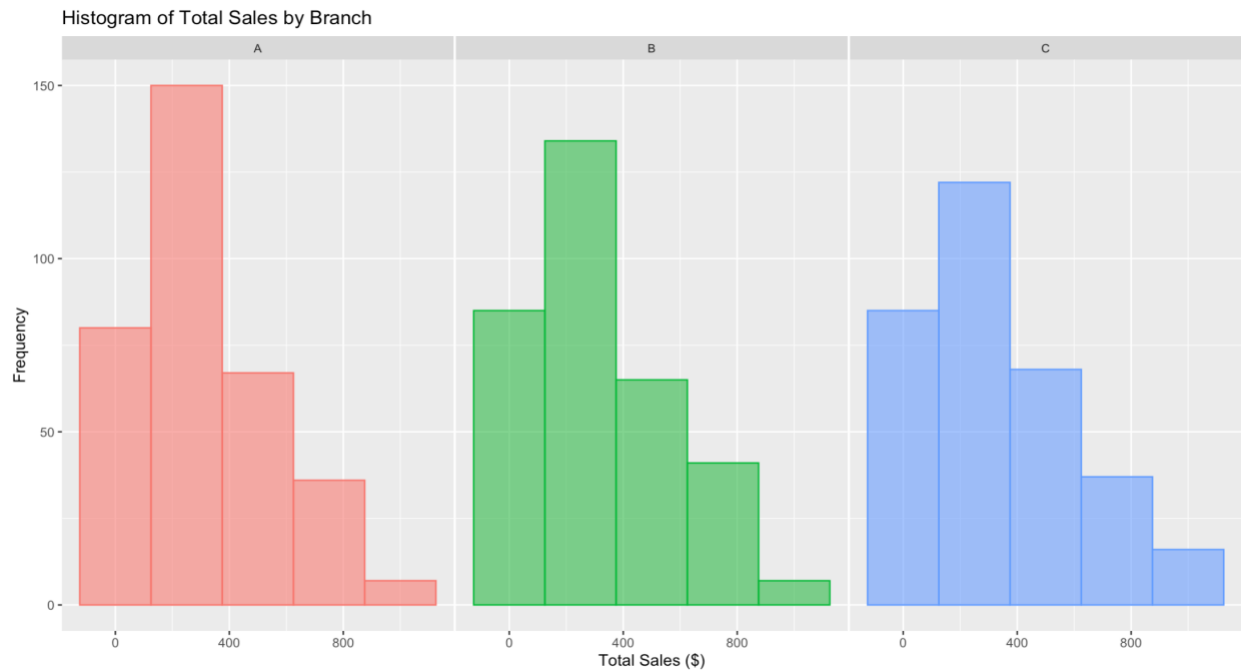
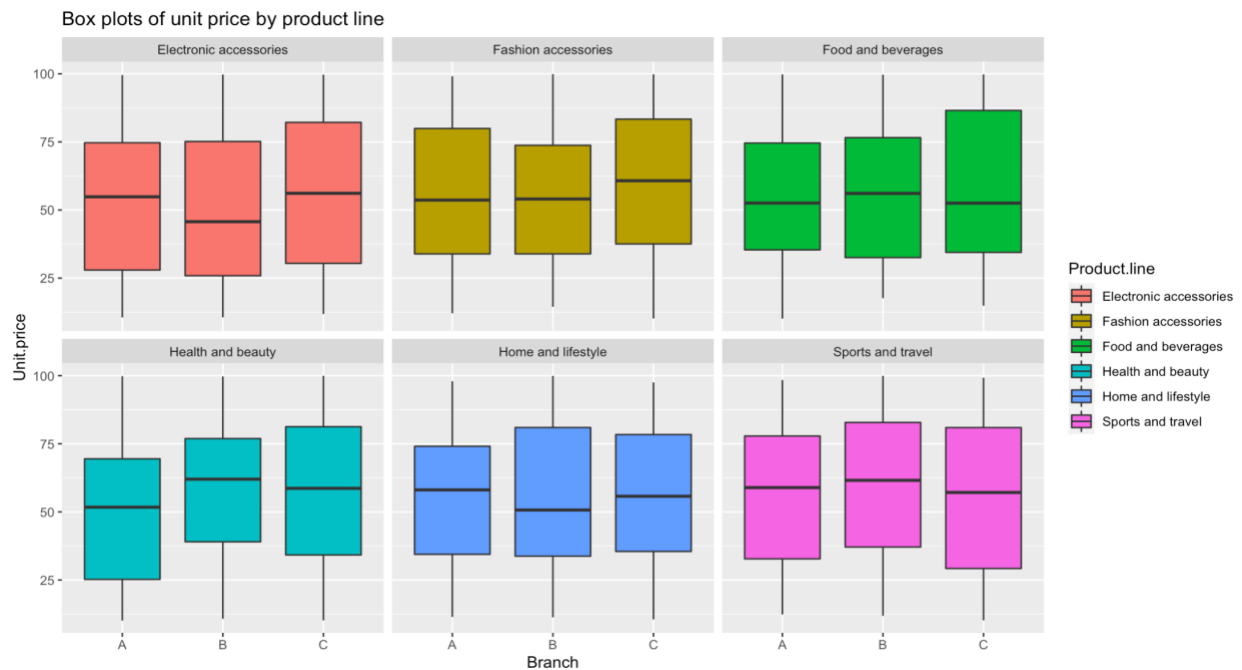


