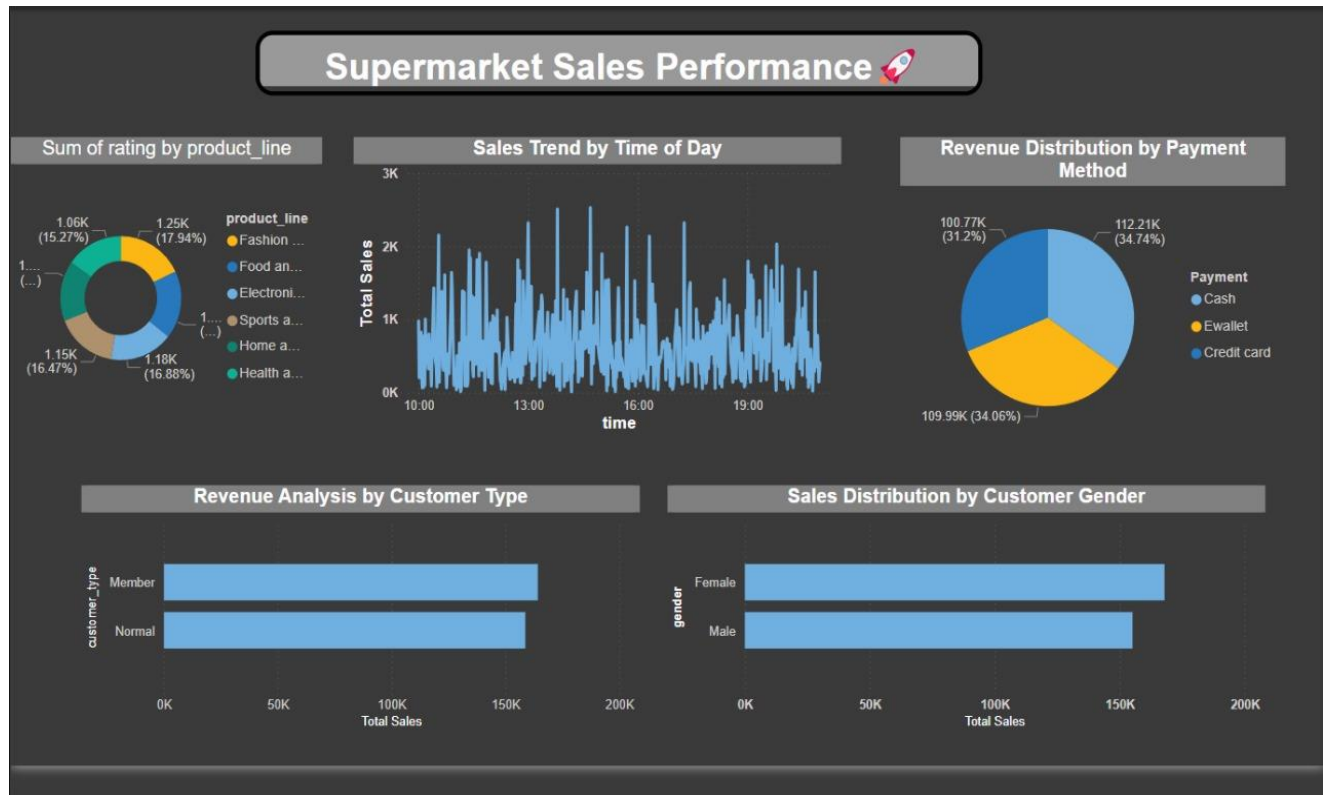


Assignment No :- 3



● Insights :

1. Sum of Rating by Product Line:

- The pie chart shows that different product lines have fairly balanced ratings.
- No single product category dominates significantly, but some perform slightly better than others.

2. Sales Trend by Time of Day:

- Sales fluctuate throughout the day with noticeable peaks.
- The highest sales activity occurs during the afternoon and evening hours.
- Morning sales appear to be lower in comparison.

3. Revenue Distribution by Payment Method:

- Credit card payments (34.74%) are the most used, followed closely by E-wallet (34.06%).
- Cash transactions (31.2%) make up the lowest proportion of payments, but still contribute significantly.

4. Revenue Analysis by Customer Type:

- Both member and normal customers generate substantial revenue.
- Normal customers contribute slightly more to total sales than members.

5. Sales Distribution by Customer Gender:

- Sales between male and female customers are almost equal.
- Female customers have a slightly higher total sales value compared to male customers.