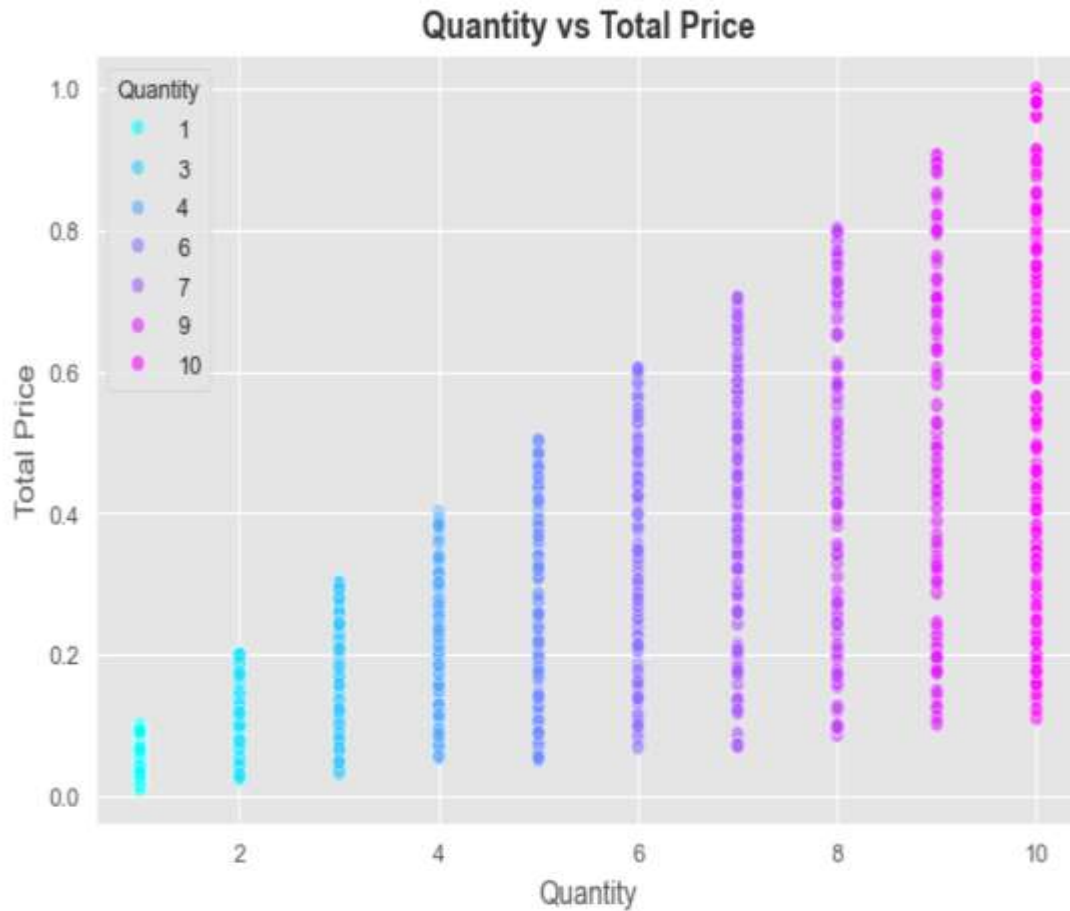
- A bar chart showed the sales performance of different branches.

- Insight: Some branches significantly outperform others, suggesting location-based demand variations.



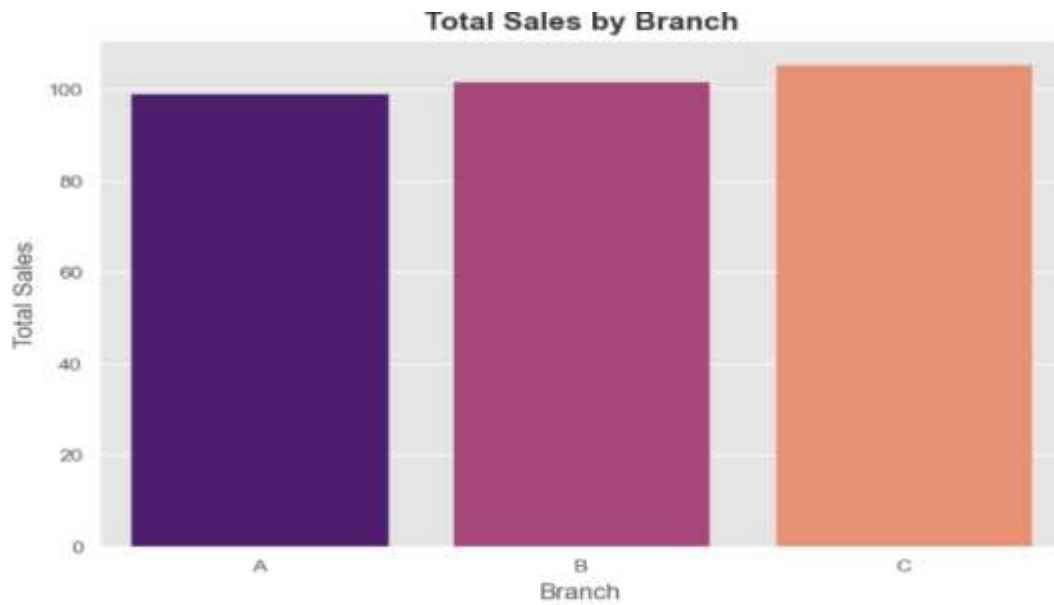
3.Quantity vs. Unit Price:

