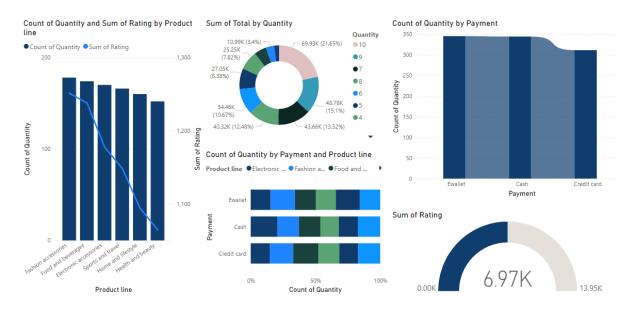
Assignment No. 3

Business performance report



Insights from data:

- 1. Product Line Performance:
 - o The "Fashion accessories" category has the highest quantity sold.
 - o "Health and beauty" has the lowest quantity sold.
 - The sum of ratings decreases as the count of quantity increases, indicating that higher sales do not necessarily correlate with higher customer ratings.
- 2. Quantity Sold by Payment Method:
 - E-wallets and cash payments have similar and higher transaction volumes compared to credit cards.
 - Credit card payments show a slight decline in transaction count.
- 3. Quantity Distribution:
 - o The highest portion of sales comes from quantities around 10 units per transaction (21.65%).
 - o Other significant portions include 7, 8, 5, and 4 units per transaction, indicating a preference for mid-range bulk purchases.

4. Payment and Product Line Relationship:

- o Different product lines contribute differently to various payment methods.
- o Electronic products seem to have higher transactions via E-wallet and Credit Card compared to other categories.

5. Overall Rating Score:

- o The sum of ratings stands at 6.97K, with a total possible maximum of 13.95K.
- o This suggests an average or slightly above-average customer satisfaction level.