Sum of Sales by Branch

106.2K (32.88...)
110.57K (34.2...)
106.2K (32.88%)

Branch
● Giza
● Alex
● Cairo

Average of Rating by City

6.81... (32....)
7.07... (33...)
7.02705... (33.59%)

City
● Naypyitaw
● Yangon
● Mandalay
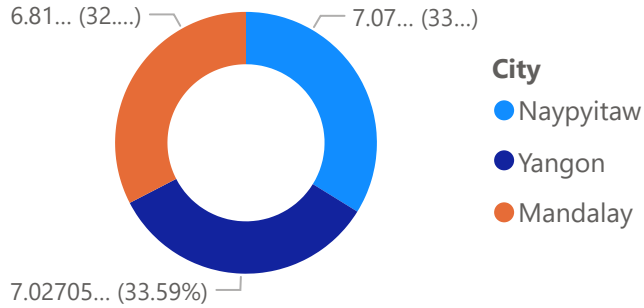
6.97K
Sum of Rating

322.97...
Sum of Sales

OM CHOKSI
23AIML010

DATA
VISULIZATION
PROJECT 4

Product line ⌄
☐ Electronic accessories
☐ Fashion accessories
☐ Food and beverages
☐ Health and beauty
☐ Home and lifestyle
☐ Sports and travel

Branch ⌄
☐ Alex
☐ Cairo
☐ Giza

Year, Month ⌄
⌃ ☐ 2019
☐ January
☐ February
☐ March
☐ April
☐ May
☐ June
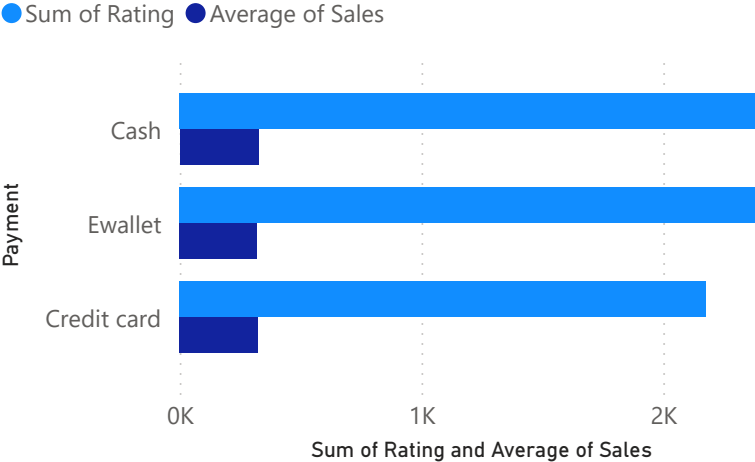☐ July
☐ August
☐ September
☐ October
☐ November
☐ December

Day
| 1 | 31 |

Sum of Sales by City

Sum of Rating and Average of Sales by Payment

● Sum of Rating ● Average of Sales

Payment: Cash, Ewallet, Credit card

Sum of Rating and Average of Sales

Sum of Sales by Branch and Month

Month ●1 ●2 ●3

Customer type	Sum of Sales	Sum of gross margin percentage	Avg Margin
Member	1,89,694.76	2,690.48	476.19
Normal	1,33,271.99	2,071.43	476.19
Total	**3,22,966.75**	**4,761.90**	**476.19**

Sum of Sales by Payment

100%
Cash   112.21K
Ewallet   109.99K
Credit card 100.77K
89.8%
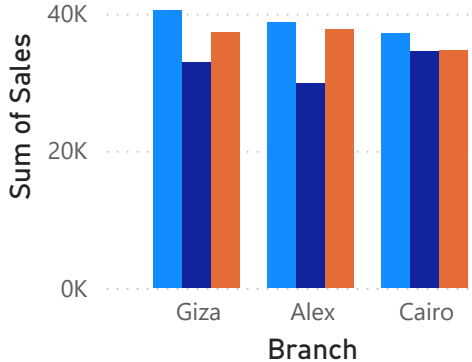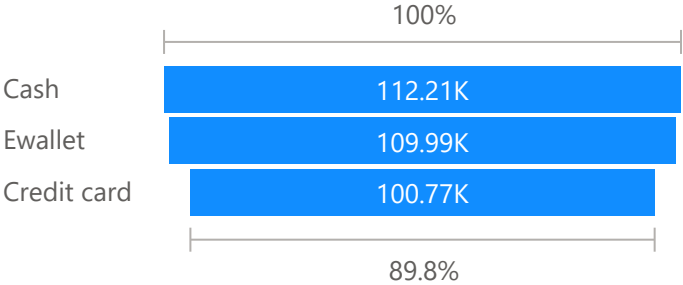
Product line	Sum of Sales	Avg Sales per Transaction	Total Margin
Food and beverages	56,144.84	322.67	2,674
Sports and travel	55,122.83	332.07	2,625
Electronic accessories	54,337.53	319.63	2,588
Fashion accessories	54,305.90	305.09	2,586
Home and lifestyle	53,861.91	336.64	2,565
Health and beauty	49,193.74	323.64	2,343
Total	**3,22,966.75**	**322.97**	**15,379**

SUPERMARKET DATA ANLSYSIS SUMMARY AND FINDINGS
Table Name: SuperMarket Analysis

Total Rows: 1,000

DAX FORMULAS USED:
-- Total Sales
Total Sales = SUM('SuperMarket Analysis'[Sales])

-- Total Margin
Total Margin = SUM('SuperMarket Analysis'[gross income])

-- Average Margin
Avg Margin = AVERAGE('SuperMarket Analysis'[gross income])

-- Average Sales per Transaction
Avg Sales per Transaction = AVERAGE('SuperMarket Analysis'[Sales])

-- Average Rating
Avg Rating = AVERAGE('SuperMarket Analysis'[Rating])

----
1. Branch Performance Over Time

- **Branch Giza had the highest total sales**
(~₹110.57K)
- **Alex and Cairo followed closely (~₹106K each)**
- **Sales are stable monthly (no strong seasonality)**
[Visuals: Clustered Column Chart, Slicer]
----
2. Member vs Normal Customers

Total Sales:
  - Members: ₹1,89,695
  - Normal: ₹1,33,272
Average Gross Margin: ₹476.19 (same for both)
Members contribute more to total revenue
[Visuals: Matrix, Pie Chart, DAX Measures]
----
3. Geographic Distribution

- **Giza slightly outperforms Alex and Cairo**
- **City-based sales almost equally distributed**
[Visuals: Map, Tooltip, Card, Branch Slicer]
Buttons added to toggle views
Slicers synced: Branch, Date, Customer Type
[Visuals: All integrated + Bookmarks + Buttons]

Final Notes

- **Effective use of DAX for key performance metrics**
- **Data cleaned and structured properly**
- **Visuals are interactive and insight-driven**

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4. Payment Method vs Rating

Sales by Payment:
  - Cash: ₹112.2K
  - Ewallet: ₹110K
  - Credit Card: ₹100.8K

Average Ratings:
  - Ewallet: ~7.07
  - Credit Card: ~7.02
  - Cash: ~6.81

Mobile payments show better customer satisfaction
[Visuals: Bar + Funnel + Dual Axis Chart]
----
5. Product Category Profitability

- **Highest Sales: Food & Beverages (₹56.1K)**
- **Avg Sales per Transaction: Home & Lifestyle (₹336.6)**
- **Highest Total Margin: Food & Beverages (₹2,674)**

[Visuals: Table with Conditional Formatting]

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6. Interactive Dashboard

Bookmarks created:
  - "Sales Overview"
  - "Branch Focus"