INSIGHTS -

<u>GENERAL</u>

1.How many unique cities does the data have?

city
Yangon
Naypyitaw
Mandalay

2. In which city is each branch?

	city	branch
▶	Yangon	A
	Naypyitaw	C
	Mandalay	B

<u>PRODUCT</u>

1.How many unique product lines does the data have?

	product_line
▶	Health and beauty
	Electronic accessories
	Home and lifestyle
	Sports and travel
	Food and beverages
	Fashion accessories

2. Which is the most selling product line?

	product_line	qty
▶	Electronic accessories	971
	Food and beverages	952
	Sports and travel	920
	Home and lifestyle	911
	Fashion accessories	902
	Health and beauty	854

3. What is the total revenue by month?

	month_name	total
▶	January	116291.87
	March	109455.51
	February	97219.37

4. Which is the most used payment method?

	payment	cnt
▶	Ewallet	345

5. Which month has the largest COGS?

month	total_amount
▶ January	110754.16

6.Which product line has the highest revenue?

product_line	total_revenue
▶ Food and beverages	56144.84

7. Which city has the highest revenue?

city	total_revenue
▶ Naypyitaw	110568.71

8. Which product line has the highest VAT percentage?

product_line	total_vat
▶ Home and lifestyle	16.03

9. Fetch each product line and add a column to those product line showing "Good", "Bad". Good if its greater than average sales.

product_line	AVG Sales Remark
▶ Health and beauty	Good
Electronic accessories	Good
Home and lifestyle	Good
Sports and travel	Good
Food and beverages	Bad
Fashion accessories	Bad

10. Which branch sold more products than average product sold?

branch	qty
▶ A	1859

11. Which is the most used product line by gender?

gender	product_line	total_cnt
▶ Female	Fashion accessories	96
Female	Food and beverages	90
Male	Health and beauty	88

12. What is the average rating of each product line?

product_line	avg_rating
▶ Health and beauty	7
Electronic accessories	6.9
Home and lifestyle	6.8
Sports and travel	6.9
Food and beverages	7.1
Fashion accessories	7

CUSTOMERS

1. How many unique payment methods does the data have?

payment
Ewallet
Cash
Credit card

2. Which customer type buys the most?

customer_type	Count
Member	501
Normal	499

3. Count of the customers on basis of gender.

gender	total_count
Female	501
Male	499

4. What is the gender distribution per branch?

branch	gender	count
A	Female	161
A	Male	179
B	Female	162
B	Male	170
C	Female	178
C	Male	150

5. Which time of the day do customers give most ratings?

time_of_day	avg_rating
Afternoon	7.031299734748012
Morning	6.960732984293193
Evening	6.926851851851853

6. Which day of the week has the best average ratings?

day_name	avg_rating
Monday	7.2
Friday	7.1
Sunday	7
Tuesday	7
Saturday	6.9
Thursday	6.9
Wednesday	6.8

7. Which day of the week has the best average ratings per branch?

branch	day_name	avg_rating
C	Friday	7.3
A	Friday	7.3
B	Monday	7.3

SALES

1. Number of sales made in each time of the day per weekday

day_name	time_of_day	total_sales
Friday	Afternoon	58
Friday	Evening	52
Friday	Morning	29
Monday	Afternoon	48
Monday	Evening	56
Monday	Morning	21
Saturday	Afternoon	55
Saturday	Evening	81
Saturday	Morning	28
Sunday	Afternoon	53
Sunday	Evening	58
Sunday	Morning	22
Thursday	Afternoon	49
Thursday	Evening	56
Thursday	Morning	33
Tuesday	Afternoon	53
Tuesday	Evening	69
Tuesday	Morning	36
Wednesday	Afternoon	61
Wednesday	Evening	60
Wednesday	Morning	22

2. Which customer types brings the most revenue?

customer_type	total_revenue
Member	164223.44
Normal	158743.31

3. Which city has the largest tax/VAT percent?

city	vat_percentage
Naypyitaw	16.1
Mandalay	15.2
Yangon	14.9

4.Which customer type pays the most tax?

customer_type	total_tax
Normal	15.15
Member	15.61