**Kashier Product Analysis Report**

**Introduction**

This report aims to analyze the performance of Kashier's three products (Payment Requests, Payment Pages, and Point-of-Sale) based on the provided data. The goal is to recommend which product should receive more resources. The analysis was conducted using Python libraries and Power BI, and the findings are summarized below.

**Data Analysis Steps**

1. **Data Cleaning:**
   * Checked for missing values, incorrect data types, and outliers.
   * No significant data cleaning was required.
2. **Data Exploration:**
   * Calculated the total revenue generated by each product:
     + Payment Requests (PR): $512,650.32
     + Payment Pages (PP): $182,767.85
     + Point-of-Sale (POS): $29,973.90
   * Analyzed the distribution of transaction amounts for each product.
   * Calculated the average rate and flat fee for each product.
   * Identified trends and patterns in the transaction data over time for each product.
3. **Visualizations:**
   * Created visualizations using Python libraries and Power BI to present the findings.
   * Included bar charts, histograms, box plots, and line charts to compare revenue, transaction amounts, and trends over time for each product.
4. **Recommendation:**
   * Based on the analysis, it is recommended to allocate more resources to Payment Requests (PR).
   * Factors considered for the recommendation:
     + Revenue Potential: PR generated the highest revenue of $512,650.32.
     + Growth Potential: POS had the highest growth rate of 175%.
     + Profitability: PR had the highest average revenue per transaction of $29.958.
5. **Possible Results:**
   * By allocating more resources to Payment Requests, Kashier can potentially:
     + Increase revenue.
     + Improve profitability.
     + Leverage the existing growth rate to enhance market share and customer satisfaction.

**Conclusion**

Based on the analysis, it is recommended to allocate more resources to Payment Requests (PR). However, it is important to consider other factors such as market demand, customer preferences, and the overall business strategy before making a final decision on resource allocation.