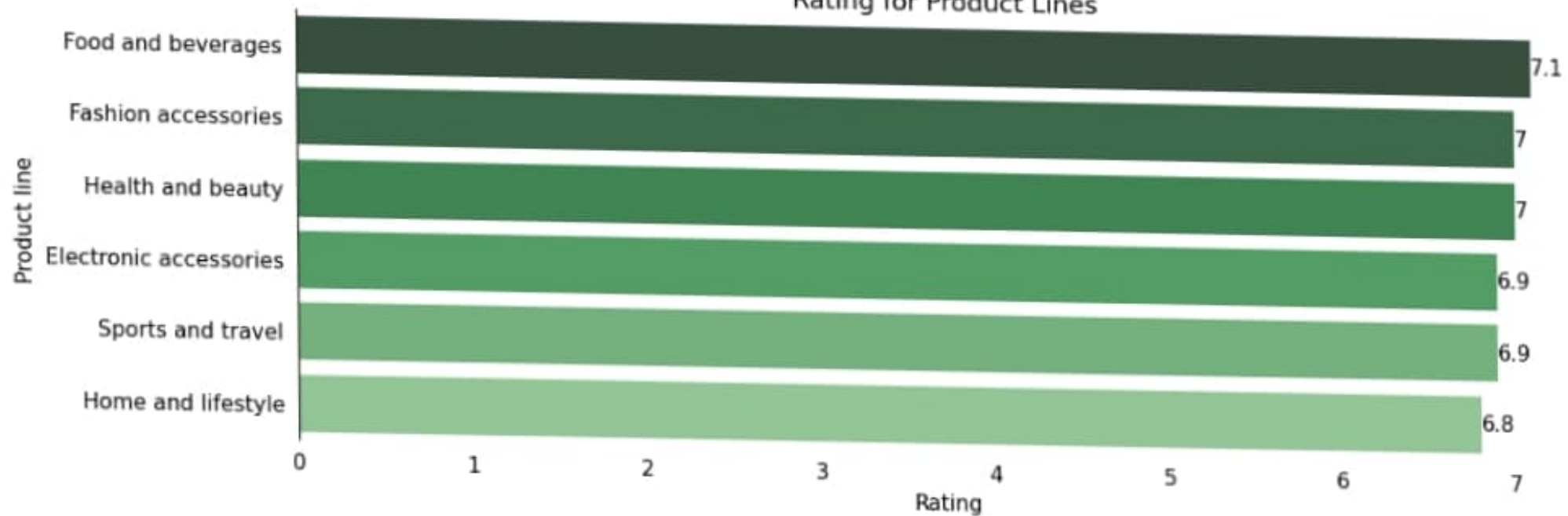
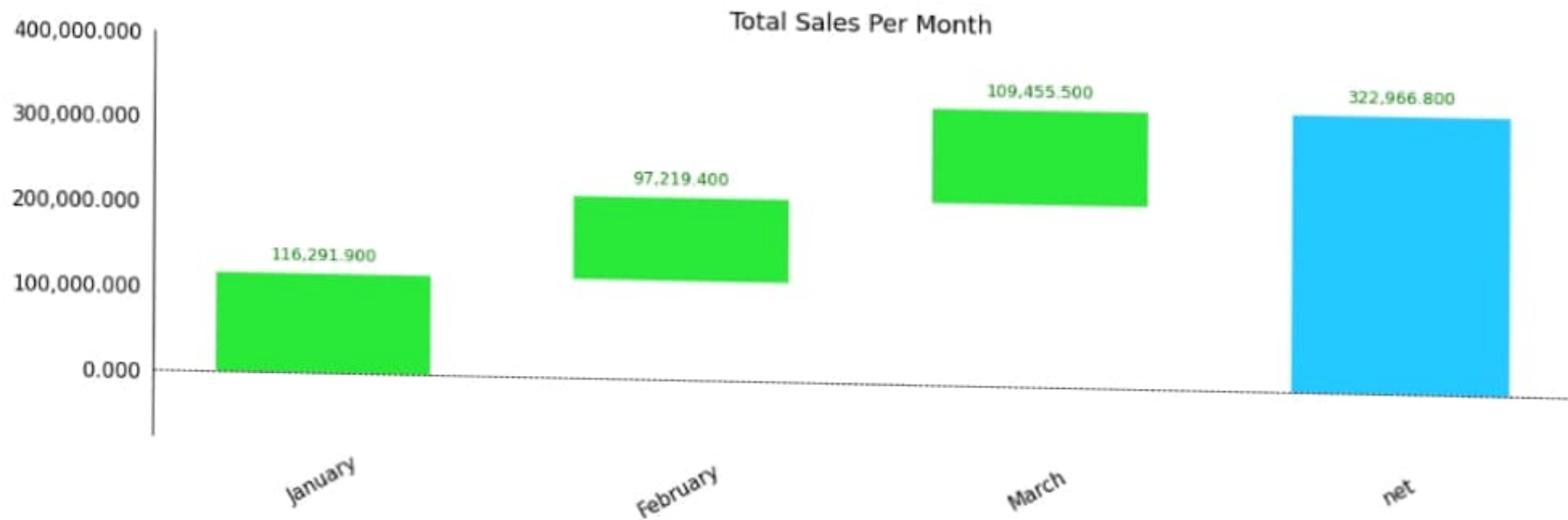


