

Assignment 3

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➤ Key insights:

- Total Sales & Transactions:** The total sales stand at **6.97K**, with **1000 transactions** recorded.
- Customer Satisfaction:** The **average customer rating** is **6.97**, which suggests a moderate level of satisfaction.
- Profitability:** The business has a **total profit of 15.38K**, indicating a healthy margin.
- Sales by Product Line:** **Fashion accessories** and **food & beverages** are among the top-selling categories.
- Cost of Goods Sold (COGS) Analysis:** Branch **C** contributes the most to the total COGS, followed by Branch **B** and **A**.
- Customer Segmentation:** The majority of purchases come from **members**, with **male** customers making up a larger portion of sales.
- Payment Method Distribution:**
 - E-wallets (34.06%)** are the most preferred payment method.
 - Credit cards (34.72%)** and **cash (31.2%)** follow closely behind.