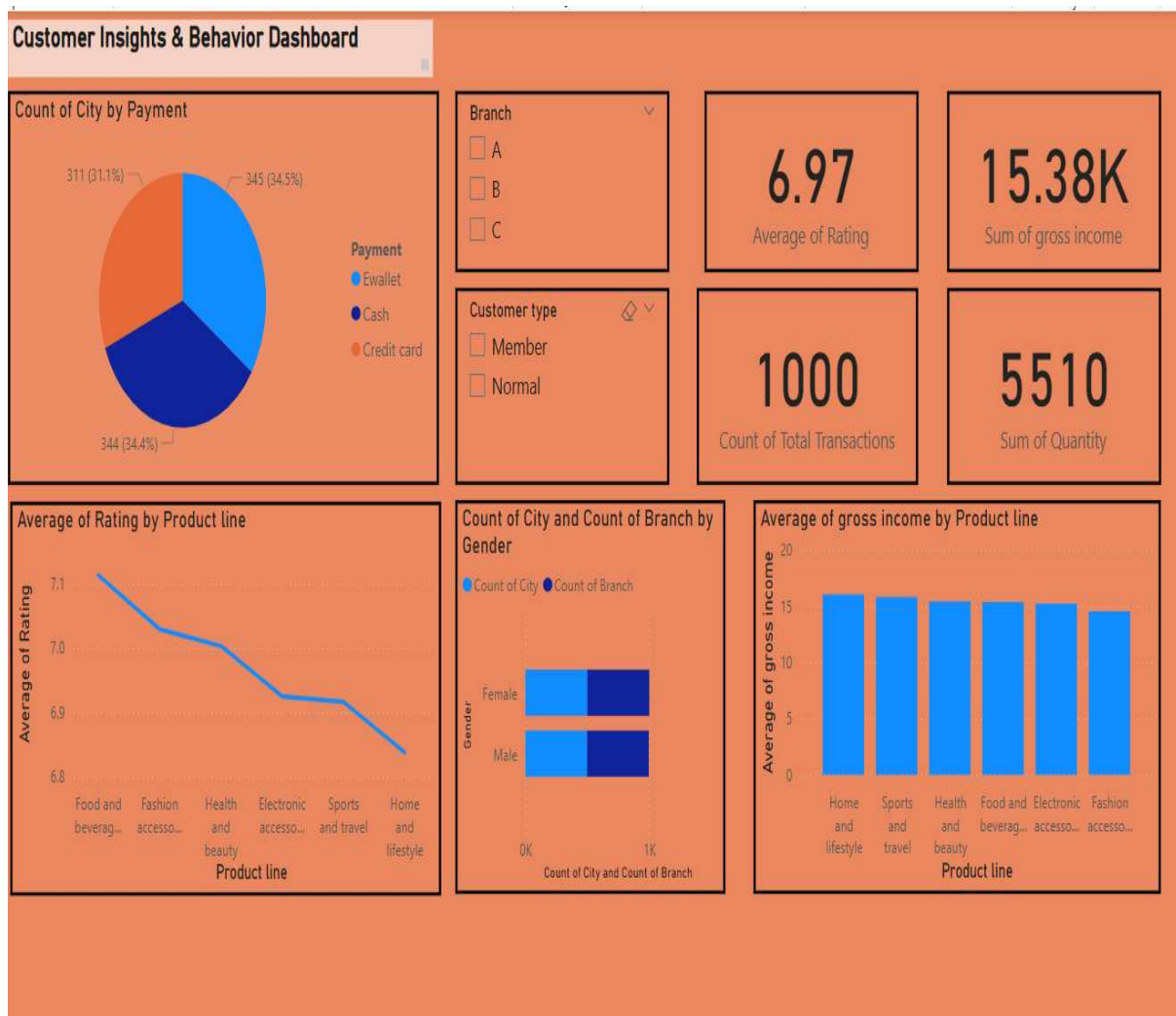# DATA ANALYTICS WITH POWER BI
ASSIGNMENT - 3

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DASHBOARD SCREENSHOT

Business Performance Report

Key Insights

- **Total Transactions:** The dashboard records a total of **1,000 transactions**, indicating a stable customer base and consistent sales activity.
- **Gross Income:** The total gross income amounts to **15.38K**, showing strong revenue generation across different product lines.
- **Quantity Sold:** A total of **5,510 units** have been sold, highlighting the demand for various products.
- **Customer Rating Analysis:**
  - The **average rating** is **6.97**, suggesting a moderate level of customer satisfaction.
  - **Food and Beverages** received the highest rating, while **Home and Lifestyle** has the lowest rating, indicating areas where product quality or service might need improvement.
- **Payment Method Preferences:** The distribution of payments is fairly balanced:
  - **E-Wallet (34.5%), Cash (34.4%),** and **Credit Card (31.1%).**
  - This suggests that offering diverse payment methods is essential for maintaining customer convenience and satisfaction.
- **Gender and Location Analysis:**
  - Both male and female customers contribute significantly to sales, with no major gender dominance.
  - The distribution of transactions across **branches and cities** is evenly spread, indicating a well-distributed market presence.
- **Gross Income by Product Line:**
  - The **Home and Lifestyle** and **Sports and Travel** categories generate the highest gross income, whereas **Fashion Accessories** brings in the least.
  - This suggests potential opportunities for improving sales strategies in underperforming categories.

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.