

1. Pie Chart: Distribution of Payment Methods

The pie chart shows the proportion of payment methods used in the dataset:

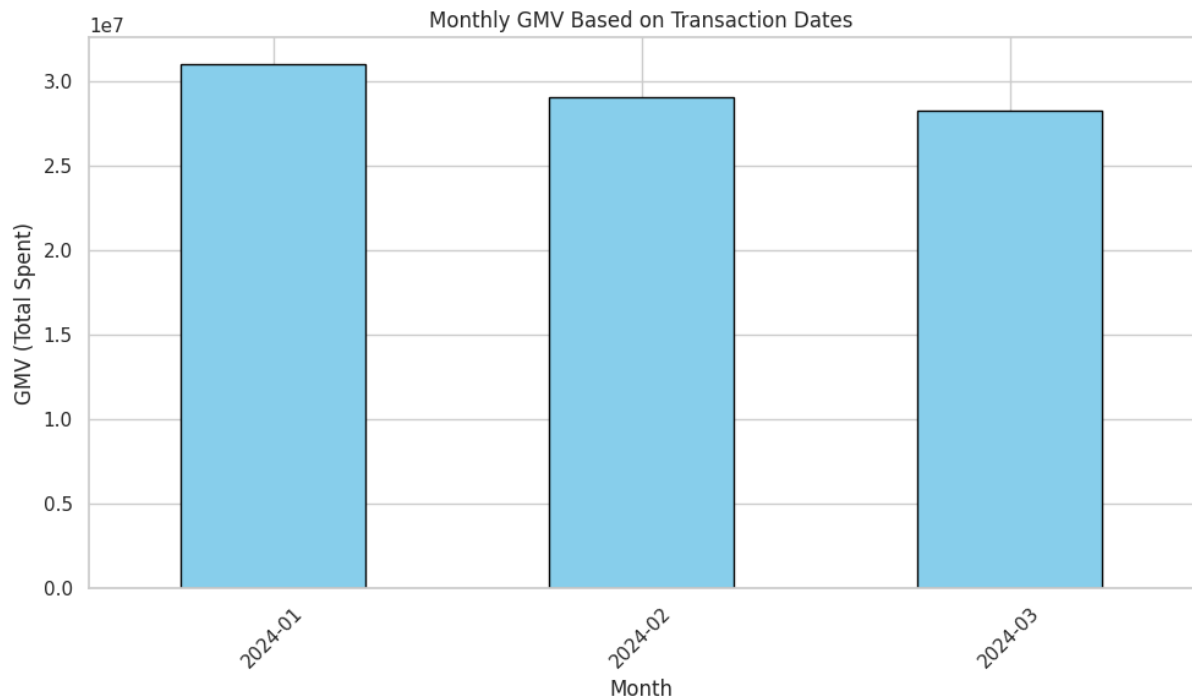
E-Wallet: 35.8% (most used).

Credit Card: 32.2%.

Bank Transfer: 32.0%.

This indicates a fairly balanced preference among the three payment methods, with E-Wallet slightly leading.

By analyzing the distribution of payment methods, businesses can tailor their marketing strategies and enhance customer satisfaction by promoting preferred payment options. For example, if E-Wallets dominate, offering promotions or loyalty rewards for E-Wallet transactions could drive further engagement.



2. Bar Chart: Monthly GMV Based on Transaction Dates

The bar chart displays the Gross Merchandise Value (GMV) for each month:

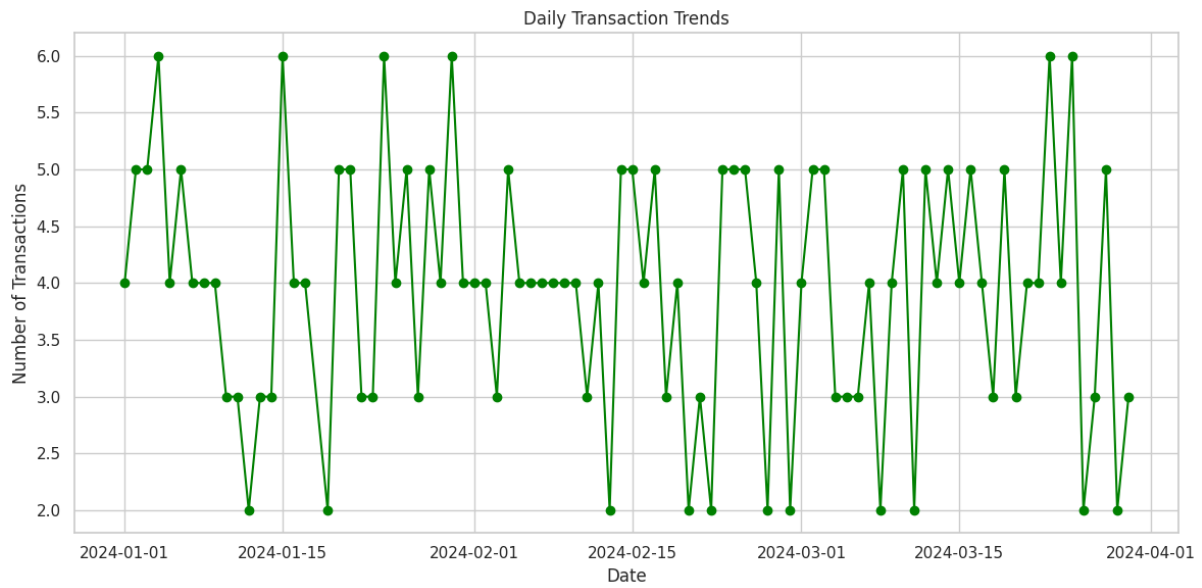
January 2024: ~30 million.

February 2024: ~28 million.

March 2024: ~27 million.

GMV shows a slight decline over the first quarter, potentially indicating seasonal trends or reduced transaction volume.

The monthly GMV bar chart allows businesses to assess performance against targets and seasonal benchmarks. A significant increase in GMV during specific months could prompt targeted campaigns or stock adjustments to capitalize on high demand periods.



3. Line Chart: Daily Transaction Trends

The line chart illustrates daily transaction counts over the dataset's time period:

Transaction counts fluctuate daily, ranging from 2 to 6 transactions per day.

Peaks and troughs are observed throughout, suggesting varying demand or activity levels on specific days.

This trend can help identify high-activity periods for targeted business strategies.