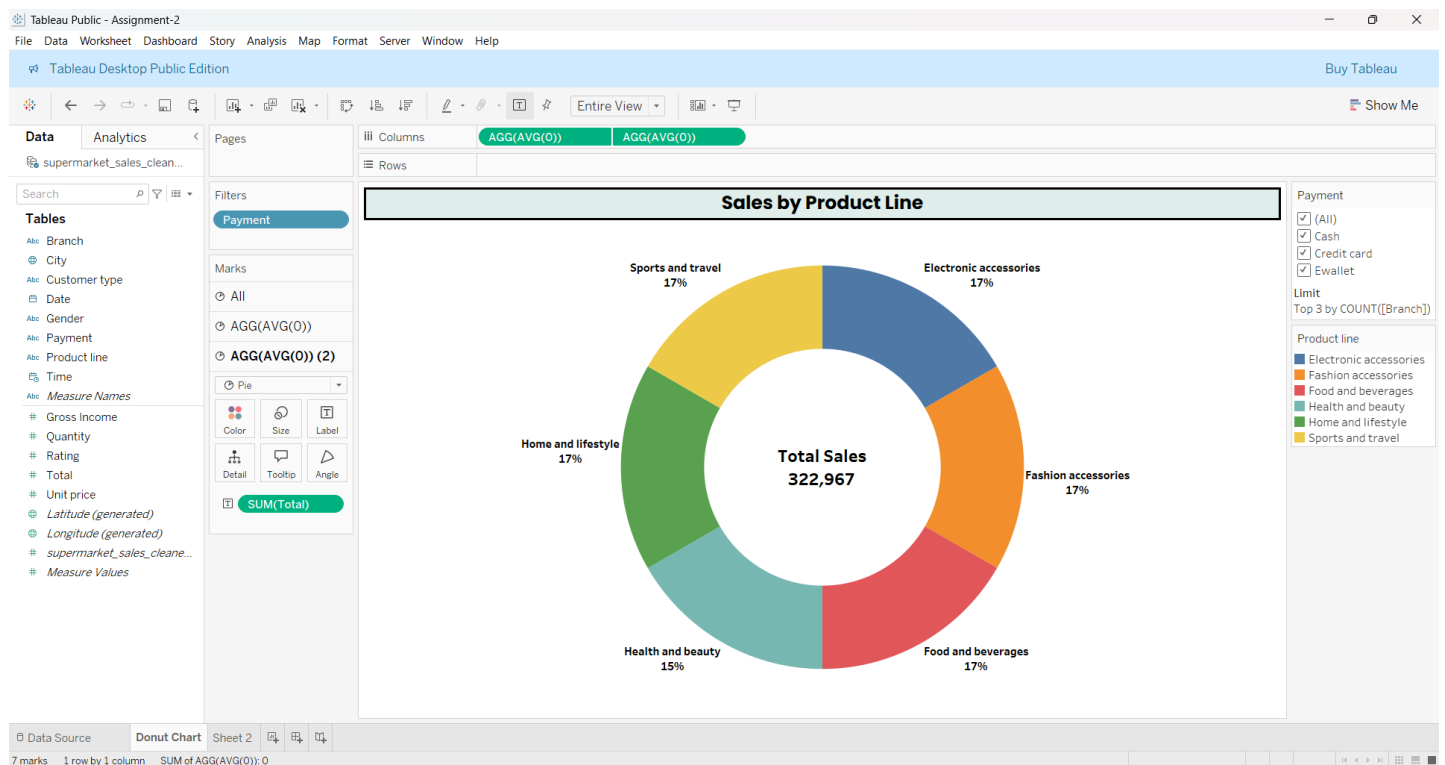# DA ASSIGNMENT-2

1. Sales by Product Line

Product line → **Color**
SUM(Total) → **Angle**
SUM(Total) → **Label**

Insights :

