

Balanced Data Distribution: The dataset is evenly distributed across branches, products, and customer demographics, facilitating reliable analysis.

Tax Contributions: The food & beverages, sports, and health sectors significantly contribute to tax revenues, correlating with their sales performance.

Insights from data:

1. Payment Method Trends:

- Cash is the most popular payment method across all branches, with consistent usage of credit cards and e-wallets.

2. Top Product Categories:

- **Quantity Sold:** Leading categories are Food and Beverages and Electronic Accessories. Health and Beauty shows declining sales.
- **Revenue:** Food and Beverages and Sports and Travel generate the highest revenue, while Health and Beauty ranks lowest.

3. Sales Insights:

- Food and Beverages dominate both sales and revenue. High-revenue items often receive lower customer ratings, indicating quality issues.

4. Customer Demographics:

- Females lead in overall spending, especially in Naypyitaw, while males dominate in Mandalay and Yangon.

5. Branch Ratings:

- Branches A and C have similar ratings, with Branch B showing varied customer experiences.

Recommendations

• **Enhance Health & Beauty Offerings:** Implement targeted marketing strategies and product improvements to boost sales in the underperforming health and beauty category.

• **Quality Improvement Initiatives:** Focus on enhancing product quality and customer service, particularly for high-revenue items with low ratings.

• **Tailored Marketing Strategies:** Leverage demographic insights to develop gender-specific marketing campaigns, especially in branches with gender imbalances.

• **Customer Feedback Mechanism:** Establish a feedback system to gather insights on customer experiences across branches and identify areas for service enhancement.

• **Explore Alternative Payment Options:** While cash remains popular, consider introducing more digital payment options to align with evolving customer preferences.