

DATA ANALYTICS USING POWER BI ASSIGNMENT 2

BY – Manish Kumar Sharma (2200331530068)

EMAIL-26AIVIJAR@RKGIT.EDU.IN



Key Findings and Insights

● Total Sales & Quantity by Product Line:

Top Product Lines:

- **Food and Beverages (56.14K)** and **Sports and Travel (55.12K)** lead in total sales quantity.
- **Health and Beauty** has the lowest sales quantity, suggesting a potential area for growth or marketing efforts.

● Customer Overview:

- **Total Customers: 1.00K**
- **Total Quantity Sold: 6K**
- **Total Sales Revenue: 322.97K**

These numbers suggest a healthy sales volume, with a strong customer base contributing to consistent revenue.

● Payment Methods:

- **Cash, E-wallet, and Credit Card** usage is well-distributed, with no single method dominating.
- This balance suggests customers value diverse payment options — maintaining all three could continue to attract various customer segments.

● Customer Ratings:

- **Highest Rated Product Line: Fashion Accessories**
 - Customers seem highly satisfied with fashion products, making this a potential focus for promotions or upselling strategies.
- **Lowest Rated Product Line: Health and Beauty**
 - Lower ratings here could signal issues with product quality, pricing, or customer expectations.