Homework 2

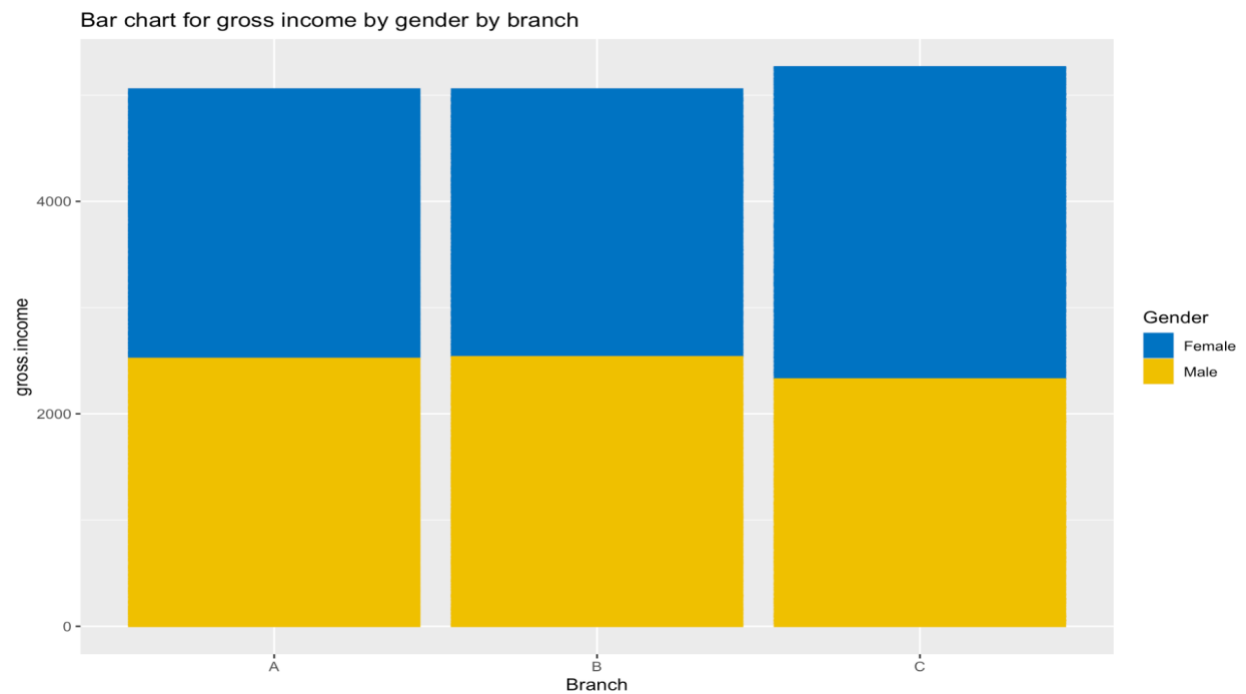


The above chart shows the histogram of total sales for the 3 branches. Branch A has the highest frequency in the 2nd bin among all 3 branches. All histograms follow similar shapes.

