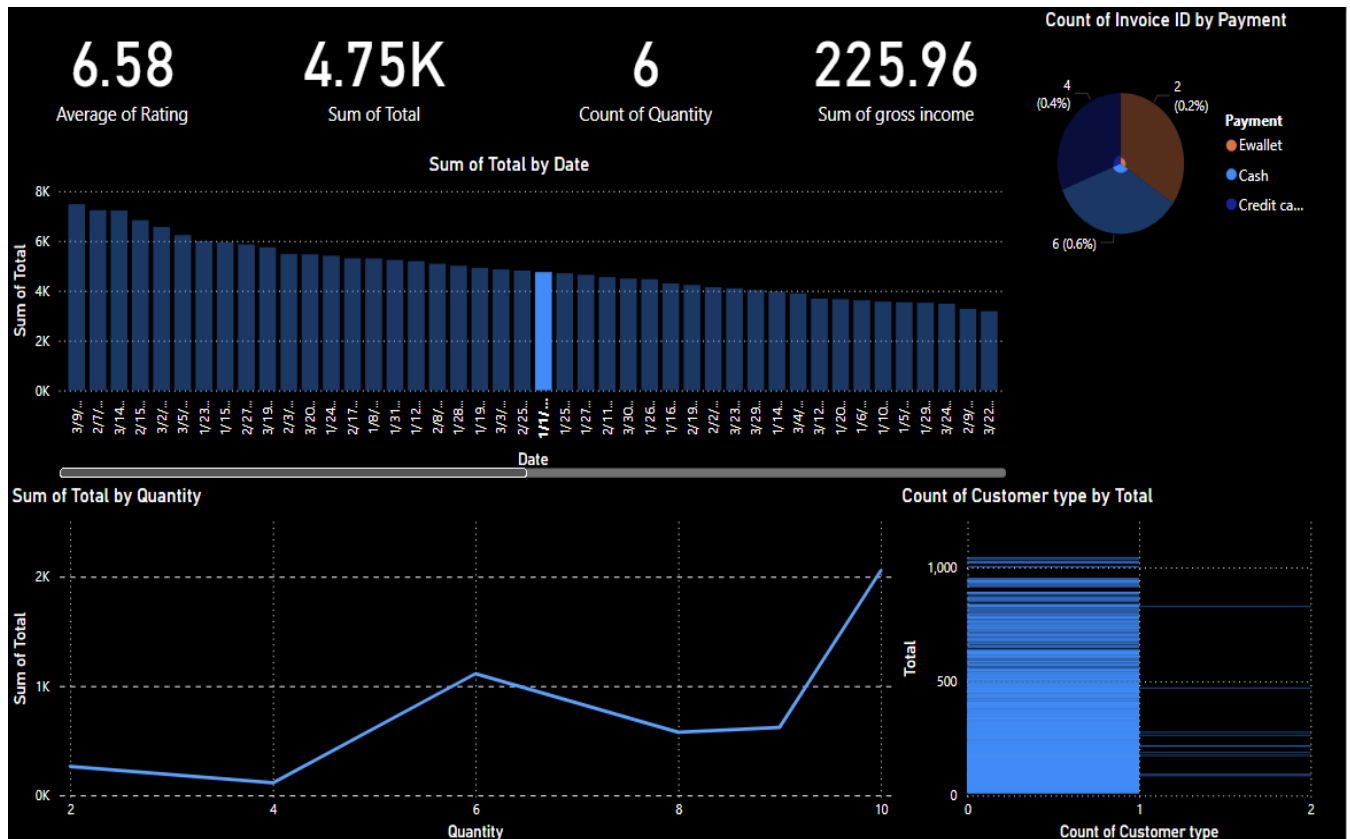


Assignment-3

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Key Findings:

1. Average Rating:

- The average customer rating is 6.58. This indicates that customer satisfaction could be improved, as it is not very high.

2. Total Sales and Quantity:

- The sum of total sales is 4.75K with 6 total units sold. This suggests that each unit contributes a significant amount to the total sales.
- There is a notable gross income of 225.96, which means that profitability is strong relative to the total sales and quantity.

3. Sales Trend by Date:

- The sum of total sales by date shows a gradual decline over time. This could indicate that sales are decreasing or the business is seeing fewer transactions in recent periods.

- There is a spike around 3/22, suggesting an event or promotion on that specific date that led to higher sales.

4. **Payment Method:**

- A small portion of transactions are made using Ewallet (0.4%), Cash (0.2%), and Credit Card (0.6%).
- This shows a preference for digital or card-based payments over cash, though the total number of transactions seems low overall.

5. **Sales by Quantity:**

- The sum of total by quantity has an upward trend, especially at the higher end (10 units), suggesting that larger orders contribute significantly to sales.
- However, there is variability, with some lower quantities showing dips in total sales.

6. **Customer Type:**

- The majority of sales come from one customer type (either "Member" or "Normal"), as shown by the significantly higher total count for one group over the other.

Conclusion:

- **Improving Customer Satisfaction:** With an average rating of 6.58, there's room to enhance customer experiences to drive satisfaction and potentially increase repeat business.
- **Sales Decline:** The downward trend in sales over time should be addressed. Exploring the reasons behind this decline, such as market conditions or customer preferences, could help in reversing the trend. Promotions similar to the one on 3/22 that resulted in a spike in sales may be helpful.
- **Preference for Digital Payments:** The use of Ewallets and Credit Cards over Cash indicates a preference for digital payments, and the business might benefit from further promoting these options or offering rewards for using digital methods.
- **Opportunities in Bulk Orders:** There is an upward trend in total sales for larger quantities, meaning that encouraging bulk purchases through discounts or special deals could boost revenue.
- **Focus on Specific Customer Segments:** Since one customer type is contributing significantly to the total sales, strategies tailored to retain and expand this segment should be prioritized, whether it's enhancing membership programs or improving offers for regular customers.