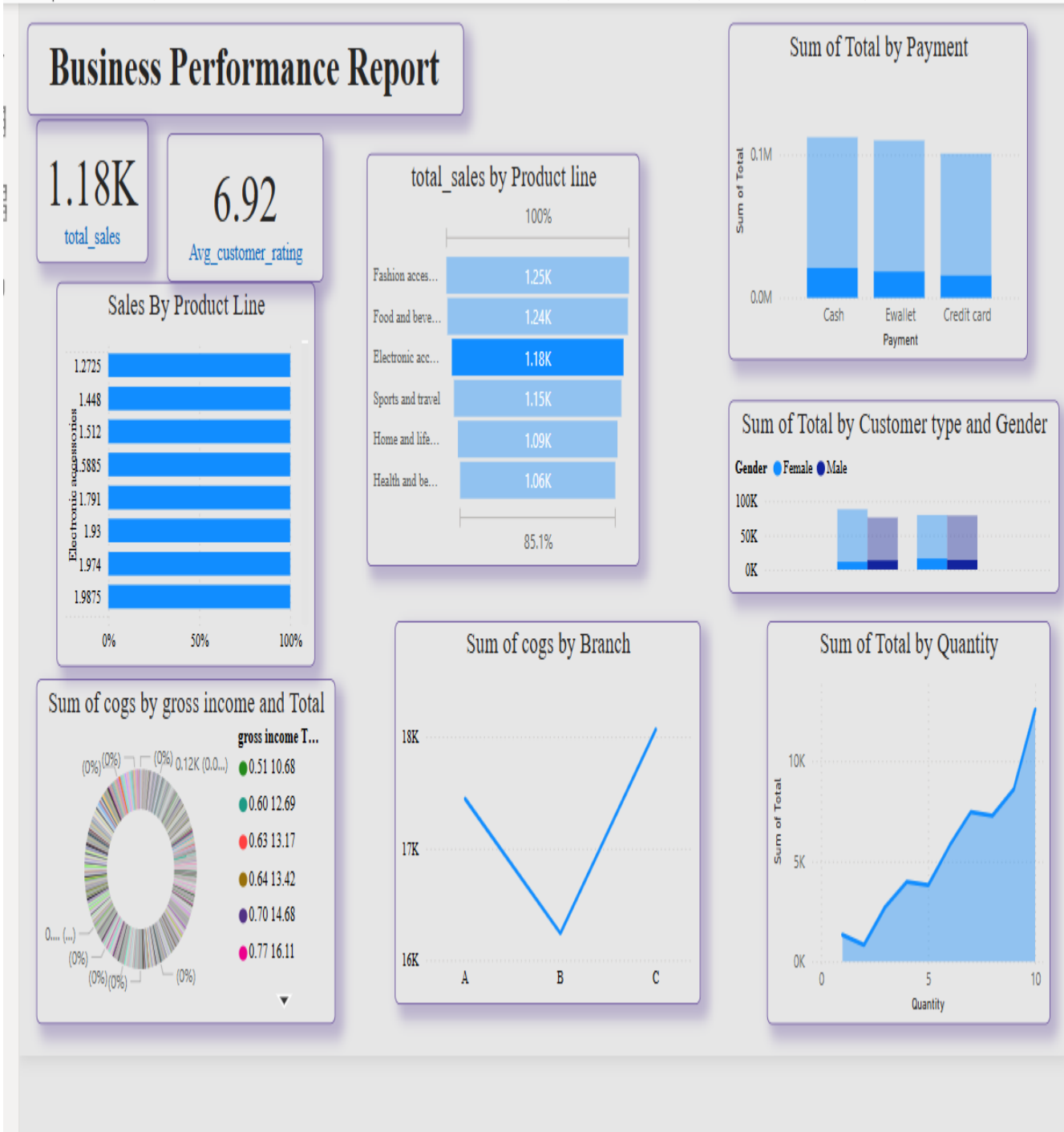


Assignment No :- 3



1. Key Performance Metrics (Top Section)

- **Total Sales: 1.18K** (Likely in thousands).
- **Average Customer Rating: 6.92** (Indicating moderate customer satisfaction).

2. Sales by Product Line

- **Top-Selling Categories:**
 - **Fashion Accessories (1.25K)**
 - **Food and Beverages (1.24K)**
 - **Electronic Accessories (1.18K)**
 - **Lowest Sales:** Health & Beauty (1.06K).
 - **Fashion and Food dominate sales, but electronics also contribute significantly.**
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3. Payment Method Insights

- **Cash, E-Wallet, and Credit Card are equally used.**
 - No single payment method dominates, implying customers have **diverse payment preferences.**
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4. Customer Demographics (By Type & Gender)

- **Sales are balanced between Male & Female customers.**
 - Suggests a **well-distributed customer base** with no gender bias.
-

5. Cost of Goods Sold (COGS) Analysis

- **Branch B has the lowest COGS (~16K), while Branch C has the highest (~18K).**
 - Suggests **Branch C incurs higher costs**, possibly due to location, operations, or inventory.
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6. Total Sales by Quantity

- **Sales increase with quantity purchased.**
 - Highest total sales are achieved when customers **buy in bulk (closer to 10 units).**
 - Bulk discounts or promotions could further **boost high-quantity purchases.**
-

Insights & Recommendations

1. **Boost sales in the Health & Beauty category**, as it has the lowest performance.
2. **Encourage bulk purchases** by offering **discounts or bundle deals.**
3. **Investigate Branch C's high COGS** to optimize operational efficiency.
4. **Continue supporting multiple payment methods**, as customers use all three options (Cash, E-Wallet, Credit Card).

