

# Assignment 3

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## Key Insights:-

- **Total Revenue: 112.21K** – This represents the total sales generated.
- **Total Profit: 5.34K** – Profit margins appear to be relatively low compared to revenue.
- **Average Customer Rating: 6.97** – Indicates customer satisfaction, which is slightly above average but could be improved.
- **Revenue vs. Profit by Customer Type:** The scatter plot suggests a **positive correlation** between profit and revenue, but the **distribution of customer types** could be further analyzed to see which group contributes more.
- **Male Customers:** Contribute **59.51K (18.43%)** of total revenue.
- **Female Customers:** Contribute **52.69K (16.32%)** of total revenue.
- **Cash:** A major payment mode, particularly for **Branch A, B, and C**.
- **Credit Card:** Also widely used, with transactions spread across branches.