- All product lines contribute relatively equally to total sales, with most holding around **17%** of the total.
- **Health and Beauty** accounts for the smallest share at **15%**, indicating a potential area for improvement through **promotions or bundling**.
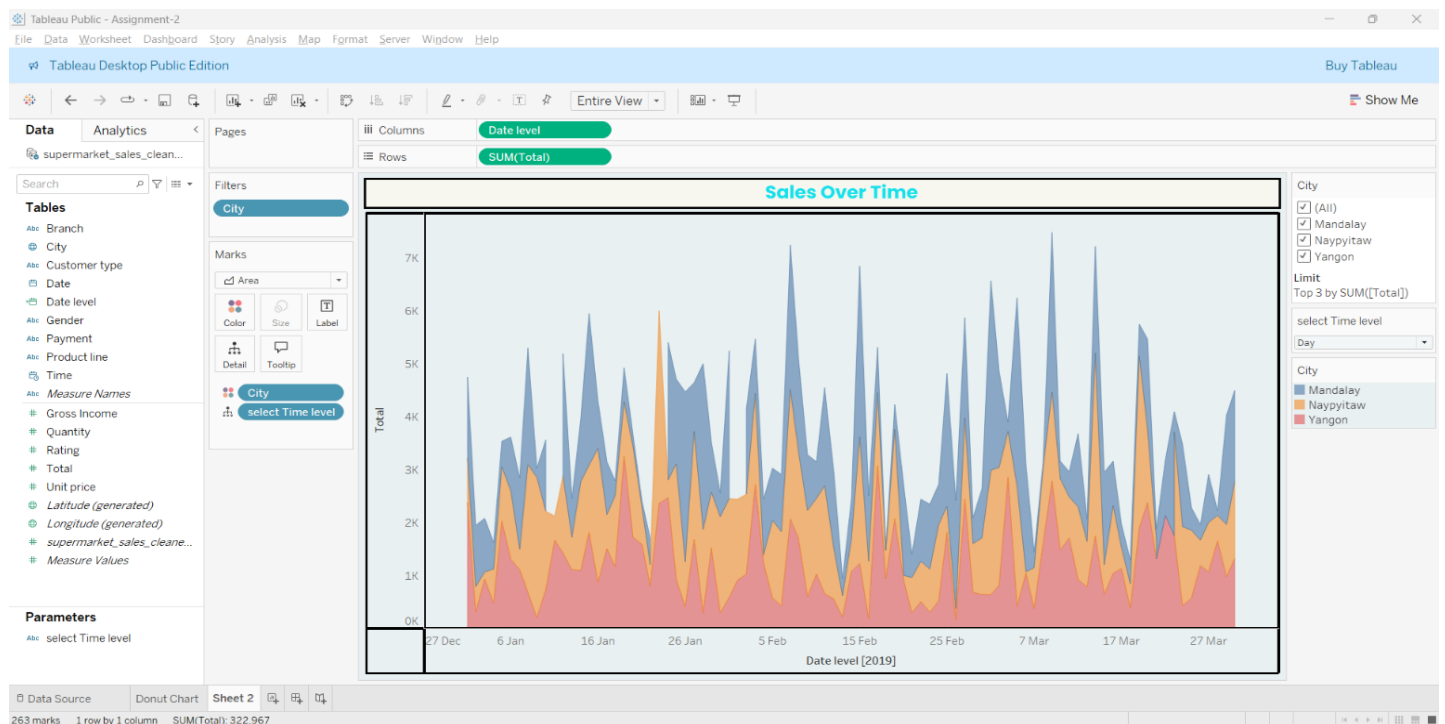
2.Total Sales Over Time

Date → Columns

Rows → SUM(Total)

Color → City

Insights :

