DA Assignment – 3

Report

Payment Method Distribution

Credit card 31.1%
Cash 34.4%
Ewallet 34.5%

Product Line Purchases by Gender

Average Total Sales Over Time

Branch Sales Summary

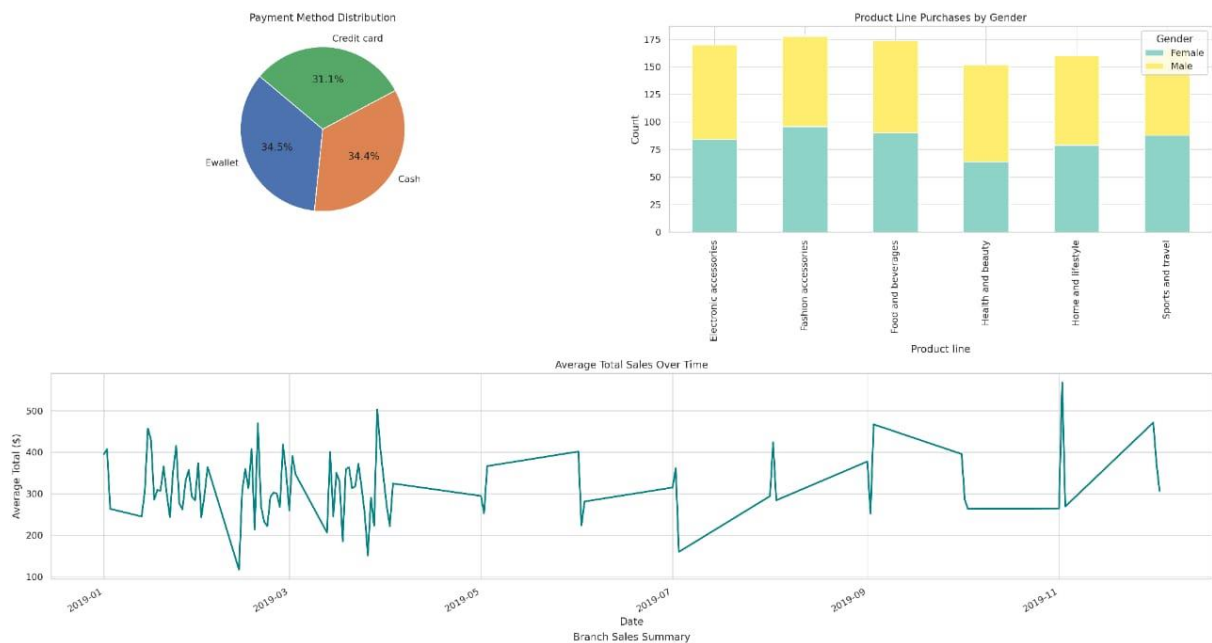| Branch	Total	gross income
A	106200.37	5057.16
B	106197.67	5057.03
C	110568.71	5265.18

insight on it in bullet points.

City Sales Insights:

Yangon generated the highest total sales ($106,200.37) and gross income ($5,057.16).

Naypyitaw recorded the lowest total sales and gross income among the three cities.

Payment Insights:

The most used payment method is Ewallet, accounting for 34.5% of all transactions.

Customer Demographics by Product Line:

Most product lines have a fairly balanced distribution between male and female customers.

Notably, Fashion accessories and Food and beverages had higher female participation.

Sales Over Time:

The highest average total sale occurred on 2019-11-02, with an average of $567.77.

Sales appear to fluctuate moderately across the period, with occasional peaks.

Branch Performance:

Branch C achieved the highest total sales, with $110,568.71.