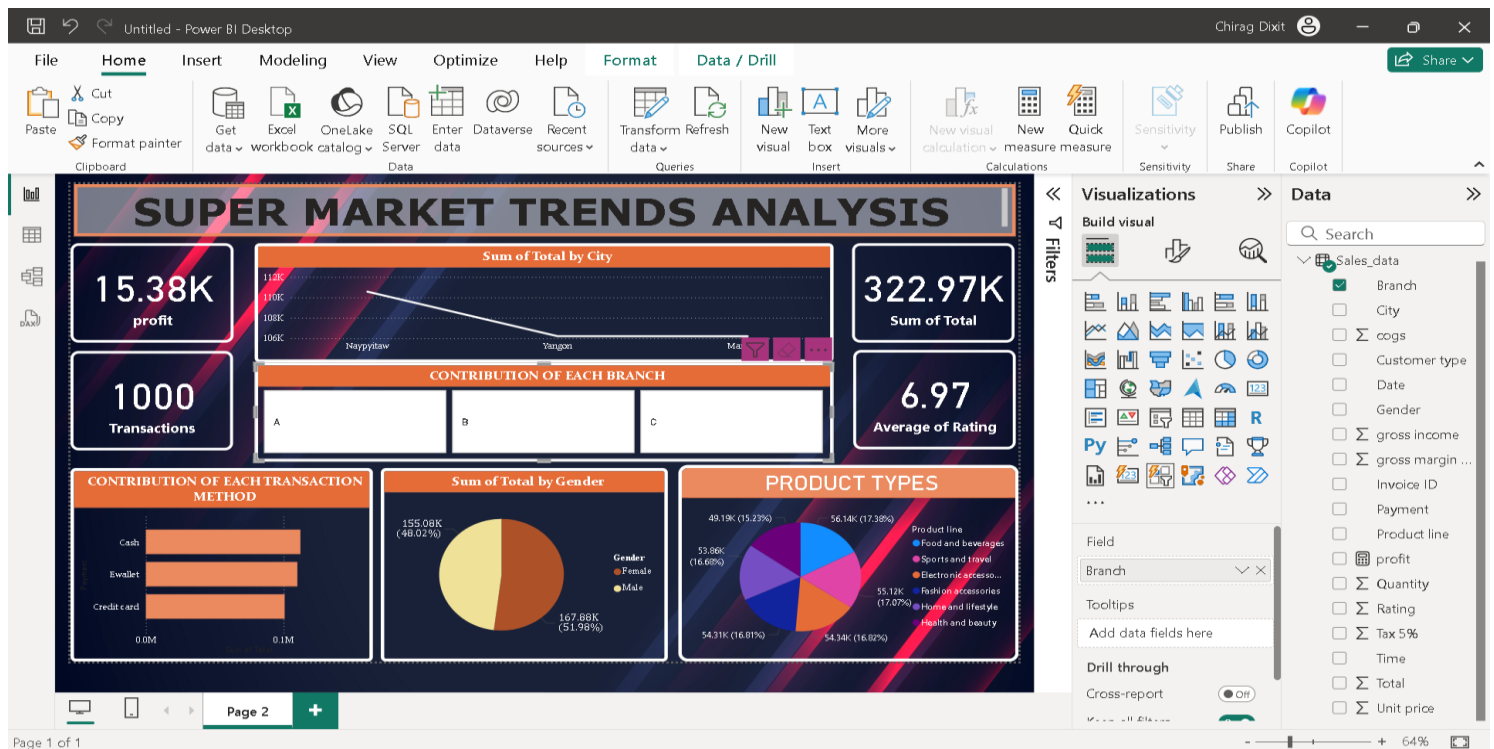NAME -CHIRAG DIXIT (chiragdixit067@gmail.com)

ASSIGNMENT 2 POWER BI

AKTU ROLL NO - 2200331540040

Key Findings and Insights from the Dashboard 1.

Sales by Product Line:

• Food and Beverages have the highest sales at 17.38% (56.14K).

• Sports and Travel follows closely with 17.07% (55.12K).

 • Other categories, including Electronic Accessories (16.82%), Health and Beauty (16.81%), Fashion Accessories (16.68%), and Home and Lifestyle (15.23%), have fairly even distribution.

 • This indicates diversified revenue streams, with no extreme dependence on a single product category. 2. Payment Type Trends:

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• E-wallet (34.74%) is the most used payment method, indicating a preference for digital transactions.

• Credit Card (34.06%) follows closely, reinforcing the trend toward cashless payments.

• Cash transactions make up only 31.2%, showing that traditional cash payments are less dominant. 3. Sales by Branch:

• Branch C leads in sales with 111K.

• Branches A and B are nearly tied at 106K.

• The small sales gap suggests consistent performance across branches. 4. Business Performance Overview:

• Total Sales: 323K

• Total Profit: 15K

• Total Transactions: 1000

• Average Rating: 7, indicating decent customer satisfaction but with potential room for improvement. 5. Interactive Filters:

• The dashboard includes filters for Customer, Payment Method, Quarter, Branch, and Product, allowing for customized analysis based on specific segments.