* **Is there any difference in aggregate sales across branches?**
* **Which is the most pouplar payment method used by customers?**
* **Does gross income affect the ratings that the customers provide?**
* **Which branch is the most profitable?**
* **Is there any relationship between Gender and Gross income?**
* **Is there any time trend in gross income?**
* **Which product line generates most income?**
* **How many products are bought by customers?**
* **Which day of the week has maximum sales?**
* **Which hour of the day is the busiest?**
* **Which product line should the supermarket focus on?**
* **Which city should be chosen for expansion and which products should it focus on?**

 The customer rating is more or less uniform with the mean rating being around 7 and there is no relationship between gross income and customer ratings.

 The data consists of 3 cities/branches. Though branch A has slightly higher sales than the rest, C i.e. ***Naypyitaw*** is the most profitable branch in terms of gross income.

 Fashion accessories and food and beverages are the most sold product in Naypyitaw and these products should be focused on along with electronic accessories.

 The most popular payment method is E-wallet and cash payment is also on the higher side.

 There is no particular time trend that can be observed in gross income.

 At an overall level, ‘Sports and Travel’ generates highest gross income.

 Gross income is similar for both male and female, though female customers spend a bit higher at the 75th percentile. Females spend on ‘fashion accessories’ the most and for males surprisingly it is ‘Health and beauty’. Females also spend more on ‘Sports and travel’ which generates highest income overall.

 Using the correlation analysis, one interesting observation has emerged that customer ratings is not related to any variable.

 Most of the customers buy 10 quantities and busiest time of the day is afternoon i.e. around 2 pm which records highest sales. Sales is higher on Tuesdays and Saturdays compared to the rest of the week.

 Though the rating for ‘fashion accessories’ and ‘food and beverages’ is high but the quantity purchased is low. Hence, supply for these products need to be increased