

DATA ANALYTICS USING POWER BI ASSIGNMENT 3

BY – ANIKET RAGHAV
(2200331540024)
EMAIL - aniketraghav05@gmail.com



INSIGHTS

1. Overall Business Performance

- Total Sales: \$0.32M** indicates a good revenue stream, but further analysis is needed for growth trends.
- Gross Income: \$15.38K** suggests a relatively low profit margin compared to total sales.

2. Sales by Product Line

- Food & Beverages** is the **best-selling category**, followed by **Sports & Travel** and **Electronic Accessories**.
- Health & Beauty** has the lowest sales, which might require marketing efforts or promotions.

3. Sales by Customer Type

- Sales are **almost evenly split** between **Members (49.15%)** and **Normal customers (50.85%)**.

- This indicates a **balanced customer base**, but increasing membership perks could improve customer retention.

4. Sales by Month

- **January had the highest sales**, followed by a **gradual decline in February and March**.
- This suggests a **strong start to the year**, but the downward trend should be analyzed to identify causes (seasonality, promotions, etc.).

5. Transactions by Time

- The peak transaction time appears to be **around 14:42 and 19:48**, indicating **afternoon and evening rushes**.
- Retailers can **optimize staffing during peak hours** for better customer service.

6. Dashboard Interactivity & Design

- **Filters for Product Line, Month, and Branch** allow detailed insights.
- The dashboard uses **clear visuals and modern aesthetics**, making it easy to interpret data.

Recommendations

- Focus on boosting **Health & Beauty sales** through promotions.
- Investigate **declining sales post-January** for potential solutions.
- Leverage **peak transaction hours** for better workforce planning.
- Consider **enhancing member benefits** to drive loyalty and increase repeat purchases.