

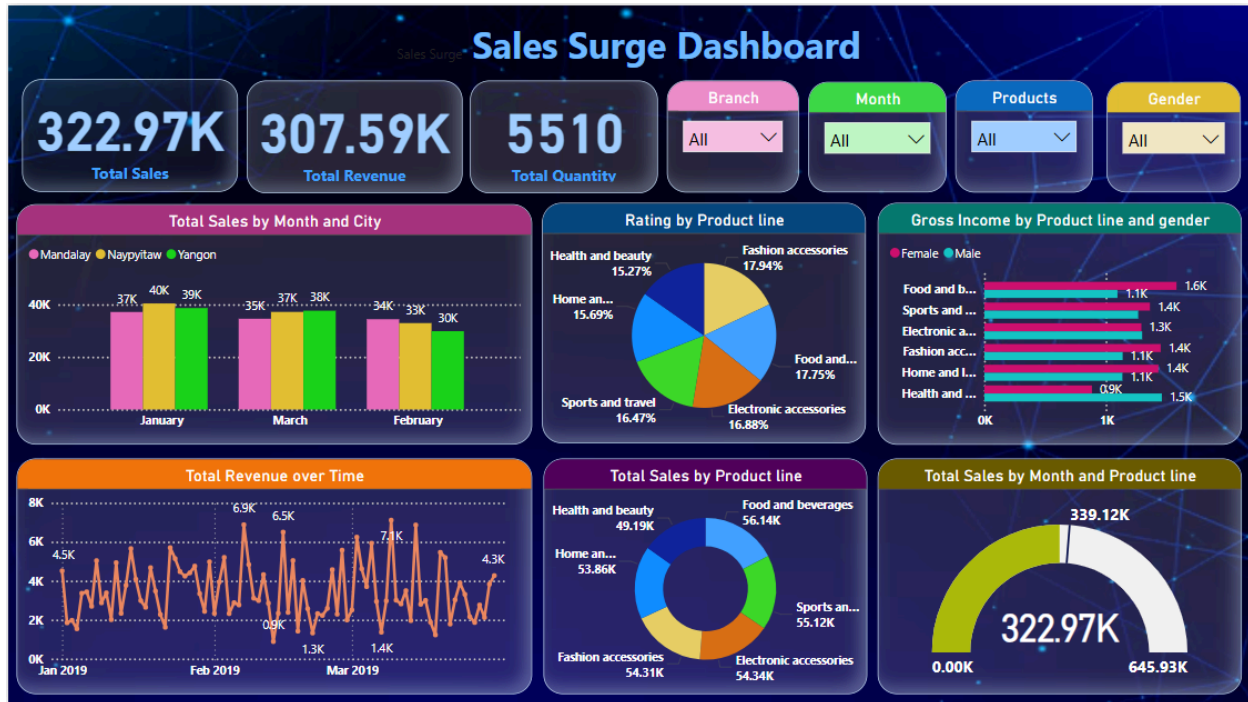
Data analytics with Power Bi Assignment - 2

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Dashboard Screenshot



The **Sales Surge Dashboard** provides a visual overview of key sales metrics, including total sales, revenue, quantity sold, and various performance indicators. Here are the key findings and insights:

1. **Overall Performance:**

- **Total Sales:** 322.97K
- **Total Revenue:** 307.59K
- **Total Quantity Sold:** 5510

2. **Sales Distribution:**

- Sales vary across months and cities. **Yangon had the highest sales in January (40K)**, while **Mandalay had the lowest in February (30K)**.
- The **highest sales volume was observed in March**, followed by January.

3. **Revenue Trends:**

- The revenue fluctuates over time, with peaks reaching up to **7.1K in March**.
- A noticeable **dip (below 1K) in revenue** occurred in early February.

4. **Product Line Analysis:**

- **Food and beverages (56.14K) and home appliances (53.86K) were the top-selling product lines.**
- **Health and beauty contributed 49.19K**, indicating strong demand.

5. **Customer Demographics:**

- **Gross income distribution by gender** shows males had higher contributions in **food, sports, electronic accessories, and home appliances**, while females had higher contributions in **fashion and health & beauty**.

6. Total Sales by Month and Product Line:

- The **cumulative sales are nearing the 645.93K mark**, with **322.97K achieved so far**, showing room for growth.

Insights:

- **Peak months (January and March) should be leveraged** for promotional campaigns.
- **February saw lower sales**, requiring potential marketing strategies to boost revenue.
- **Fashion, electronics, and food are key revenue-driving categories**, suggesting these should be prioritized in inventory and marketing efforts.
- **Men tend to spend more on electronics and sports, while women prefer fashion and beauty**, allowing for targeted promotions.