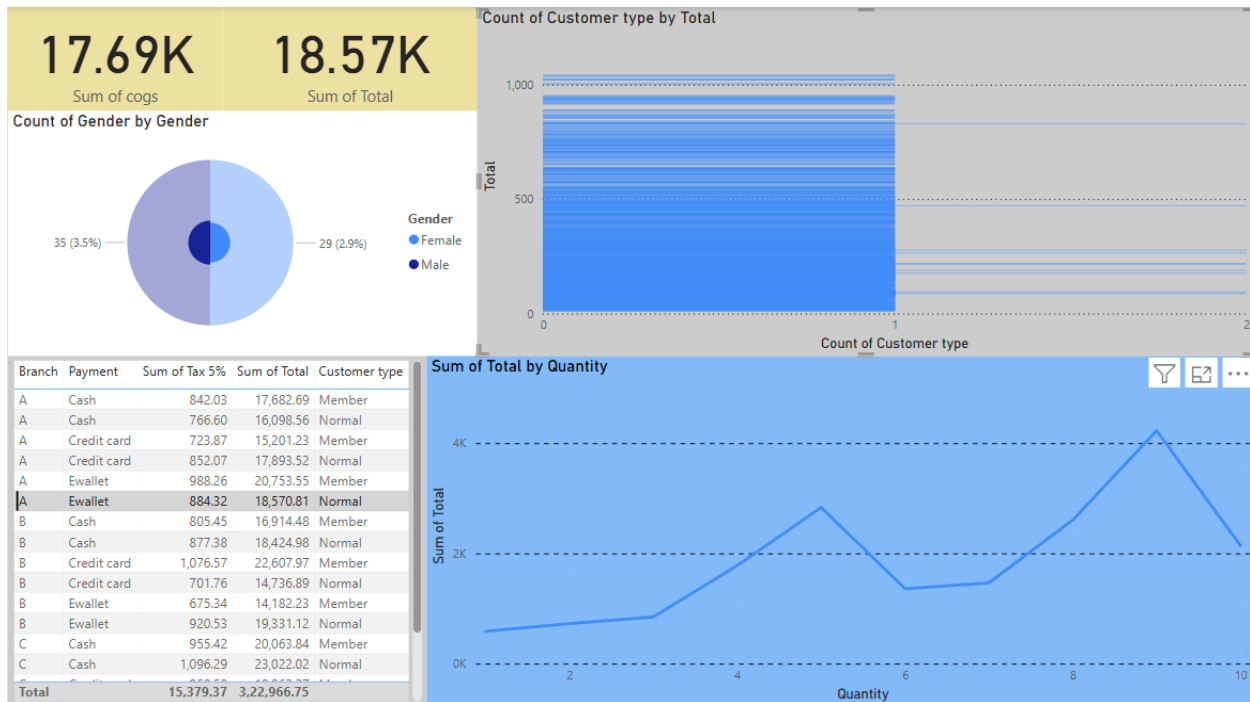


Assignment-2

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Key Findings:

1. Gender Distribution:

- The gender distribution is almost equal, with 49.9% female (499 counts) and 50.1% male (501 counts).
- This shows that the customer base is well-balanced between male and female customers.

2. Customer Type by Total:

- The chart representing customer type (Normal vs. Member) shows more entries for one of the customer types (potentially "Member") as the larger bar indicates a higher total.
- This suggests that either "Member" or "Normal" customers make up a significant portion of the sales, but further interpretation depends on the labels.

3. Sum of Total by Quantity:

- As the quantity increases, the total sales also increase significantly, as indicated by the upward trend in the line graph.
- This shows a positive correlation between quantity and total revenue, which means that higher quantities sold result in higher total revenue.

4. Branch and Payment Methods:

- Branches A, B, and C are represented in the data, with Branch A generally contributing higher totals for sales across different payment methods (Cash, Credit Card, Ewallet).
- Ewallet is seen as a significant payment method, with high sales in Branch A and B.

5. Sum of Tax and Total:

- The total sum of sales across all branches is approximately 322.97K, with a corresponding tax sum of around 15.37K.
- This shows that taxes are a small but notable portion of the total sales.

Conclusion:

- The business has a fairly balanced customer gender distribution, with a slight male dominance.
- One customer type (either Member or Normal) contributes significantly more to sales, which could imply that certain promotions or memberships drive revenue.
- Higher quantities lead to greater sales, suggesting that encouraging bulk purchases could benefit revenue growth.
- Branch A appears to be a strong performer, and Ewallet payments are popular, particularly in Branch A and B, indicating a preference for digital payments.
- The overall sales trend is positive, showing that increasing product quantities significantly impacts total revenue, which could be a key area for future sales strategies.