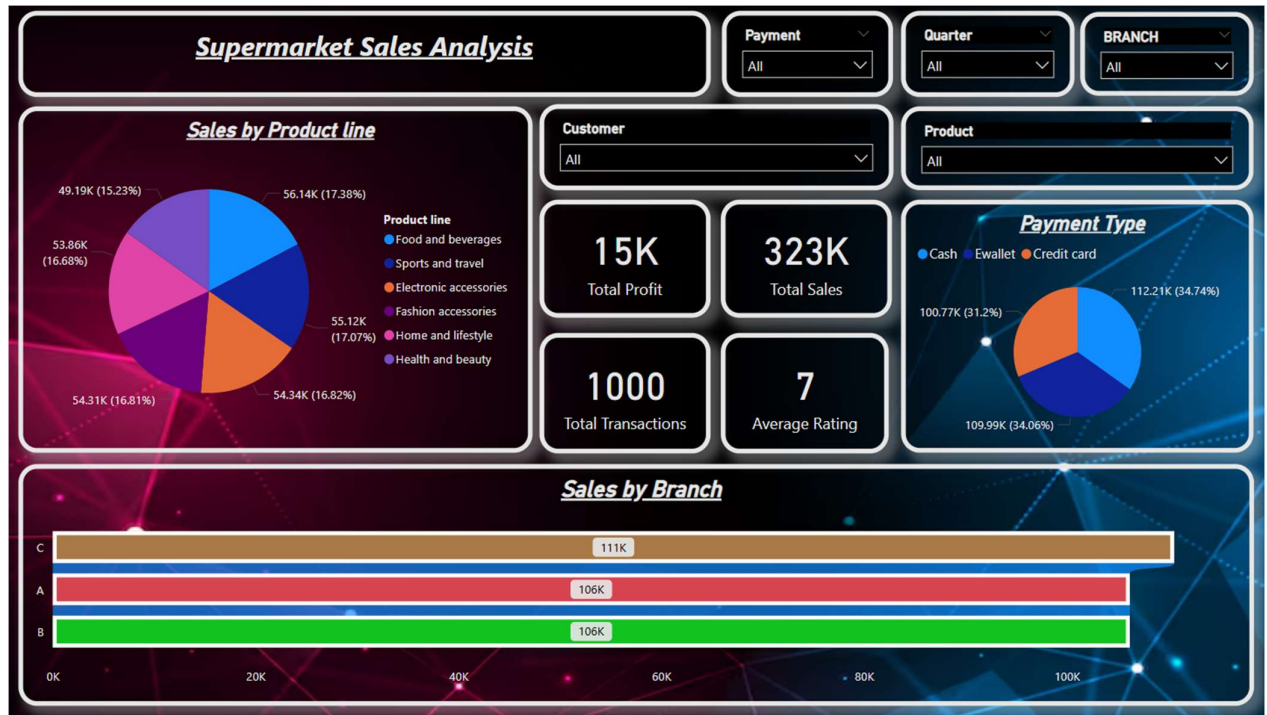


DATA ANALYTICS USING POWER BI ASSIGNMENT 2

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



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:

- 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.