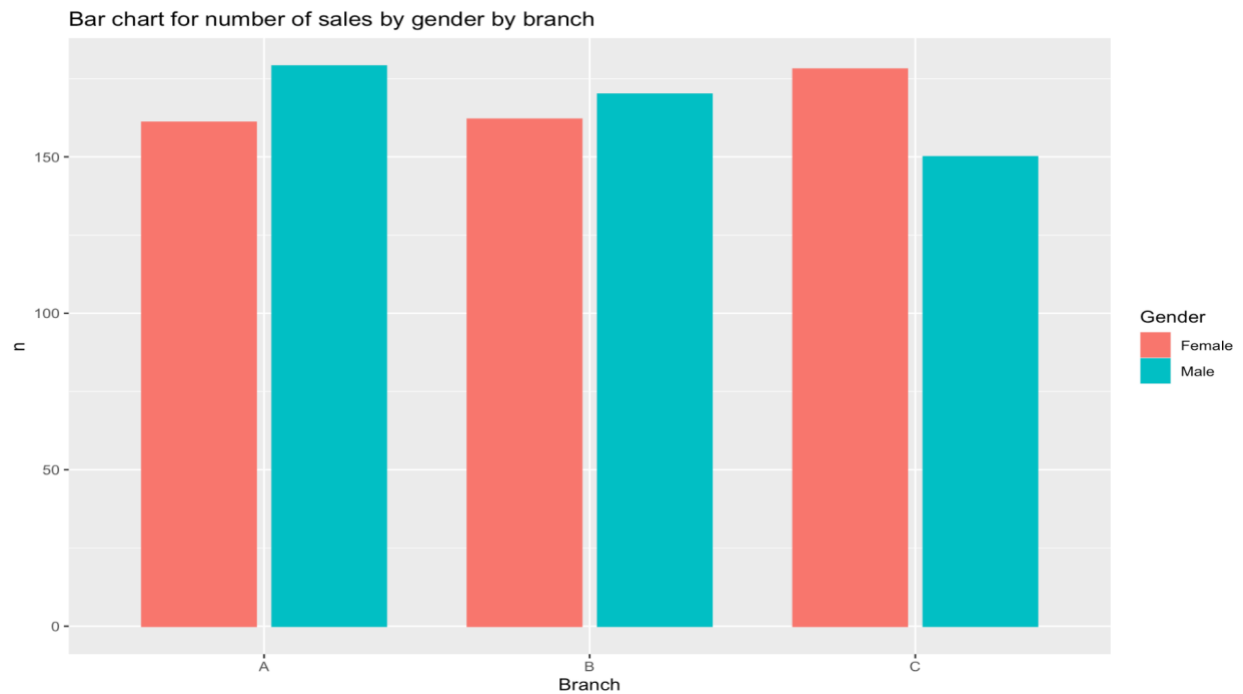


The above chart shows the box plots of unit prices by product line for all 3 branches. It shows that the median unit price for electronic accessories and Fashion accessories is higher in branch

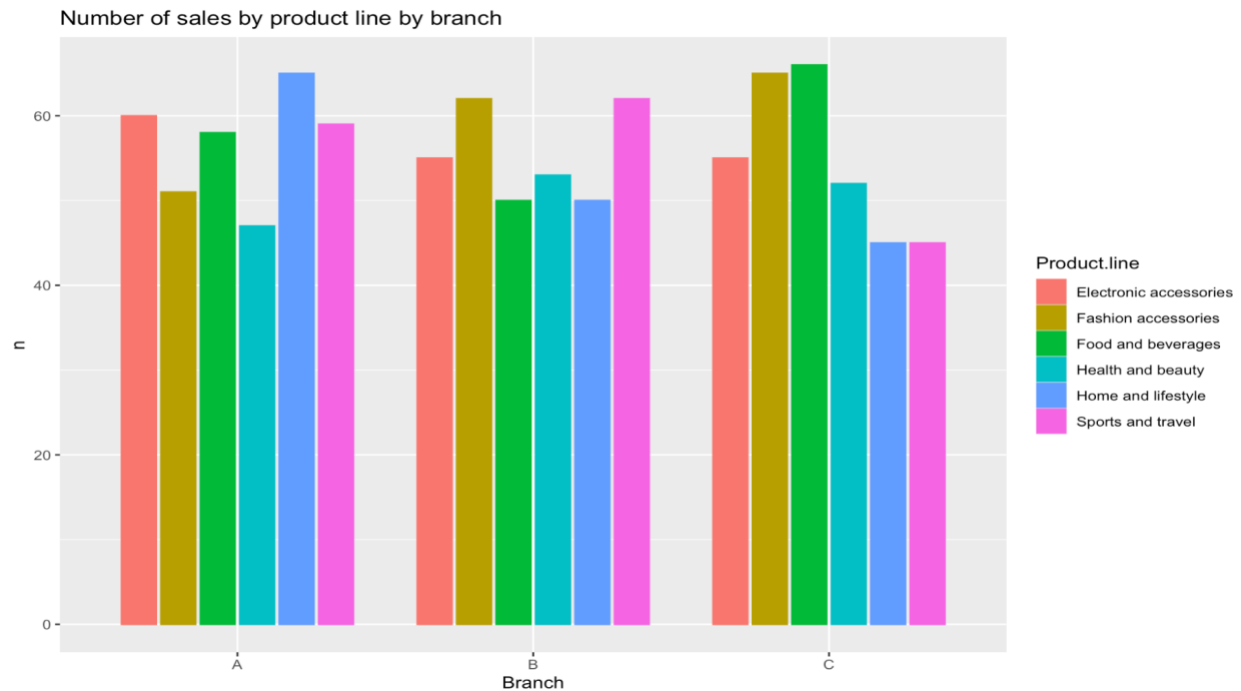
C. The 3rd quartile unit price amount is higher for Electronics, Fashion accessories, Food and Beverages, and Health and Beauty in branch C.