- A scatter plot analyzed the relationship between quantity and unit price.
- Insight: No strong correlation was found, meaning price doesn't directly impact quantity purchased.



4.Sales Distribution by Branch:

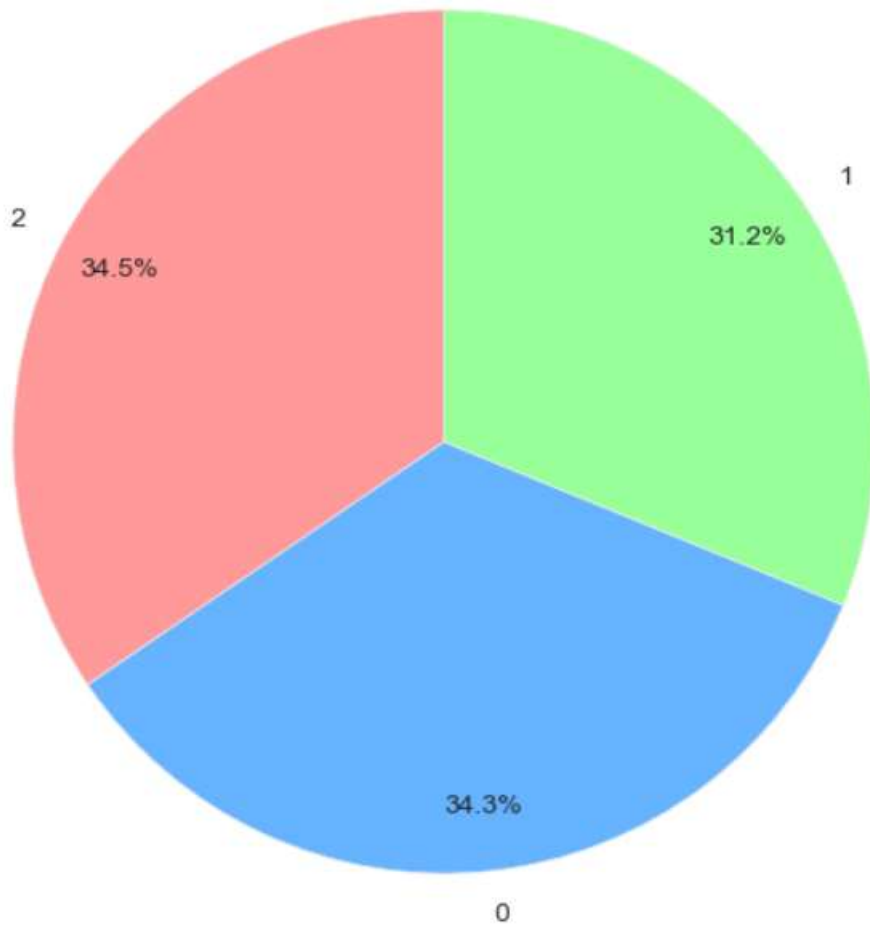
- A box plot illustrated the sales range for each branch.
- Insight: Some branches experience higher variability in sales, with occasional high-value purchases.



5.Payment Method Analysis:

- A pie chart displayed the most popular payment methods.
- Insight: A few payment methods dominate transactions, which could inform marketing strategies.

Payment Method Distribution



6.Sales Trends Over Time:

- A line plot tracked sales changes over time.
- Insight: Sales peak on specific days, which could be leveraged for promotions.



7.Customer Ratings by Type:

- A box plot compared ratings across customer types.
- Insight: Certain customer groups give consistently higher ratings, indicating different service expectations.

