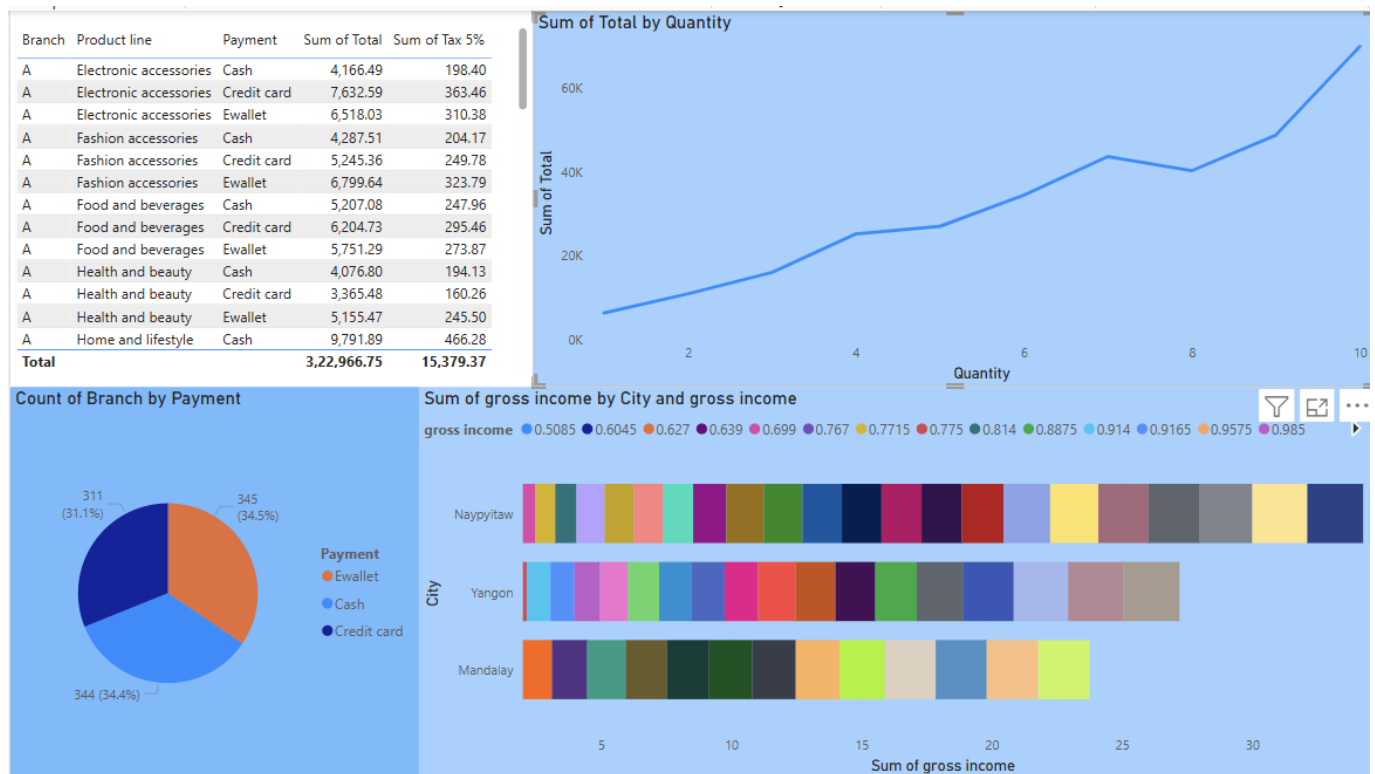


Assignment-1

Name :- Priti Singh

Email:- pritisingh51144@gmail.com

AKTU Roll No. :- 2102900100113



Key Findings:

1. Total Sales:

- The total sales amount is **322,966.75**, with **15,379.37** in total taxes collected.
- The highest product line contributing to sales is **Home and Lifestyle** with **9,791.89** sales using **Cash** payment.

2. Payment Method Distribution:

- The pie chart for branch payments shows that **E-wallet (34.5%)**, **Credit Card (34.4%)**, and **Cash (31.1%)** are almost evenly distributed as payment methods.
- There's a fairly equal distribution among different payment types, with E-wallet slightly ahead of the others.

3. Sales by Quantity:

- The trend for sales by quantity shows an upward trend, where higher quantities correspond to higher sales amounts, with the highest point reaching around **60K** for **Quantity 10**.
- This trend suggests that increasing the quantity sold directly increases revenue.

4. Sales by City and Gross Income:

- Sales distribution across cities (shown by the color-coded bar chart) indicates that the city **Yangon** has the highest gross income contribution, followed by **Naypyitaw** and **Mandalay**.
- Yangon stands out as a primary city contributing to revenue, indicating a significant market or customer base.

5. Product Line Analysis:

- **Electronic Accessories**, **Fashion Accessories**, and **Health and Beauty** are notable contributors to sales, especially through multiple payment methods such as **Cash**, **Credit Card**, and **E-wallet**.
- This suggests a diverse set of product lines contributing to overall revenue, with no single product line dominating the market.

6. Sum of Total by Payment in Branches:

- The highest sales come from **Branch A**, with the **E-wallet** and **Cash** payments being significant contributors. The pie chart supports this observation with the majority of transactions using digital or non-cash methods.

Conclusion:

- **Sales Strategy:** Promoting larger quantities can drive higher revenue, as shown by the upward trend in sales by quantity. Discounts or offers on bulk purchases could further boost sales.
- **Payment Preferences:** Since **E-wallet** and **Credit Card** payments are highly popular, the business should continue supporting these digital payment methods and perhaps provide loyalty programs or cashback offers to encourage more transactions.
- **Geographical Focus:** With **Yangon** being the largest contributor to gross income, there may be opportunities to further focus on this region by tailoring marketing campaigns, expanding product lines, or improving logistics.
- **Diverse Product Line Growth:** As the sales data shows a healthy contribution from different product lines, the business should continue offering a wide variety of products, with a focus on **Home and Lifestyle** and **Electronic Accessories**, as they are significant revenue contributors.