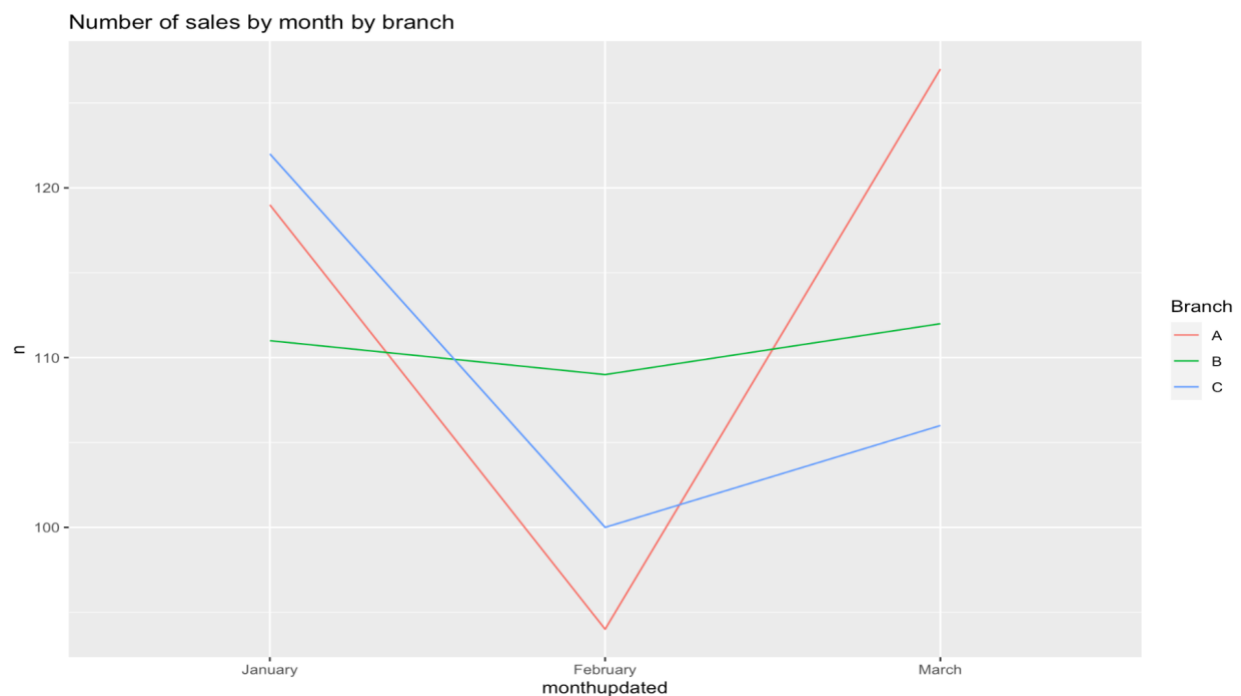
The above chart shows bar chart for gross income by gender in the 3 branches. It can be interpreted that females spend more in branch C as compared to other branches.



