

## Data Analytics With Power BI ASSIGNMENT 3 SOLUTION



### Insights from the Business Performance Analytics Dashboard

#### 1. Sales Performance

Total sales revenue shows a consistent trend with higher sales at the end of each month, indicating possible salary-driven spending patterns.

Branch B has the highest sales, while Branch C is underperforming. A targeted marketing campaign may help boost sales for Branch C.

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## 2. Best-Selling Product Categories

Food & Beverages and Electronic Accessories contribute the most to total revenue.

Sports & Travel products have the lowest sales, suggesting a need for promotions or bundling strategies.

## 3. Customer Insights

Members spend more than normal customers, reinforcing the importance of loyalty programs.

Customer satisfaction is high (average rating close to 8/10), but certain branches have lower ratings, indicating potential service quality issues.

## 4. Payment Trends

E-Wallets are the most popular payment method, followed by credit cards.

Cash transactions are the least used, suggesting a shift towards digital payments.

## 5. Peak Shopping Hours

Most purchases occur in the afternoon and evening (12 PM - 7 PM).

Morning hours (10 AM - 12 PM) have the least sales, indicating a potential for morning promotions.

## 6. Profitability Insights

Gross income is stable, but profit margins vary across product lines.

Increasing sales in high-margin products (e.g., Health & Beauty) can improve overall profitability.

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