

ELEVATE LABS

TASK - 2

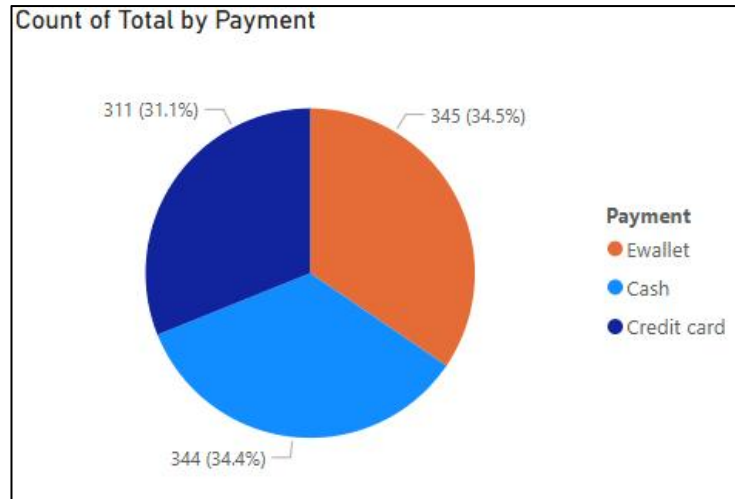


Figure 1.1

Figure 1.1 indicates that 31.1% of customers paid using a credit card, 34.5% customers paid via Ewallet and the remaining 34.4% paid in cash.

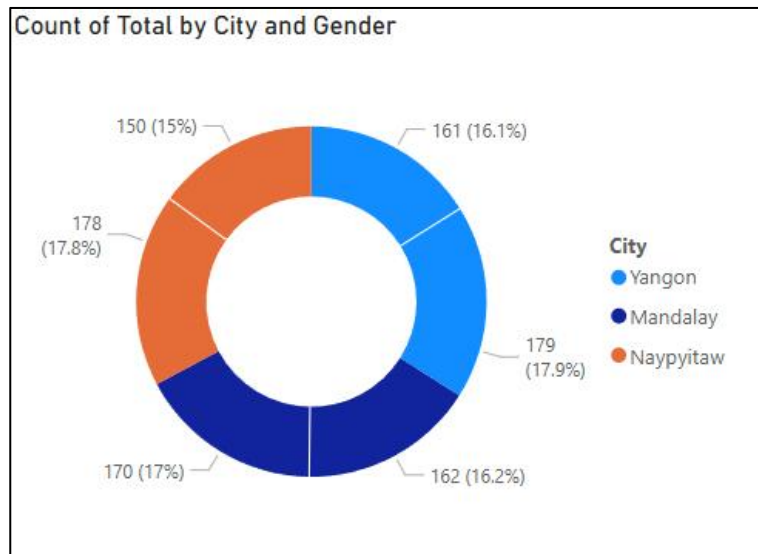


Figure 1.2.1

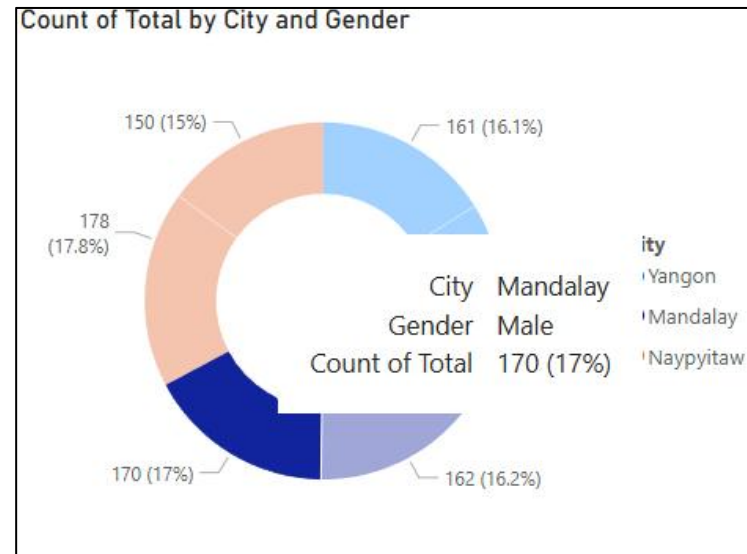


Figure 1.2.2

Figure 1.2.1 represents the total count of customers on the basis of city and gender. Figure 1.2.2 indicates that 17% of customers purchased from **Mandalay** and are males, therefore we can assume that 16.2% of customers who made a purchase from the same city are females. Similarly, we can see that 17.9% of customers purchased from **Yangon** and are males whereas 16.1% customers are females; and 15% of customers purchased from **Naypyitaw** are males whereas 17.8% of customers are females.