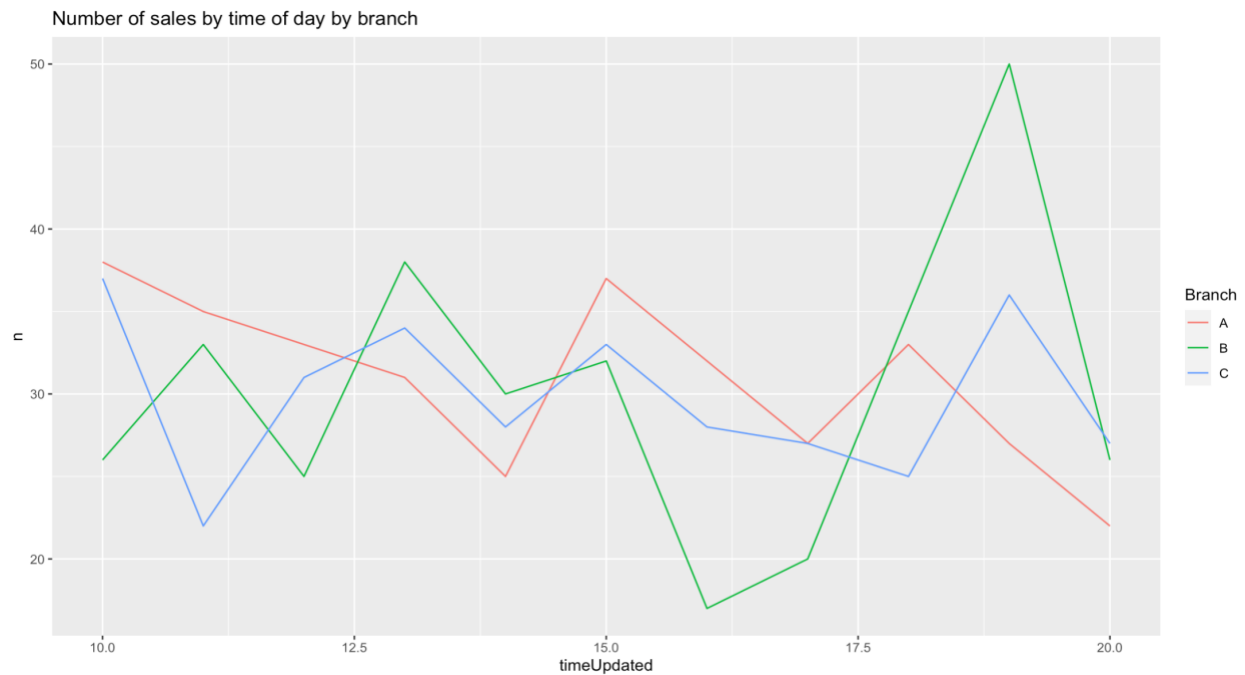
The above chart shows the number of sales from male and female customers in all 3 branches. Like the previous chart, it can be interpreted that branch C has more sales by female customers as compared to other branches.



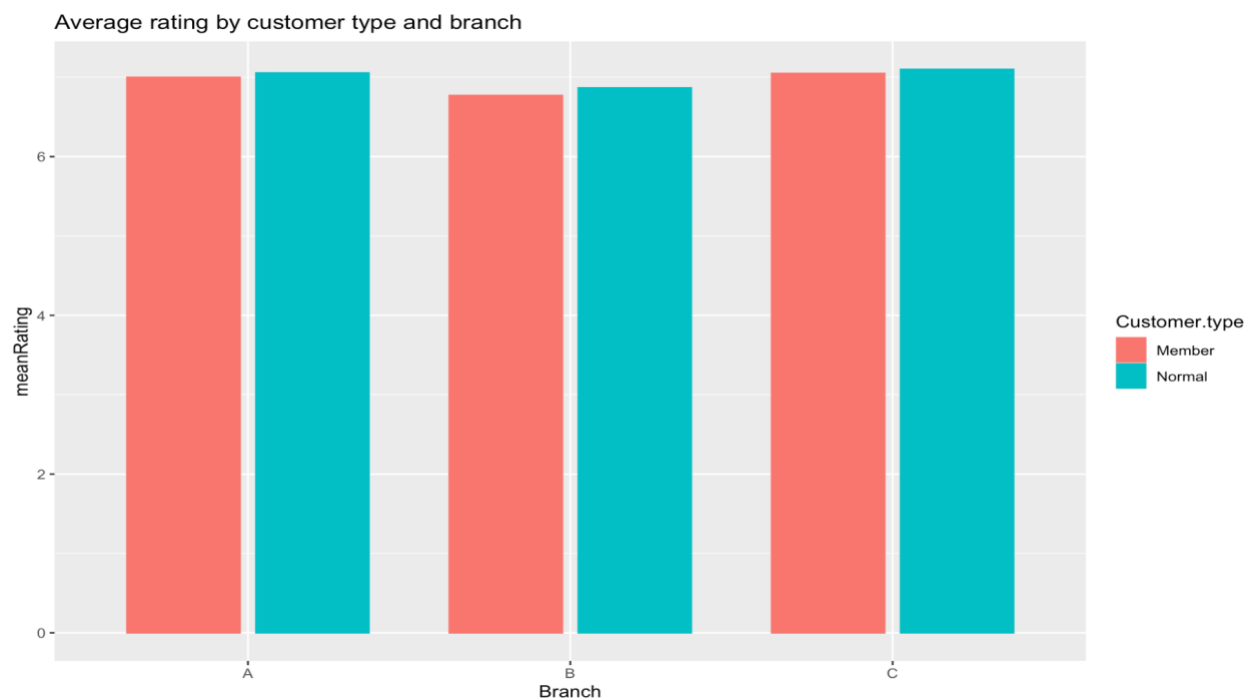
The above chart shows that the number of sales for Fashion and Food and Beverage products are greater in branch C as compared to other branches.



