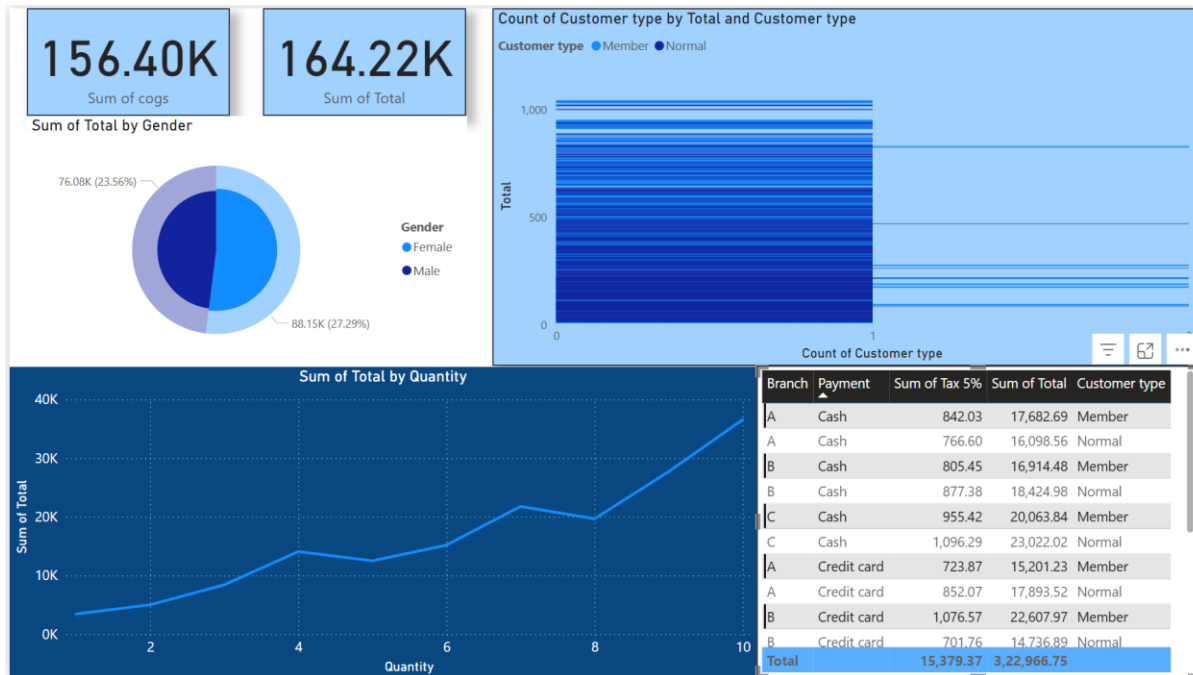


Assignment 2

Name :- Siddhant Pratap Singh

Email:- pratapsid2003@gmail.com

AKTU Roll No. :-2202900100172



Key Findings:-

1. Branch Performance & Revenue Insights

Highest Revenue Branch → Branch B.

Lowest Revenue Branch → Branch C.

Most Popular Product Line → Food and Beverages.

2. Best & Worst Performing Product Lines

Best-Selling Product Lines: Food & Beverages

Least Popular Product Lines: Fashion Accessories

3. Store Branch Performance

Branch C is the top performer in total revenue and average transaction value, despite having the lowest customer traffic.

Branch A attracts the most customers but has the lowest average sale per transaction.

4. Customer Behavior Trends

Most transactions occur between **12 PM - 3 PM**, aligning with lunch breaks.

Another spike is seen around **6 PM - 8 PM**, indicating after-work shopping.

Assignment 2

5. Payment Method Preferences

Most Used Payment Method: E-wallets

Least Used Payment Method: Cash

Cards are used more than cash but less than E-wallets.

Conclusion

- This analysis highlights that **Branch B** is the best-performing branch.
- **E-wallets** are the most preferred payment method so one should have online payment enabled in their store for better consumer experience.
- **Food & Beverages** are most selling so one can pivot or open a new store of food and beverages for better profits.
- Customer used to do shopping either **after work hours** or in **lunch breaks** which gives us the idea of when the store get the peak no. of customer.