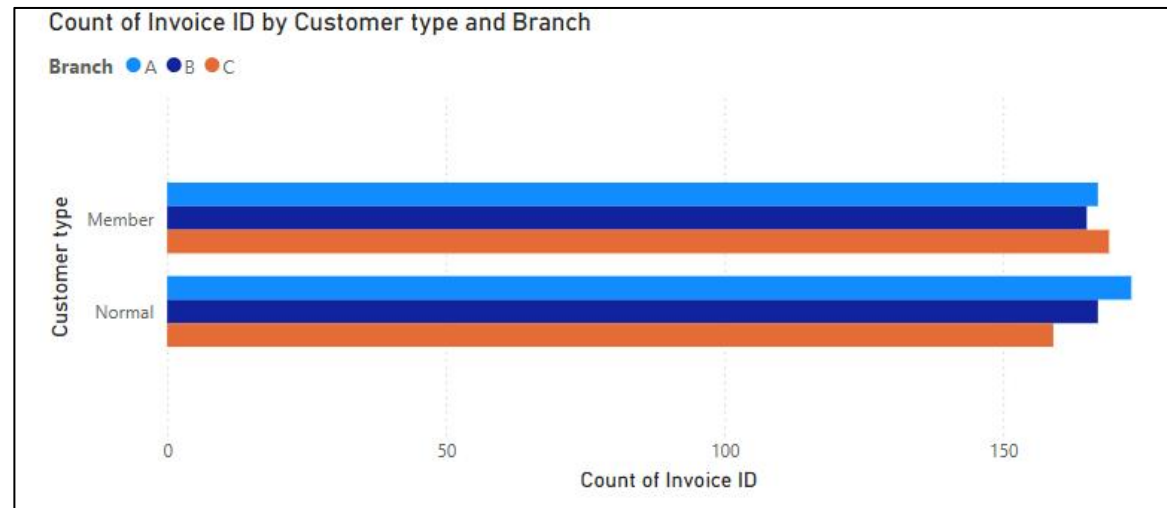


Figure 1.3

Figure 1.3 represents the total count of sales on the basis of customer type and branch. We can observe that 'Members' purchased the most from Branch C, whereas 'Normal' customers made the most purchases from Branch A.

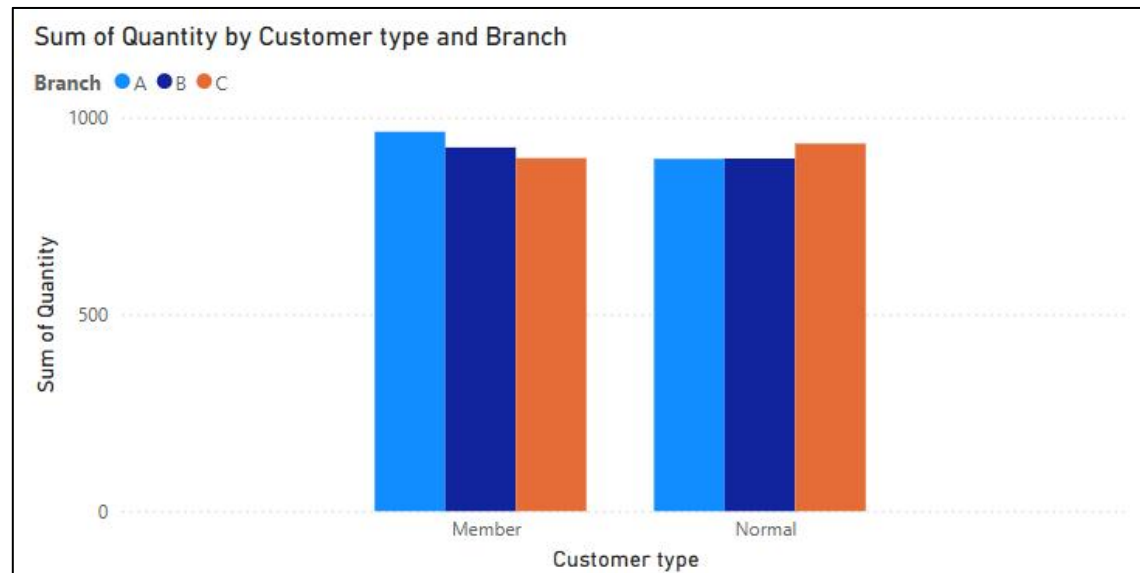


Figure 1.4

Figure 1.4 represents the number of items/quantity sold on the basis of customer type and branch. We can observe that 'Members' purchased more products from Branch A, whereas 'Normal' customers purchased more products from Branch C.