Steps that has been taken to complete this assignment:

SQL:

Joined Order List and Order Detail tables in SQL and Imported the data to Power BI Using advanced option.

Power BI:

-> Using Power Query Editor Duplicated the Source data in order to group by Category and Calculated Total sales, Total orders, Total profit and Created custom columns for Average profit per order and for total Profit margin.

->To identify Top-performing and underperforming categories created Stacked bar chart, Line and clustered column chart.

->While Importing Sales target dataset Created Custom column that contains Month over Month percent change in target sales for all categories in Excel and imported to Power Bi to create table Visualization and analysed target fluctuations for other categories.

-> To identify TOP 5 States with the highest order count Again created separate grouped table that contains states with total sales, Average Profit.

-> Created Stacked bar chart visualization along with the table which illustrates Top 5 states with Average profit

-> Created Clustered bar chart to show the underperforming Region.

-> Edited Relationship between all visualization for sync and to see the total sales and average profit of the underperforming regions.

-> Made Some Adjustments and colour grading for better Look.

(Power BI Report has been attached)

Answer for Question 2:

Effective and User-Friendly Features:

1. The feature which rounds up our transactions value and investing the rest into the Gold (digital) is an efficient and a smart way for investments.

2. The option to be able to convert digital gold into physical gold saves tons of time making it easy for the user to invest in this option.

3. Users having the option to create Jars and dividing their savings into different aspects and being able to avail them at any point of time is an added advantage.

4. Giving users the flexibility to stop or pause their investments at any time is something which is highly appreciated.5. "Wheel of Savings" feature is a bonus which gives users a option to double their savings also a way to earn cashback option.

Five Areas for Improvement:

1. While going through the reviews it seems that some of the users are facing login issues. This needs to be fixed as this could repel users from logging into the app.

2. Including other investment options such as stocks or bonds would attract a larger audience as the app only focuses on digital gold the number of users will not grow if this does not change.

3. The application is user-friendly, having said that we can also improve the overall designing which will attract a large number of users. As users usually tend to prefer an app with a great UI.

4. Introducing a 24/7 live chat or IVR would help the users a ton also adding support options will be effective.

5. If there are more educational information about planning financing and investments would be a great help to the users.

Answer for Question 3:

1. By adding investment options which are diversified, the app can use its existing automation help customers invest into options of their own choosing. Also having a user-friendly designs can make app more aesthetic.

2. Customizable Planning of finances can help the app establish credibility and gain trust in these added services, like adding a human professional for consultations would benefit the users a lot.

3. Introduction of loans(with 0% interest) and Jar branded credit card will give the users the access to capital for them to invest in many option by availing the automation of Jar’s own saving insights can simplify the process of applications.

4.Addition of articles, webinars and workshops can be used as strong marketing tool which would help in the growing the trust of customers.

5. Introducing Insurance plans by integrating automation from Jar’s app and providing personalised options of insurance policies for users. For the company has to partner with insurance providers as this will benefit both the insurance and the company.