

Assignment No :- 2



1. Key Performance Metrics (Top Row)

- **Total Quantity Sold: 5,510** units.
- **Average Rating: 6.97** (possibly out of 10).
- **Gross Income: 15.38K** (currency not specified).
- **Total Sales: 322.97K** (possibly total revenue or number of transactions).

2. Sales Distribution by Branch (Bottom Left)

- **Branch C** has the highest sales (**110.6K**).
 - **Branches A and B** have significantly lower sales.
 - Branch C dominates, indicating either a larger customer base, better marketing, or a better location.
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3. Sales Trend Over Time (Center Graph)

- Sales fluctuate heavily.
 - **Peak sales in Feb 2019 (~7.2K, 6.8K, and 7.8K peaks).**
 - **Low sales around March (~1.4K).**
 - Sales may be seasonal or dependent on promotions.
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4. Sales Heatmap by Hour

- Branch C experiences the highest activity.
 - Branches A and B have significantly lower transactions.
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5. Top Product Line by Sales (Pie Chart)

- Different product lines contribute to sales.
 - Categories are balanced, with no single product line dominating.
 - Electronics, Fashion Accessories, and Sports seem to contribute significantly.
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6. Payment Method Distribution

- **E-wallet (34.74%) is the most popular payment method.**
 - **Credit Card (34.06%) and Cash (31.2%) are almost equally used.**
 - Digital payments are widely adopted, suggesting a preference for convenience.
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7. Customer Rating vs. Target

- **Current Rating: 6.97K**
 - **Target Rating: 7.32K**
 - The business is close to its rating target but needs slight improvement.
 - A **5% gap** suggests possible customer service or product quality issues.
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Insights & Recommendations

1. **Branch C is performing exceptionally well**, but A and B need improvement.
 - Possible strategies: Promotions, discounts, better product availability in A & B.
2. **Sales spikes in February** suggest a seasonal pattern.
 - Businesses can **leverage promotions in high-performing months**.
3. **E-wallets dominate payments**, meaning a **strong digital payment infrastructure** is crucial.
4. **Customer ratings need improvement to meet the target of 7.32K**.
 - Gathering customer feedback and enhancing services could help.