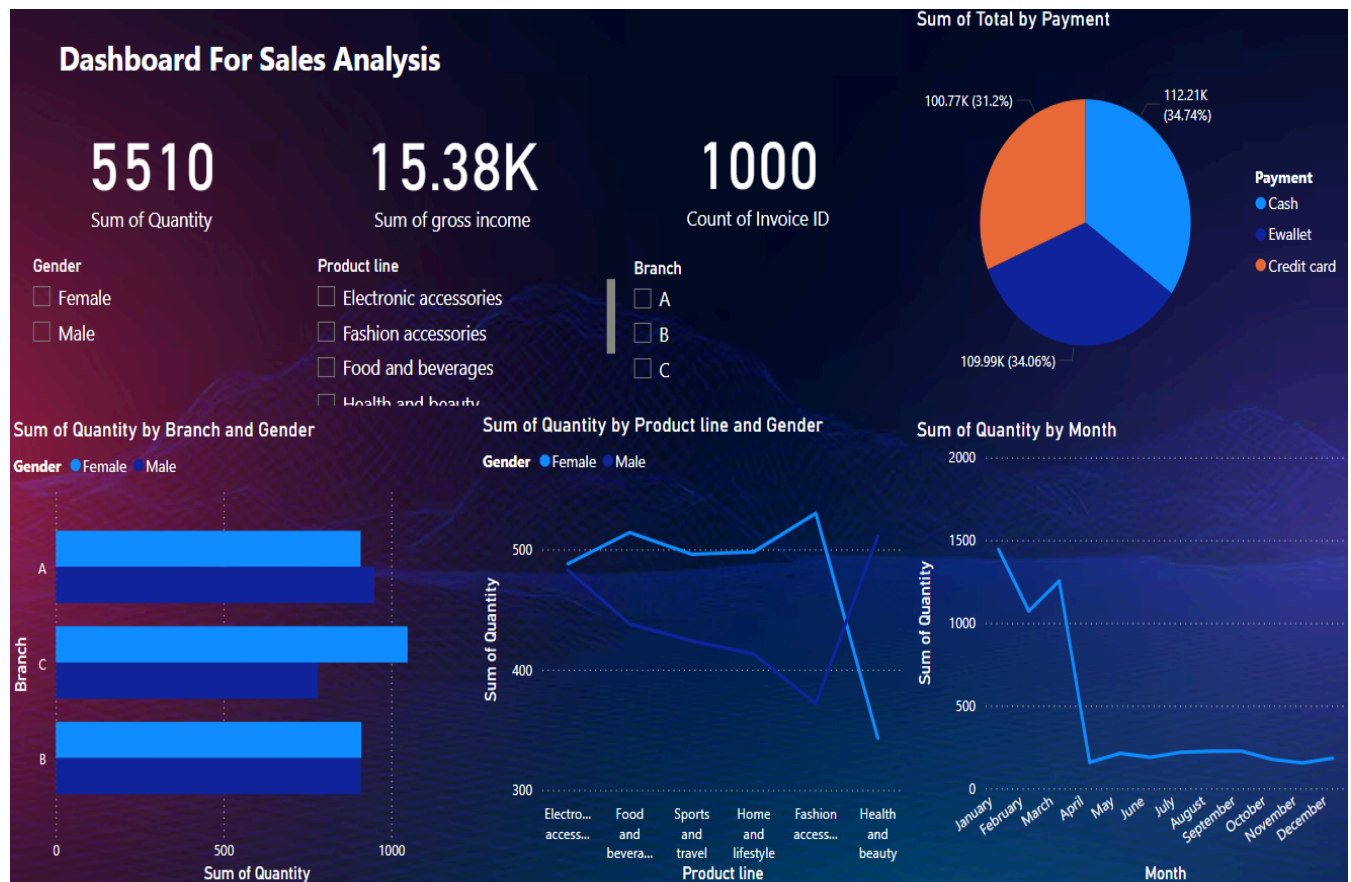# DATA ANALYTICS WITH POWER BI
ASSIGNMENT 3

Name - Aditya Singh Parmar
Roll no - 2200331540012

SCREENSHOT OF DASHBOARD

Business Performance Report

Key Insights

- Total Transactions: The dashboard records a total of 1,000 transactions, indicating a stable customer base and consistent sales activity.

- Gross Income: The total gross income amounts to 15.38K, showing strong revenue generation across different product lines.

- Quantity Sold: A total of 5,510 units have been sold, highlighting the demand for various products.

Customer Rating Analysis:

- The average rating is 6.97, suggesting a moderate level of customer satisfaction.

- Food and Beverages received the highest rating, while Home and Lifestyle has the lowest rating, indicating areas where product quality or service might need improvement.

- Payment Method Preferences: The distribution of payments is fairly balanced:

- E-Wallet (34.5%), Cash (34.4%), and Credit Card (31.1%).

  This suggests that offering diverse payment methods is essential for maintaining customer convenience and satisfaction.

Gender and Location Analysis:

Both male and female customers contribute significantly to sales, with no major gender dominance.

The distribution of transactions across branches and cities is evenly spread, indicating a well-distributed market presence.

Gross Income by Product Line:

• The Home and Lifestyle and Sports and Travel categories generate the highest gross income, whereas Fashion Accessories brings in the least.
• This suggests potential opportunities for improving sales strategies in underperforming categories.

Business Recommendations

1. Improve Customer Satisfaction:

• Investigate reasons behind lower ratings in specific product lines and enhance product quality or customer service.

• Consider offering loyalty programs or promotional discounts for low-rated product lines.

2. Enhance Sales in Low-Performing Categories:

• Target Fashion Accessories with better marketing campaigns or bundling strategies.

• Analyze customer feedback to understand why certain product lines perform better than others.

3. Optimize Payment Options:

Since payment methods are evenly distributed, continue offering multiple options to cater to customer preferences.

• Consider promotions or cashback offers on digital payments to encourage faster checkouts.

4. City and Branch-Level Strategies:

• Conduct branch-level analysis to identify regional preferences and tailor inventory accordingly.

• Enhance marketing efforts in underperforming locations to boost customer engagement.

This dashboard provides a comprehensive overview of business performance, helping in data-driven decision-making to improve customer satisfaction and maximize revenue.