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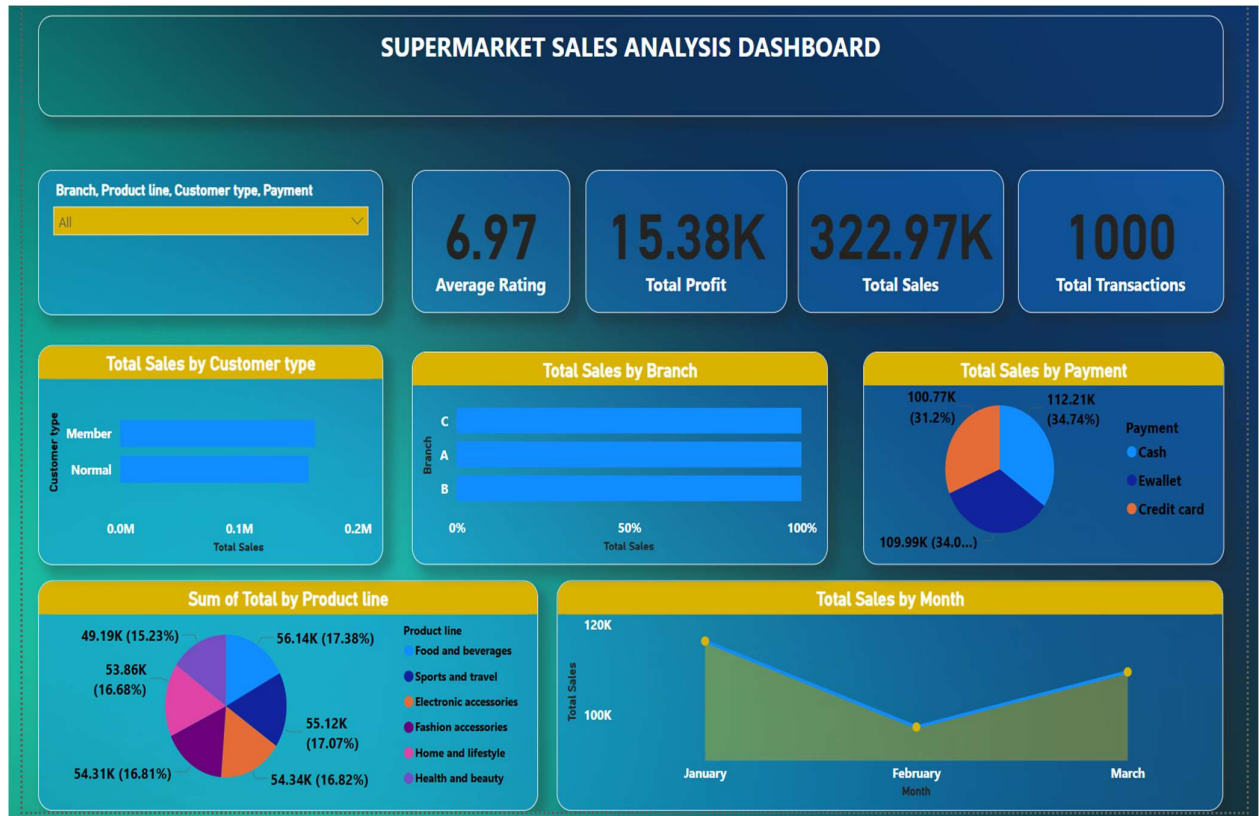**Email-pandeyharshit7277@gmail.com**

DATA ANALYTICS WITH POWER BI ASSIGNMENT 2 SOLUTION

Key Findings and Insights from the Dashboard

1. Sales Trend Over Time

Observation: Sales fluctuate across different days and months.

Insight: There are noticeable sales spikes at the beginning and end of each month, possibly due to salary cycles or promotions.

2. Sales by Product Line

Observation: Some product categories perform significantly better than others.

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Insight: Food & Beverages and Electronic Accessories generate the highest sales, while Sports & Travel has the lowest revenue. This indicates customer preference trends.

3. Sales by Branch

Observation: Each branch has varying performance levels.

Insight: Branch B consistently outperforms others in total sales, while Branch C shows lower sales. This may be due to customer footfall or location differences.

4. Payment Method Distribution

Observation: A large portion of customers prefer digital payments over cash.

Insight: E-wallet and Credit Card payments dominate transactions, showing a shift towards cashless payments. The business can focus more on digital payment offers to attract more customers.

5. Customer Type vs. Sales

Observation: Member customers tend to spend more than normal customers.

Insight: Loyalty program members generate higher revenue. Encouraging more customers to enroll in the membership program through discounts or exclusive benefits could increase total sales.

6. Peak Shopping Hours

Observation: Sales are highest in the afternoon and evening (12 PM – 7 PM).

Insight: Adjusting staff schedules and running promotions during peak hours can improve customer service and sales.