

## Tasks performed

- Which products (Product line) are selling the most?
- Which branches are performing the best?
- What is the gross income per product and branch?
- Which customer type (Member vs Normal) is contributing the most to revenue?
- Compare sales performance based on gender
- Analyze how sales fluctuate over different months
- Analyze which days see the most sales
- Which payment method customers prefer the most?
- Determine which payment methods have the highest average transaction value
- Determine the profit margin for each product line
- Compare how different branches perform over time
- Identify how satisfied customers are with each product line
- Calculating daily sales rate for each product line

## Recommendations

- **Electronic accessories** and **Food and beverages** are the top-selling product lines based on quantity. Increasing marketing efforts, offering discounts, could help maximize revenue.
- **Branch C** is doing the best in terms of revenue and profit. However, **Branches A** and **B** are not far behind. Analyze practices of **Branch C** and try implementing them across other branches as well.
- **Sales trends** show variation by month and day of the week. You can introduce promotions or targeted discounts during low-performing days or months to balance out the dip in sales.
- Even though **Health and Beauty** products aren't selling as much, they're still making a good profit because they have **higher profit margins**. To increase sales in this category, a targeted marketing campaign or special promotions can be considered to attract more customers.
- During slower sales periods, consider implementing flash sales, limited-time offers.
- Consider collecting feedback on why **Home and lifestyle** products are rated lower and improve their quality or presentation to boost customer satisfaction and sales.

