

DATA ANALYTICS WITH POWER BI

ASSIGNMENT - 3

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Business Recommendations

1. Improve Customer Satisfaction:

- Investigate reasons behind lower ratings in specific product lines and enhance product quality or customer service.
- Consider offering loyalty programs or promotional discounts for low-rated product lines.

2. Enhance Sales in Low-Performing Categories:

- Target **Fashion Accessories** with better marketing campaigns or bundling strategies.
- Analyze customer feedback to understand why certain product lines perform better than others.

3. Optimize Payment Options:

- Since payment methods are **evenly distributed**, continue offering multiple options to cater to customer preferences.
- Consider promotions or cashback offers on digital payments to encourage faster checkouts.

4. City and Branch-Level Strategies:

- Conduct branch-level analysis to identify **regional preferences** and tailor inventory accordingly.
- Enhance marketing efforts in underperforming locations to boost customer engagement.

This dashboard provides a **comprehensive overview** of business performance, helping in **data-driven decision-making** to improve customer satisfaction and maximize revenue.