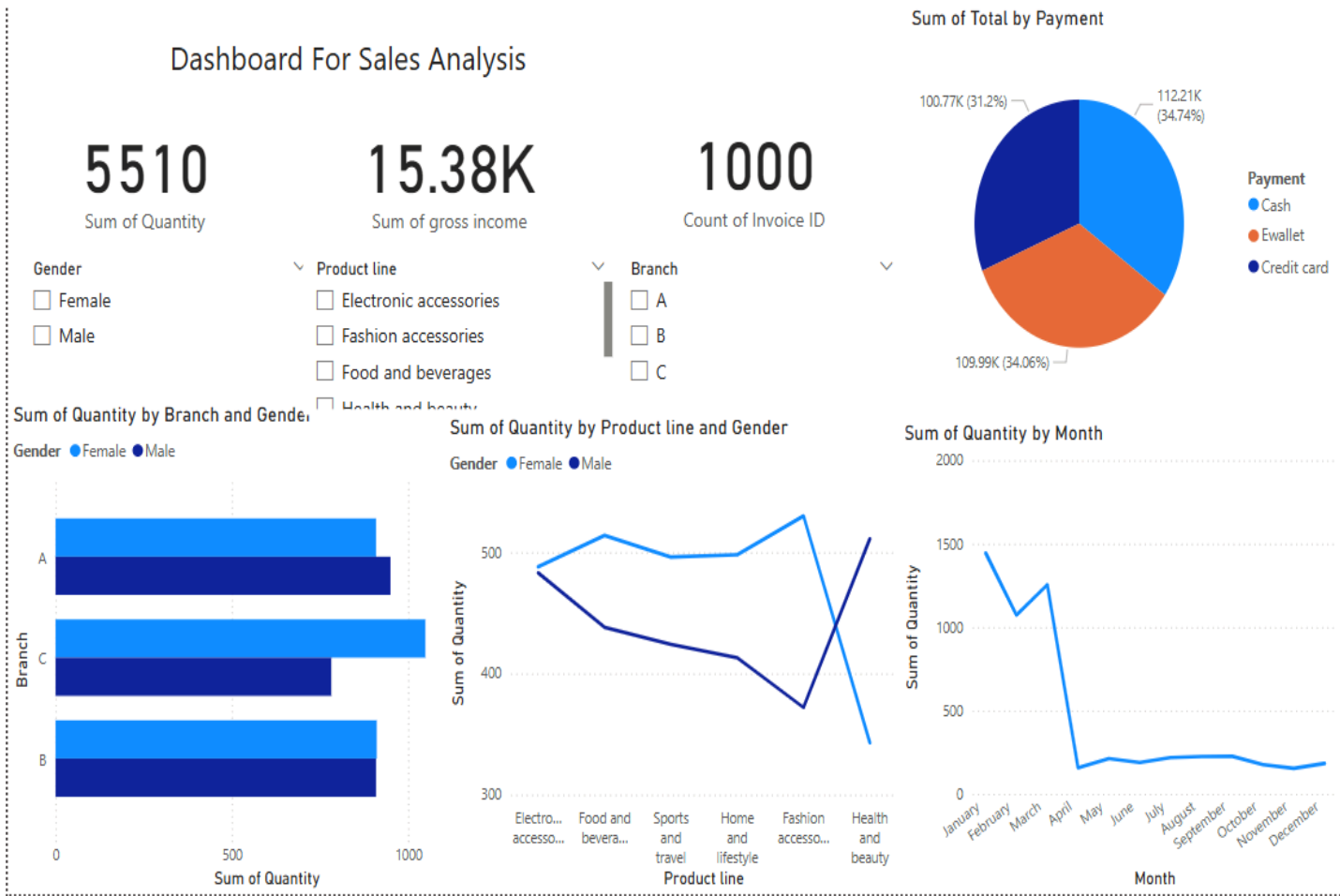


DATA ANALYTICS WITH POWER BI
ASSIGNMENT 2

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SCREENSHOT OF DASHBOARD



Product Line, Gender and Branch Selection (Slicers)

The inclusion of Product Line, Gender, and Branch slicers enhances interactivity, allowing users to filter data dynamically and gain insights tailored to specific categories. This enables targeted analysis, such as identifying the best-performing product line in a specific branch or among a particular gender group.

Sales & Transaction Overview

- Total Sales Revenue: Displayed via Sum of Total Card
- Total Transactions: Displayed via Count of Invoice ID Card

These metrics provide a clear snapshot of business performance, reflecting both revenue generation and transaction volume.

Sum of Quantity By Gender and Branch(Bar Chart)

Gender and Quantity:

- Female customers generally purchased more items than male customers across all branches. This trend suggests that females might be more active shoppers in the given dataset.

Branch Performance:

- Branch C has the highest total quantity of items purchased by both male and female customers, indicating it might be the most popular or have the highest sales among the three branches.
- Branch B shows the least quantity of items purchased, which might imply it has the lowest customer traffic or sales among the branches.

Sum of Quantity By Product and Gender(Line Chart)

Gender Differences:

- Female customers purchased more items across all product lines compared to male customers.

Popular Product Lines:

- The most popular product line for both genders is **Health and beauty**, followed by **Sports and travel**.
- This indicates a strong customer interest in health and sports-related products.

Sum of Quantity by Month(Line Chart)

Sales Trend Over the Months:

- By visualizing the data, you can identify the trends in the quantity of items purchased across the months.
- This helps in understanding the sales performance and identifying any peak or low periods.

Sum of Total By Payment (Pie Chart)

Payment Method Distribution:

- By visualizing the total sales data for each payment method, you can identify which payment methods are most popular among customers.