

REPORT SUMMARY

DEPARTMENTAL STORE DESCRIPTIVE DATA ANALYTICS

The following report answers some analytical questions associated with patterns in Departmental Store Data Analytics.

1. Which branch has the maximum and minimum sales?

Ans. Branch C has the maximum and Branch B has the minimum sales.

2. Which product line sells the least across all branches?

Ans. Health and Beauty has the least sales across all branches.

3. Which branch has the most and least footfall?

Ans. Branch A has the most and Branch C has the least footfall.

4. Which product line is most and least favored by males and females respectively?

Ans.

| <i>Gender</i> | <i>Product Line</i> | |
|---------------|-------------------------|---------------------|
| | <i>Most bought</i> | <i>Least bought</i> |
| <i>Male</i> | Health and Beauty | Sports and Travel |
| <i>Female</i> | Fashion and Accessories | Health and Beauty |

5. How much gross income have males and females respectively generated?

Ans. Females have generated a gross income of \$7994.4 whereas males have generated a gross income of \$7384.9.

6. Which product line has the most expensive items?

Ans. Fashion accessories have the most expensive range of products.

7. What are the branch-wise stats related to the type of customers of both genders?

Ans.

| <i>Customer Type</i> | <i>Gender</i> | <i>Maximum</i> | <i>Minimum</i> |
|----------------------|---------------|----------------|----------------|
| <i>Normal</i> | Male | Yangon | Naypyitaw |
| | Female | Naypyitaw | Mandalay |
| <i>Member</i> | Male | Yangon | Naypyitaw |
| | Female | Naypyitaw | Yangon |

8. What is the average sales for each branch?

Ans.

Branch A = 312.5

Branch B = 319.87

Branch C = 337.10

9. What percentage of total customers hold membership in each branch?

Ans.

Branch A = 49.12%

Branch B = 49.69%

Branch C = 51.52%

10. For each branch, what is the male-to-female ratio?

Ans.

| <i>Branch</i> | <i>Males %</i> | <i>Females %</i> |
|---------------|----------------|------------------|
| <i>A</i> | 52.6 | 47.3 |
| <i>B</i> | 51.2 | 48.79 |
| <i>C</i> | 45.7 | 54.26 |

11. What is the monthly overall sales distribution?

Ans. January has the highest sales in the first quarter followed by March and February.

12. Which is the most and least frequently used payment method?

Ans. Ewallet is the most and Credit Card is the least frequently used payment method.

13. Which branch has the highest and lowest rating?

Ans. Branch C has the highest and Branch B has the lowest rating.