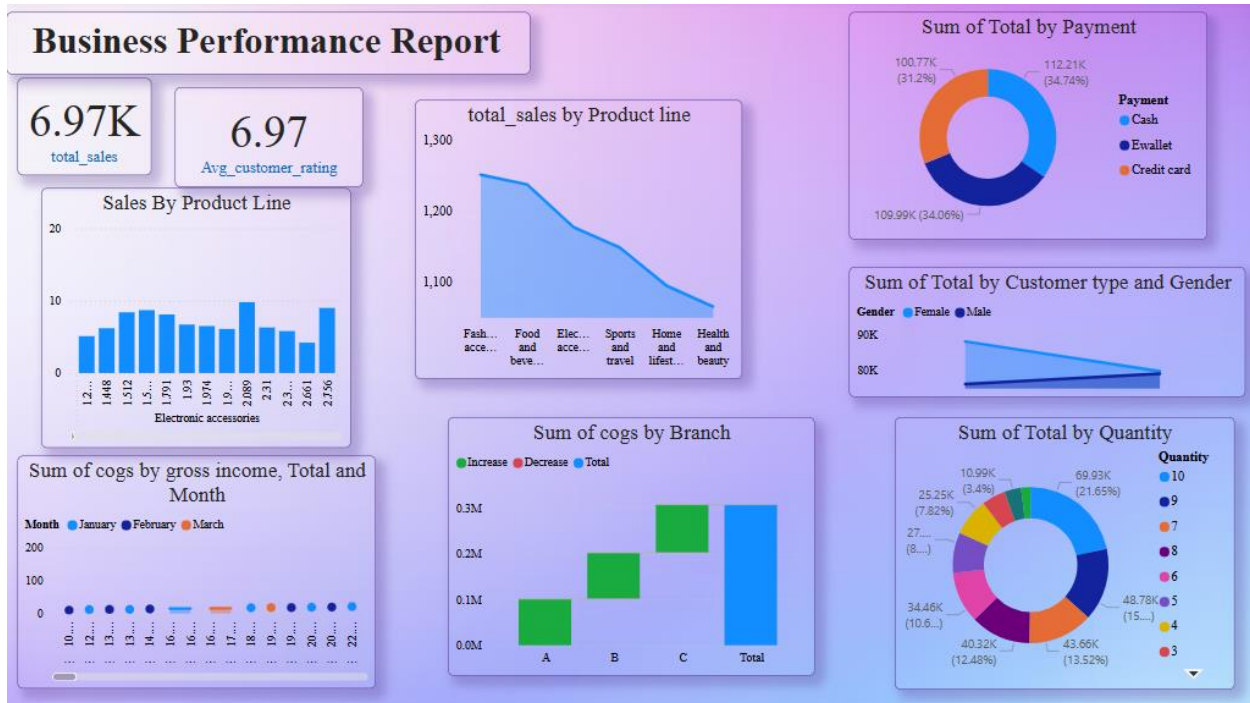


Assignment no:- 3



This **Business Performance Report** provides valuable insights into sales, customer behavior, and financial performance. Here's a breakdown of the key insights:

Key Metrics:

- **Total Sales:** 6.97K
- **Average Customer Rating:** 6.97

Sales Analysis:

1. Sales by Product Line:

- The most sold product categories include **Fashion, Food & Beverages, Electronics, Home, Health, and Beauty**.
- Electronics accessories show a steady sales trend.

2. Total Sales by Product Line:

- Fashion and Food & Beverages lead in sales volume.
- Beauty products have the lowest sales.

3. Sum of Total by Quantity:

- The highest quantity sold is **69.3K (21.65%)**.
- Other significant quantities sold include **48.7K (15.2%)**, **43.6K (13.2%)**, and **40.32K (12.48%)**.

Financial Insights:

4. Sum of COGS (Cost of Goods Sold) by Branch:

- Branch C has the highest costs.
- There is a notable **increase in COGS**, which could indicate growing demand.

5. Sum of COGS by Gross Income, Total, and Month:

- Sales and COGS vary across January, February, and March.
- March appears to have the highest gross income.

Customer & Payment Insights:

6. Sum of Total by Payment Method:

- **E-wallet (34.74%)** is the most used payment method.
- **Credit Cards (34.06%)** and **Cash (31.2%)** follow closely.

7. Sum of Total by Customer Type and Gender:

- Male customers contribute more to total sales than female customers.

