Assignment no :- 2

Dashboard on insights on product and its income

0.02M
Sum of gross income

City
All ▼

0.32M
Sum of Total

0.01M
Sum of Rating

Count of Customer type by Quantity

gross income by product type and city

City
● Mandalay
● Naypyitaw
● Yangon

total amount by product line

Product line	Cash	Credit card	Ewallet	Total
Electronic accessories	398	262	311	971
Fashion accessories	280	293	329	902
Food and beverages	295	335	322	952
Health and beauty	293	274	287	854
Home and lifestyle	306	259	346	911
Sports and travel	324	299	297	920
Total	1896	1722	1892	5510

Total sum by its payment method

Payme...
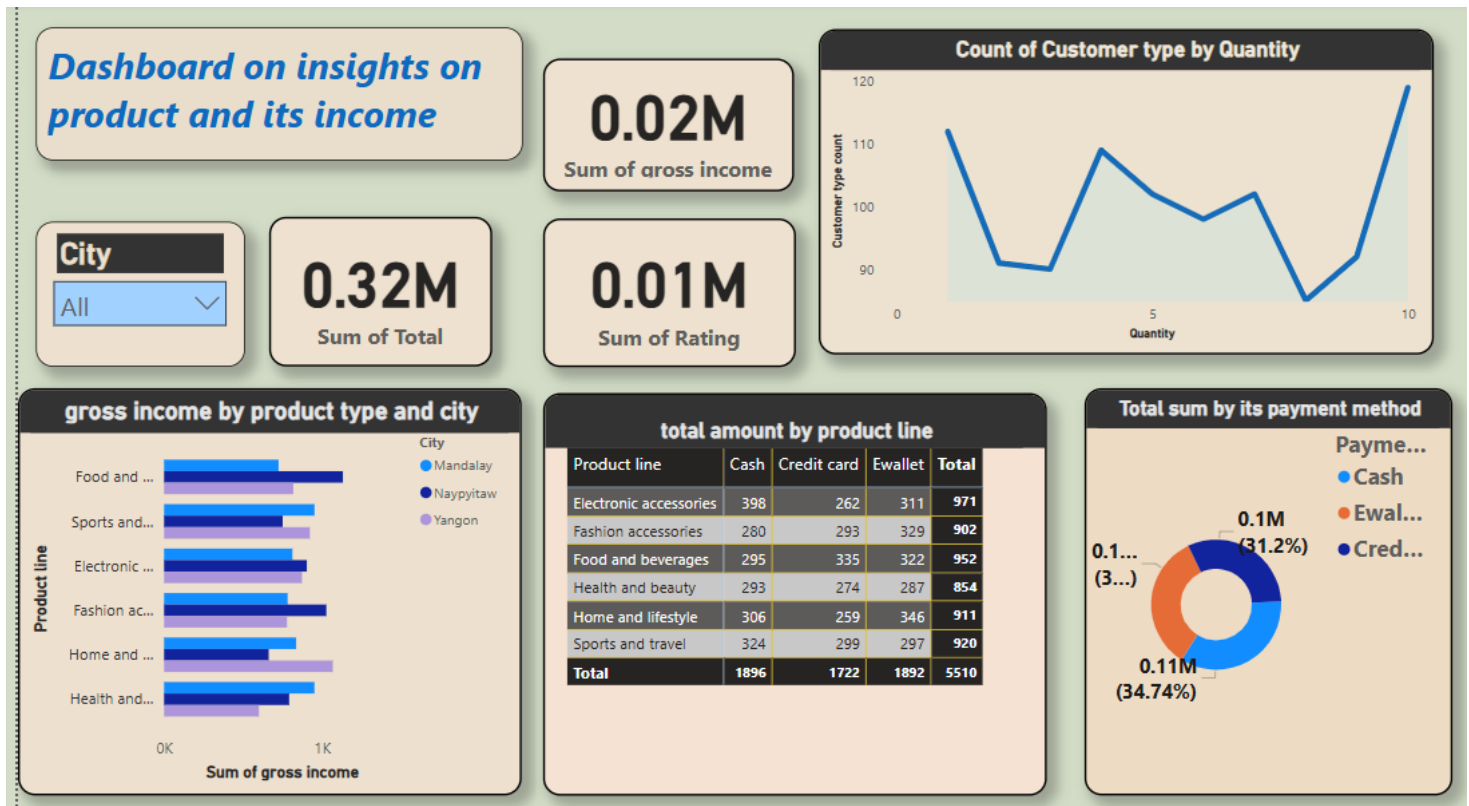● Cash
● Ewal...
● Cred...

0.1M (31.2%)
0.1... (3...)
0.11M (34.74%)

Insights :-

1. Total Sales and Gross Income:

- **Total Sales**: The total sales amount is approximately **0.32M** (likely in dollars).

- **Gross Income**: The gross income is about **0.02M**.

- **Rating**: The total customer rating (or an aggregate score) sums up to **0.01M**. If this refers to total customer ratings, the dashboard suggests customers are giving a combined rating of 10,000 on the scale of 1-10.

2. Product Line Performance:

- **Food and Beverages** and **Health and Beauty** are the leading categories in terms of gross income across all cities.

- **Electronic Accessories** also contribute significantly to the total gross income, indicating high sales in this category.

3. City-Based Insights:

- **Gross Income by City**: The gross income is distributed across three cities: **Mandalay**, **Naypyitaw**, and **Yangon**.

- The visualization shows that **Yangon** is leading in most categories, followed by **Mandalay** and **Naypyitaw**.

4. Customer Type and Quantity:

- **Customer Type by Quantity**: A line chart highlights fluctuations in the number of purchases by customer type. The customer count appears to vary significantly at different quantity levels, with spikes and drops in the data. Understanding the driving factors behind these fluctuations could help optimize product availability or customer engagement strategies.

5. Payment Method Distribution:

- **Payment Breakdown**: The pie chart reveals that a majority of customers use **Ewallets** (34.74%) and **Cash** (31.2%) as payment methods. **Credit cards** are used less frequently (34.05%), but still represent a significant portion of the total.

- The diverse usage of payment methods suggests flexibility for customers in their payment preferences.

6. Sales by Product Line and Payment Type:

- The **table** indicates that **cash** payments are the most common method for purchasing **Electronic accessories**, **Sports and travel**, and **Health and beauty** products.

- **Credit cards** are more popular for **Fashion accessories**, and **Ewallets** show a consistent pattern across product lines, but are particularly strong for **Home and lifestyle**.

7. Branch and City-Specific Trends:

- The **branch** data indicates that different branches in various cities have unique strengths. For instance, **Yangon** tends to have higher gross income across more product lines compared to **Mandalay** and **Naypyitaw**.

This dashboard provides a good overview of performance across categories, cities, and payment methods, with further investigation needed to address specific trends or opportunities for growth.