Rating for Product Lines





Distribution of customer type count

Member

50.10

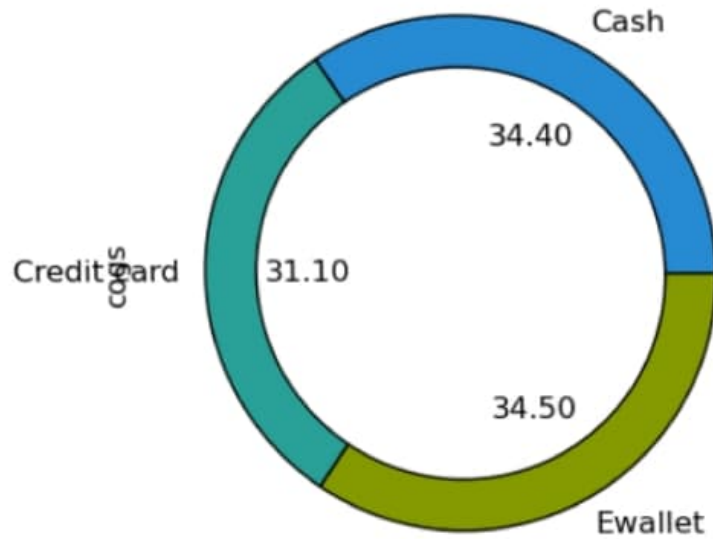
49.90

Normal

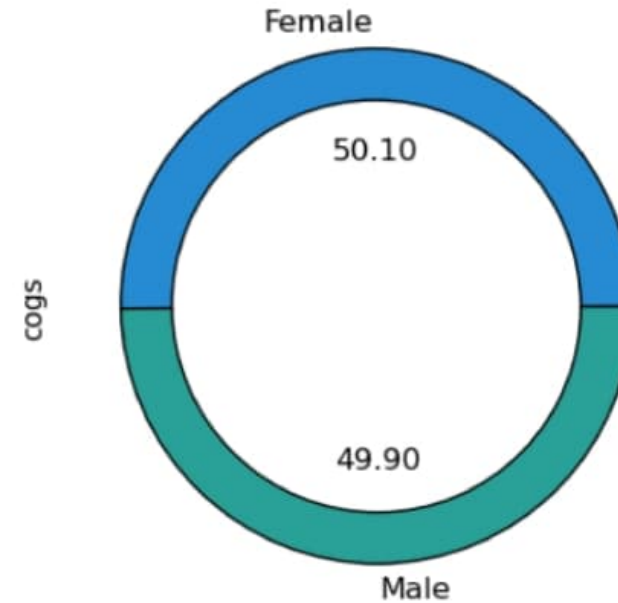
cogs

- The counts of Members is almost equal to the number of normal Customers

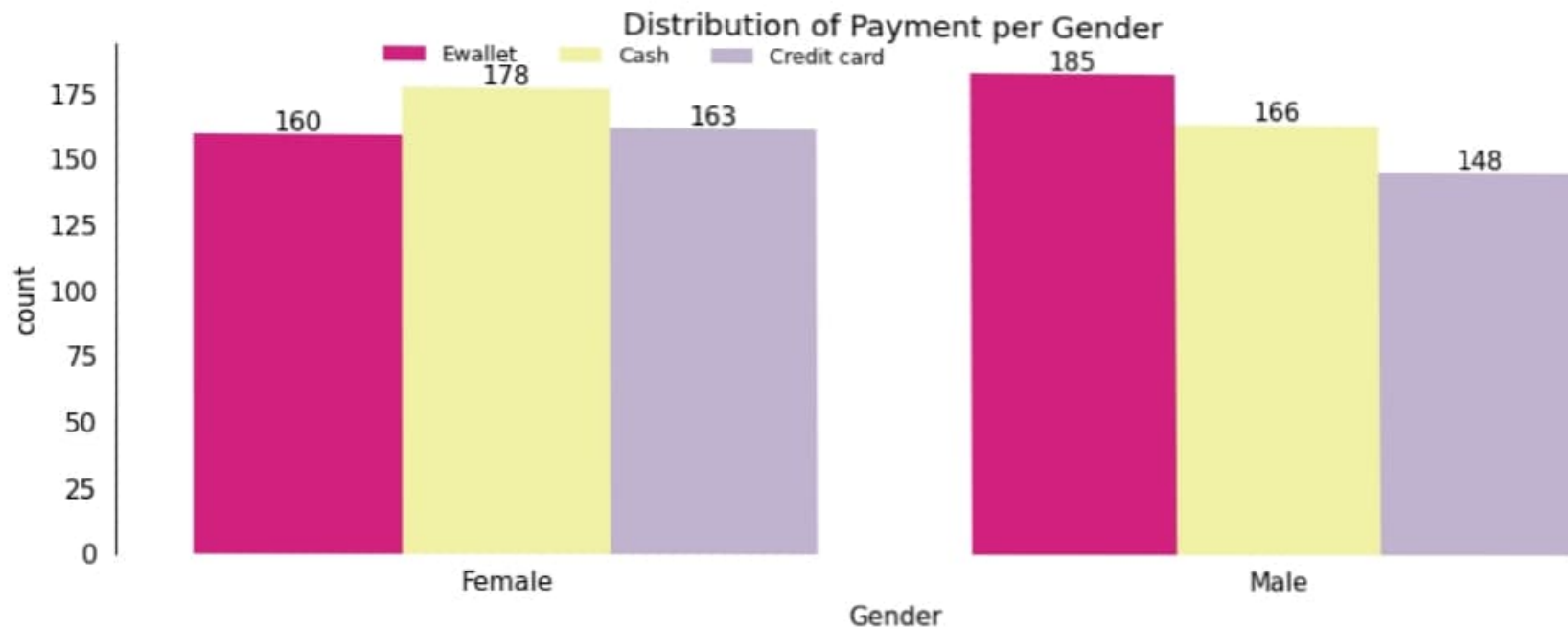
Distribution of Payment



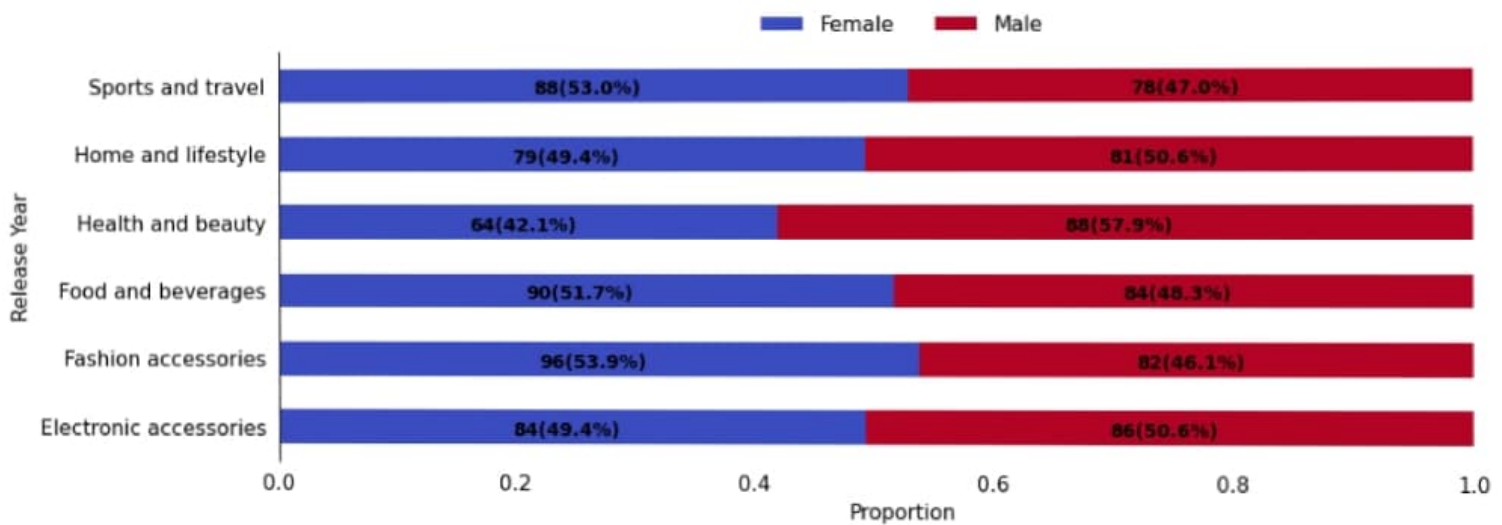
