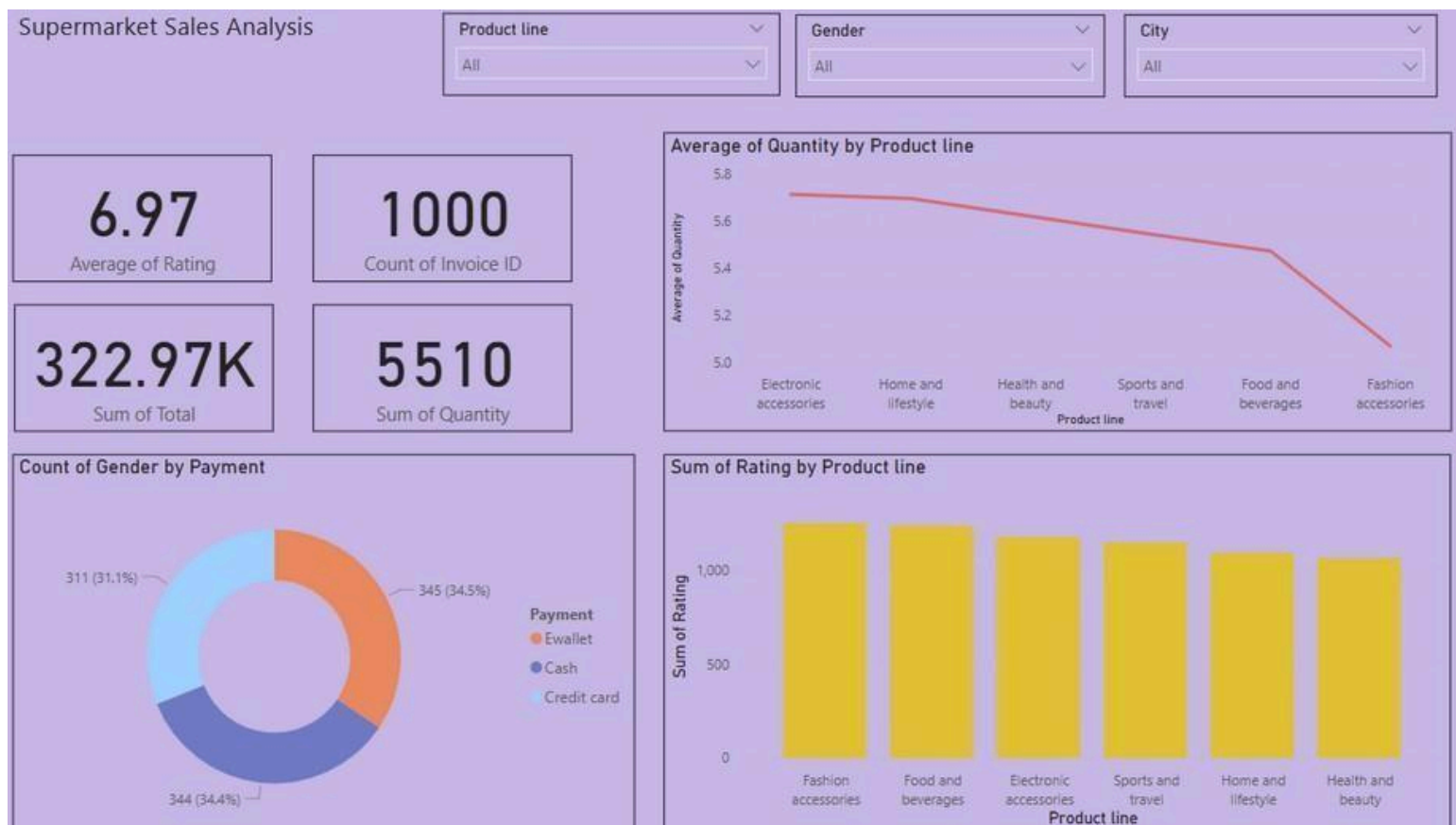


## DATA ANALYTICS WITH POWER BI ASSIGNMENT - 2

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### **Product Line, Gender, and City Selection (Slicers)**

The inclusion of Product Line, Gender, and City slicers enhances interactivity, allowing users to filter data dynamically and gain insights tailored to specific categories. This enables targeted analysis, such as identifying the best-performing product line in a specific city or among a particular gender group.

### **Sales & Transaction Overview**

- **Total Sales Revenue:** Displayed via Sum of Total Card
  - **Total Transactions:** Displayed via Count of Invoice ID Card
- These metrics provide a clear snapshot of business performance, reflecting both revenue generation and transaction volume.

### **Payment Method Distribution (Donut Chart - Count of Gender by Payment)**

The distribution of payments across different genders helps in understanding customer preferences. A well-balanced spread across Cash, Credit Card, and E-Wallet suggests diverse payment adoption, reinforcing the importance of maintaining multiple payment options to cater to all customer segments.

### **Customer Ratings (Bar Chart - Sum of Rating by Product Line)**

- **Highest Rated Product Line:** Indicates strong customer satisfaction, making it a prime category for promotions and upselling strategies.
- **Lowest Rated Product Line:** May indicate customer dissatisfaction, requiring further analysis into factors such as pricing, product quality, or service-related concerns.

### **Sales Quantity by Product Line (Line Chart - Sum of Quantity by Product Line)**

- **Top Selling Product Lines:** Highlights which product lines drive the highest sales volume, indicating strong customer demand.
- **Lowest Selling Product Lines:** May signal potential gaps in marketing efforts, pricing strategy, or product availability, requiring further attention.