Data analytics with Power Bi
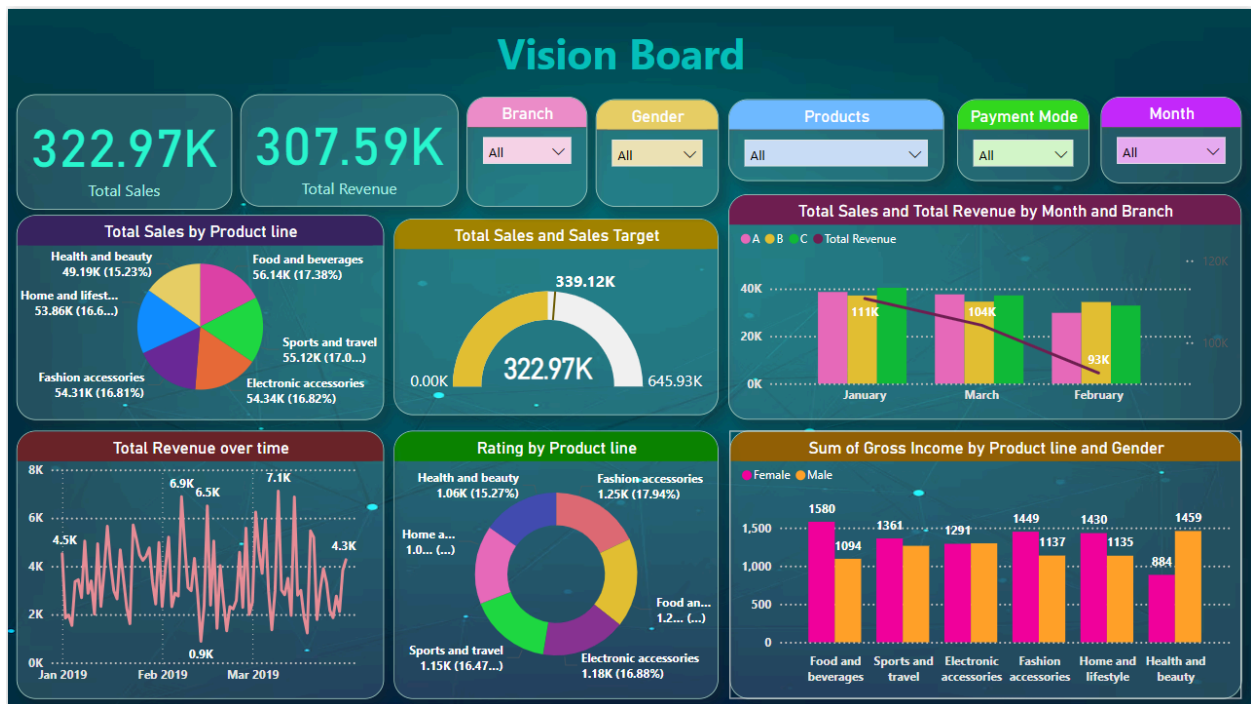## Assignment - 3

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Dashboard Screenshot

Key Insights from the Dashboard

📌 **1. Sales & Revenue Performance**

- **Total Sales: 322.97K**, while the **Total Revenue** is **307.59K**, indicating a close alignment between sales and revenue.
- **Sales vs. Target:** The sales target is **339.12K**, but actual sales are slightly lower at **322.97K**, showing a **small gap in target achievement**.

📌 **2. Top-Performing Product Lines**

- **Best-selling categories:**
  - **Food & Beverages (17.38%)**
  - **Sports & Travel (17.00%)**
  - **Electronic Accessories (16.82%)**
- **Least performing:** Health & Beauty (**15.23%**) and Home & Lifestyle (**16.6%**).

📌 **3. Sales Trends Over Time**

- There is **fluctuation in revenue over time**, with peaks in **February and March 2019** but some declines after that.
- A more in-depth seasonal analysis could help in identifying demand patterns.

📌 **4. Branch Performance & Monthly Trends**

- **January had the highest total sales (111K), followed by March (104K), and February had the lowest (93K).**
- There is a **declining trend** in revenue after January, suggesting possible demand seasonality or external factors affecting sales.

📌 **5. Gender-Based Gross Income Insights**

- **Males generate slightly higher gross income than females across all product lines.**
- The highest gross income for males is in **Food & Beverages (1580), while for females, it's in Health & Beauty (1459).**
- This insight could help in gender-focused marketing strategies.

📌 **6. Rating by Product Line**

- **Fashion Accessories and Electronic Accessories have the highest ratings**, suggesting customer satisfaction in these categories.
- **Health & Beauty and Home & Lifestyle have lower ratings**, which could indicate product or service issues.