Distribution of Gender



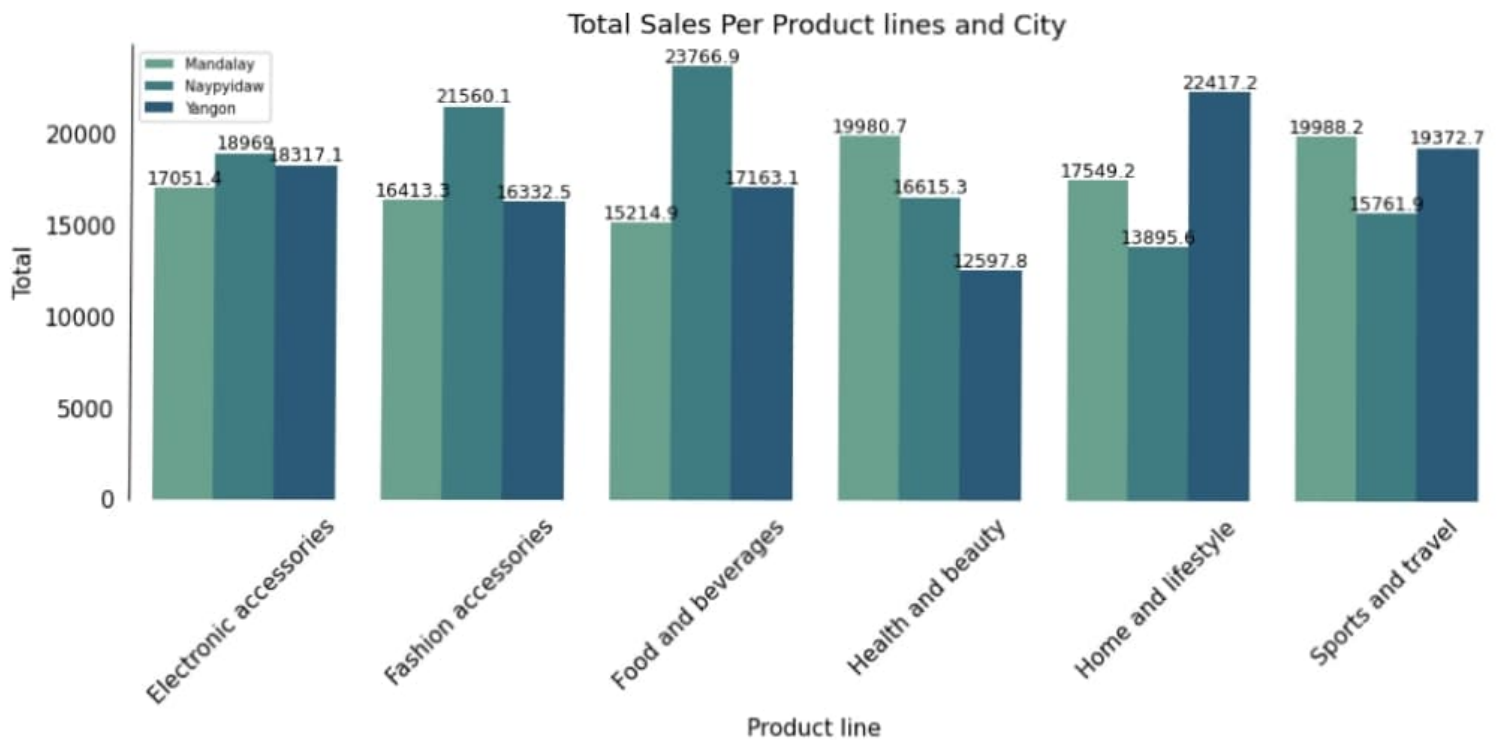
- Male and Female Customers have an equal distribution
- Ewallet and Cash the most common payment ways, while Credit Card are less common



- From the last bar chart , We can see that Males often pay with E wallet
- Women prefer pay with Cash



- Males purchase Health and Beauty Products more than Females
- Females purchase Sports and Travel , Fashion accessories Products more than Males
- Males purchase almost Home and lifestyle , Food and beverages products as much as Females



- In city Yangon, customers spend on Health and Beauty the least and Home and Lifestyle the most.
- In city Mandalay, customers spend on Food and Beverages the least and Sports and travel the most.