- **Mandalay (Blue)** dominates most peaks. It is the **top sales contributor**, especially noticeable in February and March.
- **Mid-Jan to Early-Feb**: High volatility across all cities. This could be linked to **New Year sales or seasonal events**.
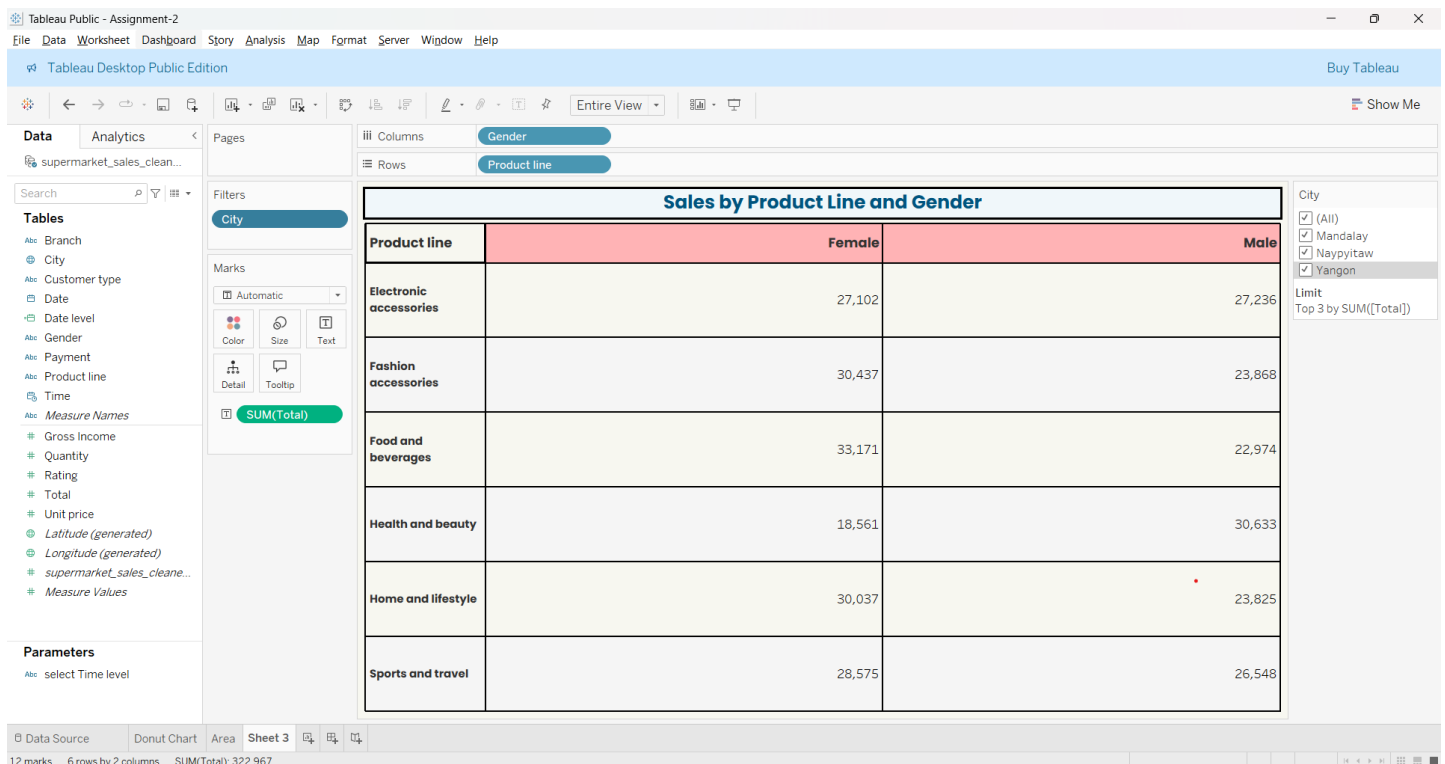
3.Sales by Product Line and Gender

Product line → Rows

Gender → Columns

SUM(Total) → Text on Marks card

Insights :

- **Health and Beauty :** Most **male-dominated** category. Surprising trend – might relate to **grooming or fitness gear** popularity among men.
- **Food and Beverages :** Highest sales from **females**. Indicates female shoppers in Yangon prioritize food categories.