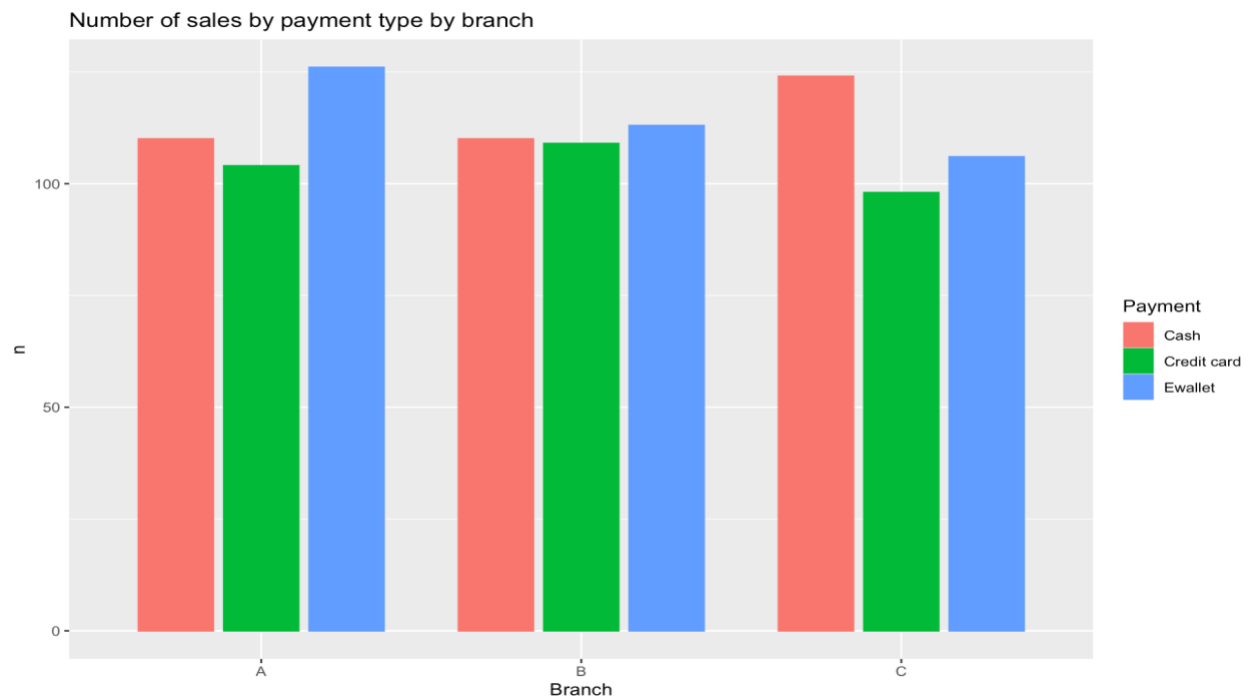
The above chart shows number of overall sales does not vary as much from branch to branch. Also, branch C had highest number of sales only in January.



The above chart shows that while branch A and C have a consistent number of sales throughout the day, branch B has the greatest number of sales around 7 PM and least number of sales between 4 PM and 5 PM.



The above chart shows that members, on an average, rate lesser than non-members for all branches and that branch A and C are higher rated than branch B.



The above chart shows that most sales are made with cash payment in branch C while they are made with Ewallet in branch A.

From all the charts, we know that branch C has more female customers and they spend higher than its male customers. It also has more income coming from fashion accessories, food, beverages and health and beauty products. This implies that there is a certain correlation between the gender and product types being bought at branch C. More customers pay with cash at C than at any other branches.