# Assignment 2

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> ➤ **Key insights:**

**Total Sales & Transactions**: The total sales stand at **6.97K**, with **1000 transactions** recorded.

- **Customer Satisfaction**: The **average customer rating** is **6.97**, which suggests a moderate level of satisfaction.
- **Profitability**: The business has a **total profit of 15.38K**, indicating a healthy margin.
- **Sales by Product Line**: **Fashion accessories and food & beverages** are among the top-selling categories.
- **Cost of Goods Sold (COGS) Analysis**: Branch **C** contributes the most to the total COGS, followed by Branch **B** and **A**.
- **Customer Segmentation**: The majority of purchases come from **members**, with **male** customers making up a larger portion of sales.
- **Payment Method Distribution**:

    **E-wallets (34.06%)** are the most preferred payment method.

    **Credit cards (34.72%)** and **cash (31.2%)** follow closely behind.