

DA Power BI Assignment 2

Key Findings & Insights

Top-Performing Product Line:

1. **Fashion Accessories** generates the highest sales across all branches.
2. **Food and Beverages** and **Health and Beauty** also contribute significantly.

Branch Performance:

1. **Branch A** leads in overall sales, while **Branch C** has the lowest revenue.
2. **Branch B** performs well in **Home and Lifestyle** sales.

Product Line Trends:

1. **Sports and Travel** has the lowest sales across all branches, indicating low demand.
2. **Electronic Accessories** and **Food & Beverages** are consistently strong performers.

Payment Insights:

1. **E-wallet** is the most used payment method, while **credit card usage** is the lowest.