4. Quantity by Product Line and Branch
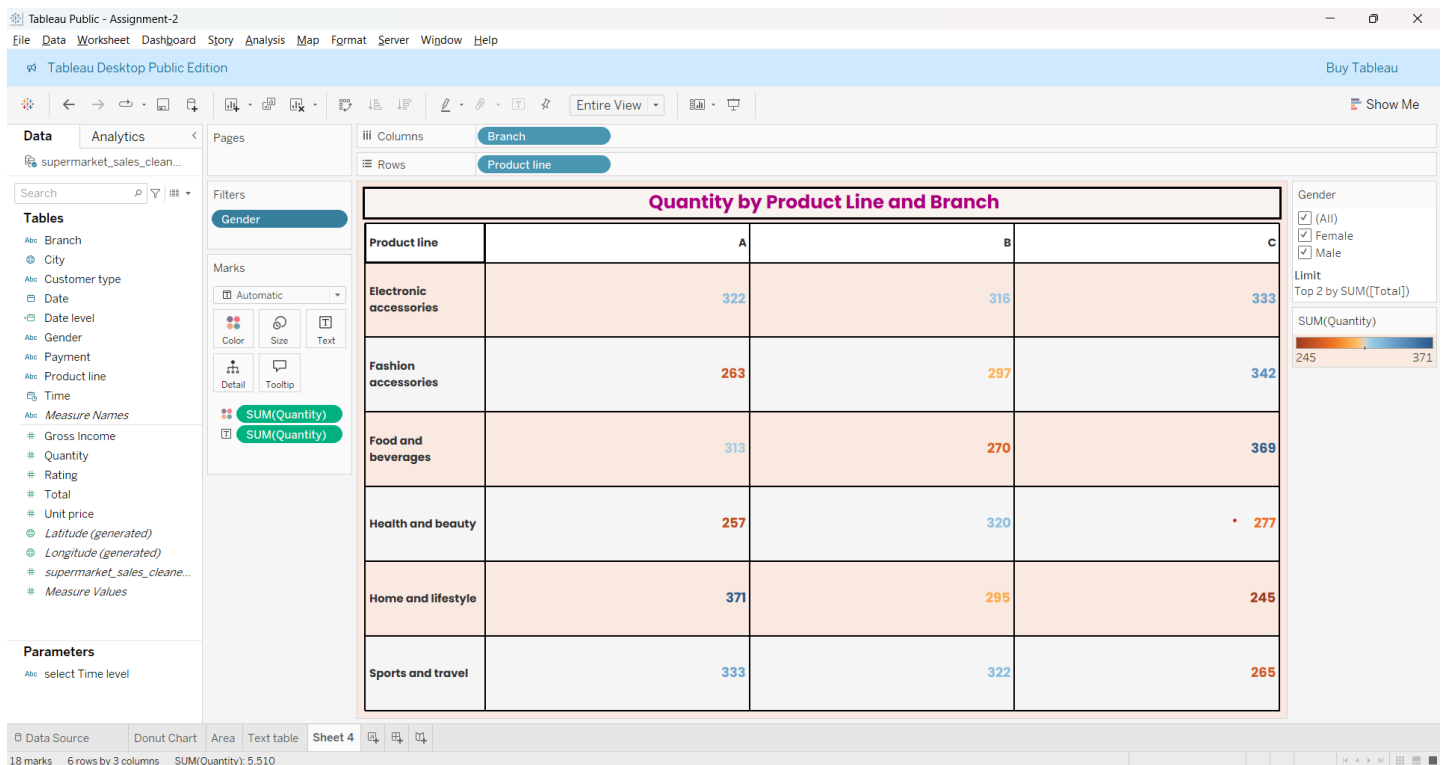
Product line → Rows

Drag Branch → Columns

Drag SUM(Quantity) → Color

Drag SUM(Quantity) → Text

Insights :

- **Branch C consistently leads in Fashion Accessories , Food & Beverages , Electronic Accessories. This branch may benefit from bulk sales, better marketing, or customer loyalty.**
- **Branch C's Weak Spot : Lowest in Home and Lifestyle (245).Possibly a stocking or demand issue – opportunity for improvement.**

5. **Product Line by Quantity**

Product line → Text

SUM(Quantity) → Size

SUM(Total) → Color to shade by revenue

Insights :

