

DATA ANALYTICS WITH POWER BI

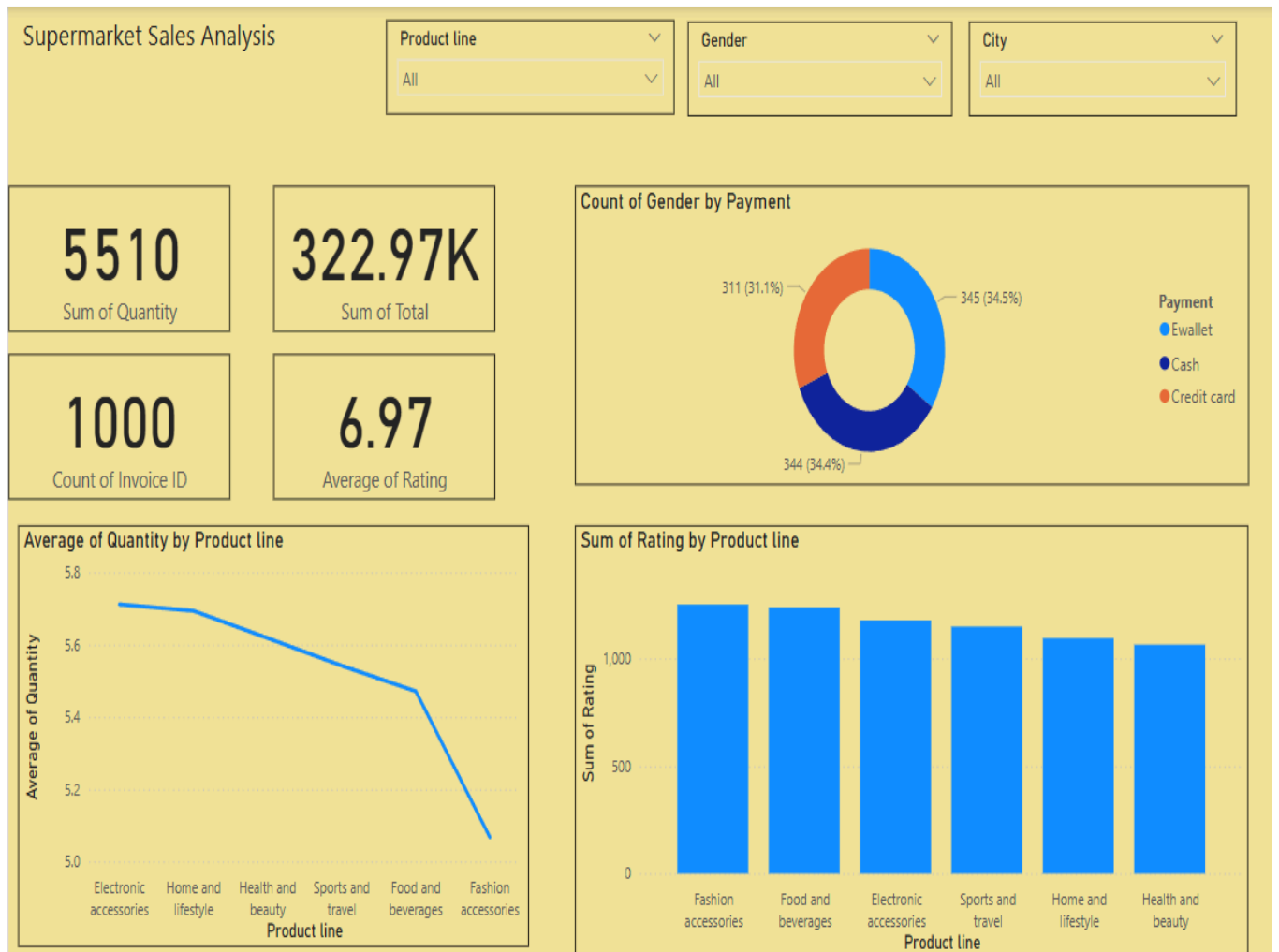
ASSIGNMENT - 2

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COLLEGE - Raj Kumar Goel Institute Of Technology

DASHBOARD SCREENSHOT



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 and Transaction Overview

- **Total Sales Revenue:** Displayed via sum invoice total card
- **Total Transactions:** Displayed via count of voice 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.