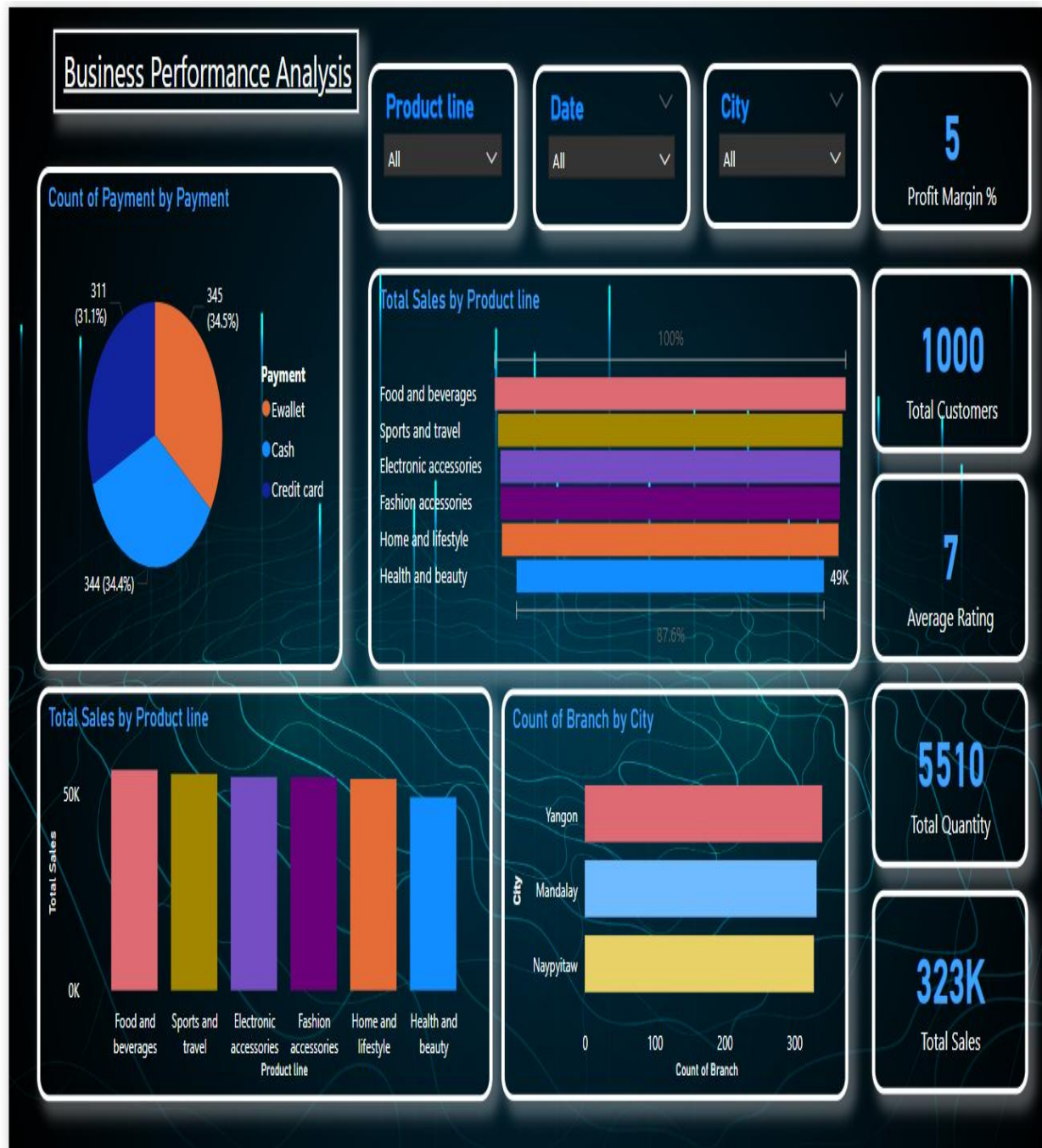# DATA ANALYTICS USING POWER BI ASSIGNMENT 3

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Key Business Metrics:

- Total Sales: $323K, indicating solid business performance.
- Total Customers: 1,000, showing a healthy customer base and market reach.
- Total Quantity Sold: 5,510, reflecting high product turnover.
- Profit Margin: 5%, which suggests room for optimization in pricing or cost reduction.
- Average Rating: 7, indicating decent customer satisfaction but with room for improvement.

Sales by Product Line:

- Food and Beverages generate the highest sales, followed by Sports and Travel.
- Health and Beauty has the lowest sales, presenting an opportunity for targeted promotions or product adjustments.

Payment Distribution:

- Cash, Credit Card, and E-wallet payments are almost evenly split, showing diverse customer preferences.
- E-wallet usage is slightly lower, which could be boosted with digital payment incentives or discounts.

Branch/City Performance:

- Yangon leads in branch count and sales, followed by Mandalay.
- Naypyitaw lags behind, signaling a potential need for marketing efforts or local engagement strategies.

Opportunities for Improvement:

- Focus on increasing sales for underperforming product lines (e.g., Health & Beauty) through strategic campaigns.
- Enhance customer satisfaction scores by introducing loyalty programs, personalized offers, or post-purchase surveys.
- Consider running promotions during peak hours or days to maximize sales volume and potentially increase profit margins.