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Branch:Btech AIML

Assignment No.:3



Key Insights:

- **Total Transactions & Profit:** The business recorded 1K transactions with a total profit of 15.38K.
- **Sales by Product Line:** Electronic accessories had the highest sales across January, February, and March.
- **Customer Type & Gender:** Members contribute significantly more to sales compared to normal customers.
- **Payment Method Preferences:** E-wallets (34.74%) are the most used, followed by Credit Cards (34.06%) and Cash (31.2%).
- **Branch Cost of Goods Sold (COGS):** Branch B shows the highest COGS, while Branch C has a significant cost reduction.