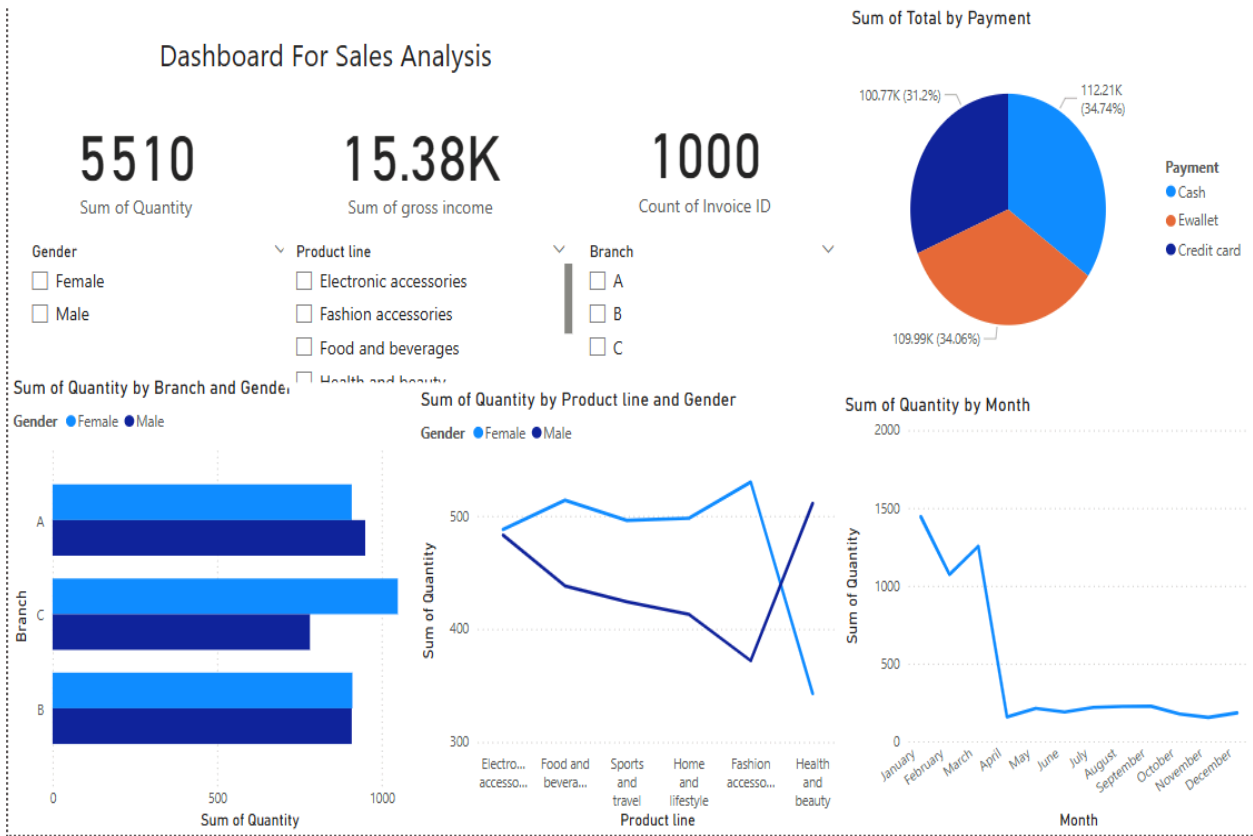


DATA ANALYTICS WITH POWER BI  
ASSIGNMENT 3

Name - Amit yadav  
Roll no - 2200331540023

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.