- **Food and Beverages** (Dark green) : Highest in **quantity sold** *and* **total revenue**. Indicates strong customer demand and high profitability.
- **Health and Beauty** (Red) : Lowest in total sales and quantity. Likely low demand or limited stock. Needs attention – improve visibility or re-evaluate product strategy.
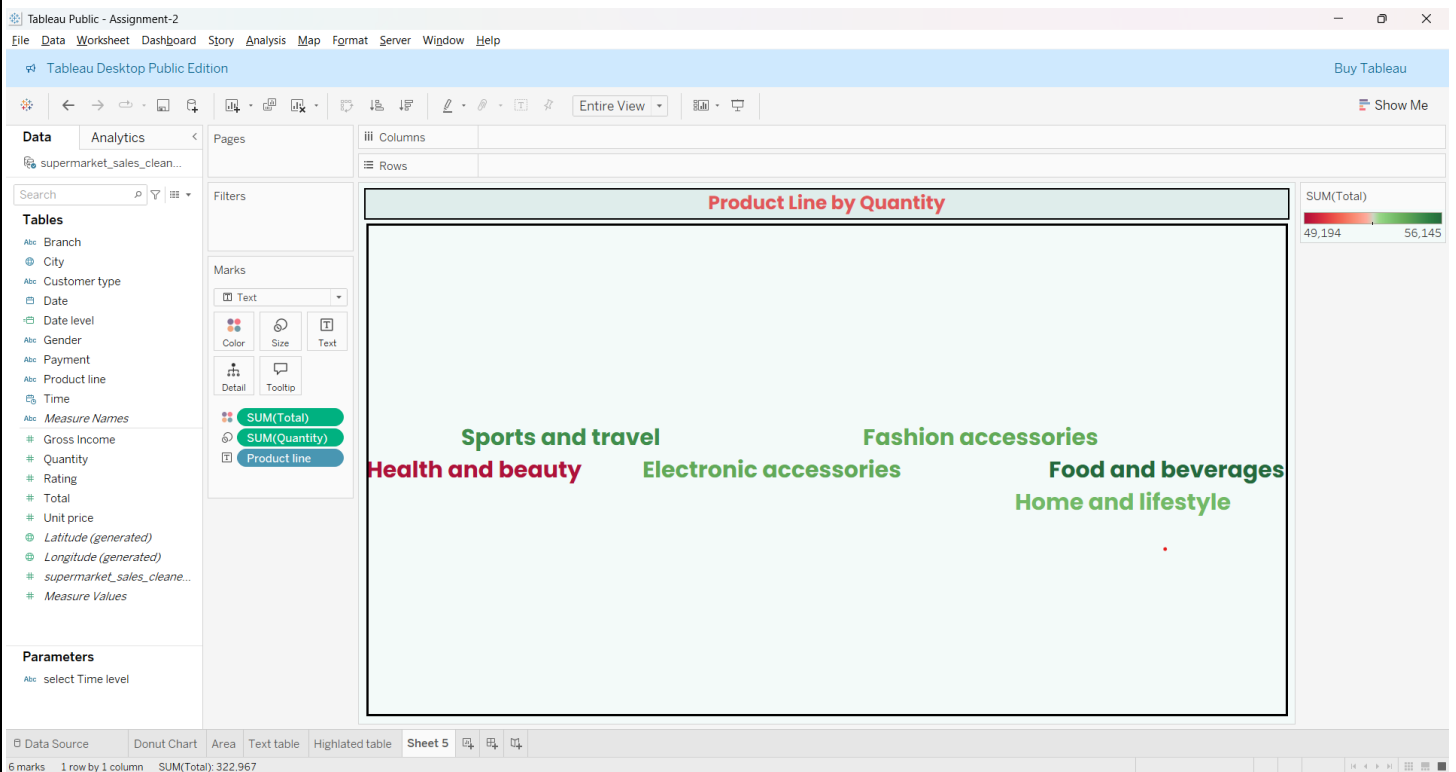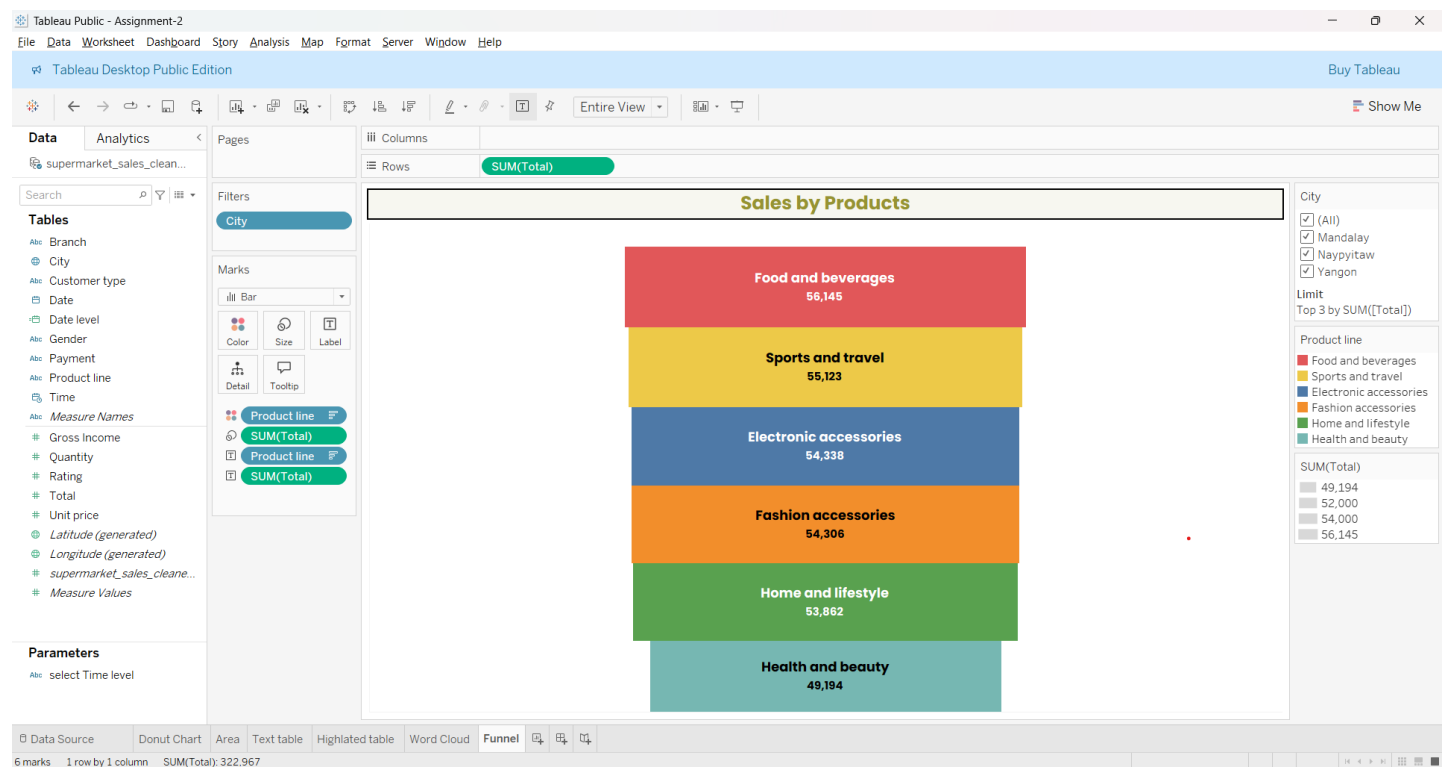
6. Sales by Payment Method

SUM(TOTAL) → Rows

COLOR → Product Line

SUM(TOTAL)→Label

TEXT → Product Line

Insights :

- **Top Performing Product Line:** "Food and beverages" is the top-performing product line, with sales totaling 56,145.
- **Lowest Performing Product Line:** "Health and beauty" has the lowest sales among the displayed categories, at 49,194.

6. <u>Sales by Payment Method</u>

Product line → Columns

SUM(gross income) → Rows

SUM(gross income) → Size

SUM(gross income) → Color for positive/negative shading

<u>Insights</u> :

- **Overall Gross Income Growth:** The chart clearly shows a positive running sum of gross income as more product lines are included.
- **Order of Contribution:** The product lines are ordered on the X-axis, suggesting an intentional arrangement, likely by their individual contribution to the running sum, or perhaps alphabetically, and then the running sum is calculated.