Sales Data Analysis Report (AI Version)

Source: sales_100.csv | Auto-generated by Python
Includes KPIs, charts, ML model metrics, and business insights

Metric	Value
Top City (Revenue)	Naypyitaw	14,229.21
Top Product Line	Food and beverages	8,949.99
Top Gender	Female	21,408.53
Top Payment	credit card	12,858.93
Total Revenue	34,949.22
Rows	100
Avg Unit Price	58.49
Avg Quantity	6.01
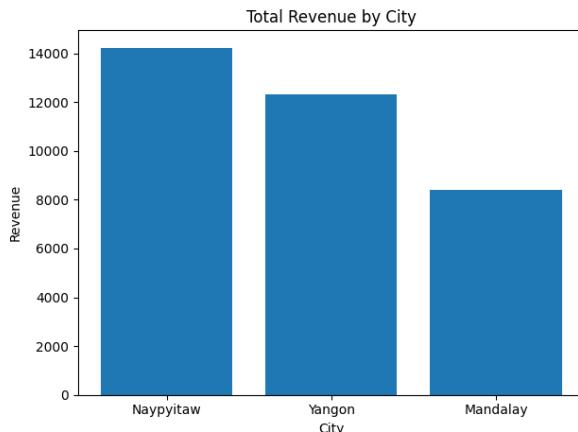
| Model Metric	Value
Accuracy	0.920
Precision (High)	0.917
Recall (High)	0.917
F1 (High)	0.917
ROC-AUC	0.968

Highlights & Actions
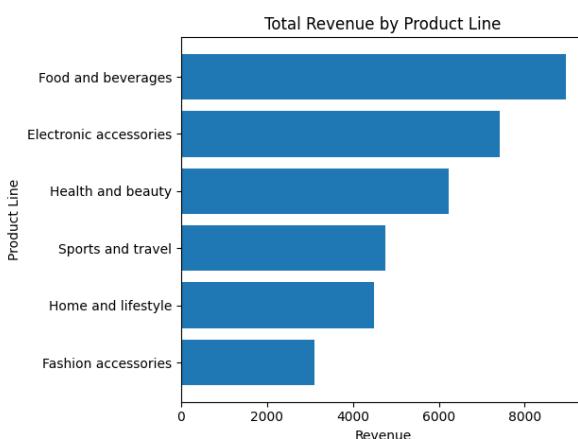
• Top city: Naypyitaw (14,229.21); focus inventory & local promos.
• Best product line: Food and beverages (8,949.99); prioritize merchandising & margins.
• Gender: Female spends more; tailor campaigns to audience segment.
• Payment: credit card leads; consider bank/e-wallet partnerships.
• ML model ROC-AUC 0.968; use predictions to target high-value orders.

Business Charts
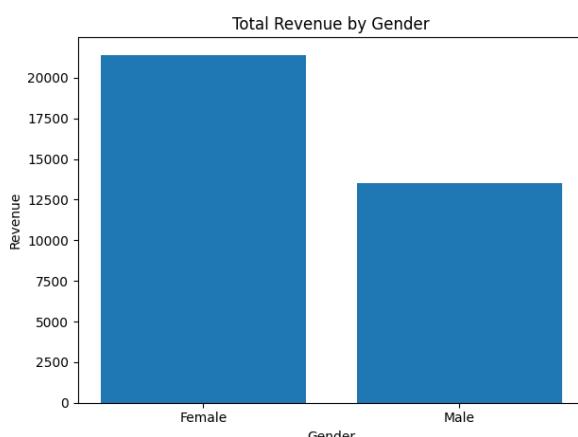
Total Revenue by City
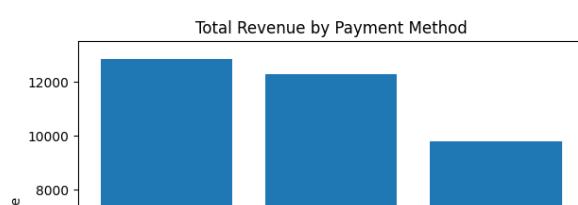
Total Revenue by Product Line

Total Revenue by Gender

Total Revenue by Payment Method

Model ROC Curve

ROC Curve - High Spender Classification