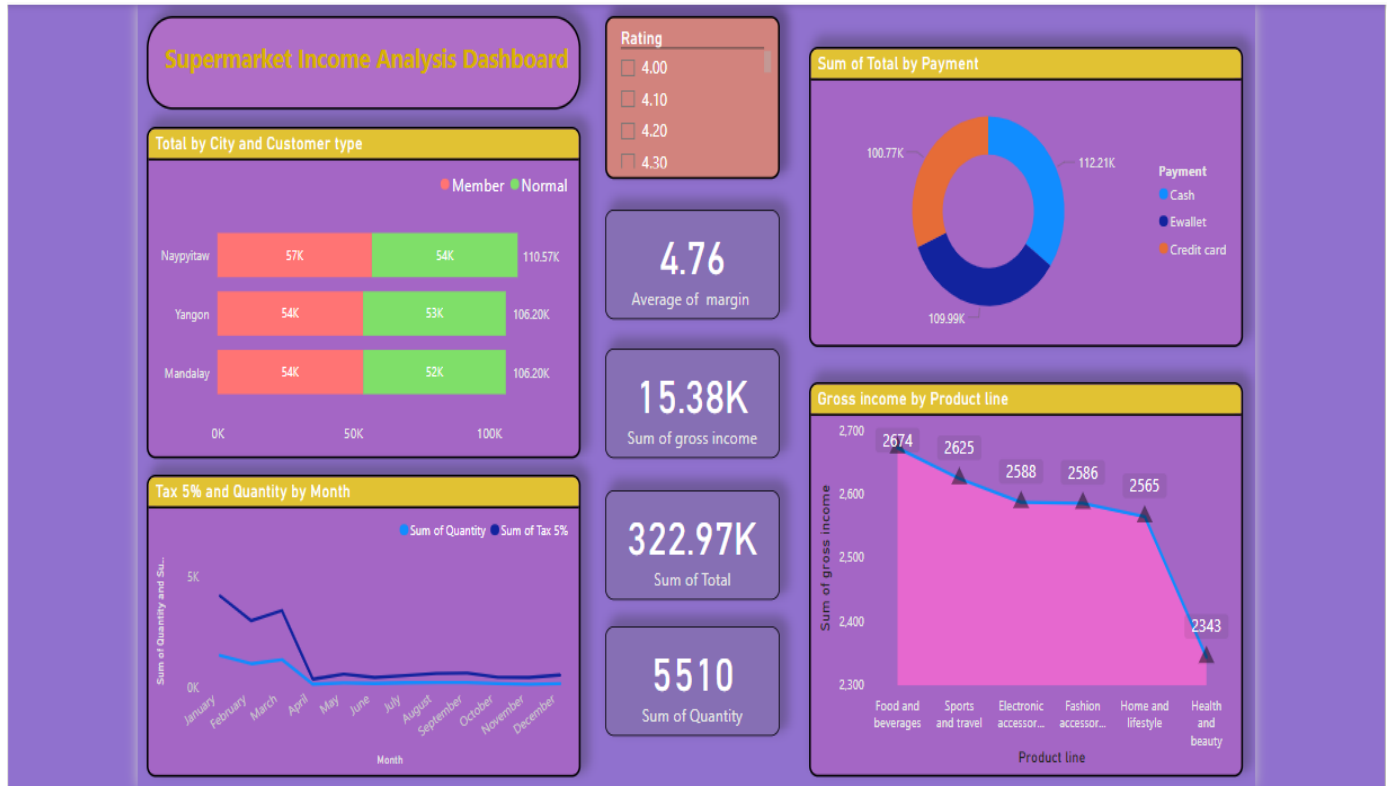


ASSIGNMENT 2



• Key Findings and Insights from the Supermarket Income Analysis Dashboard

1. City-Wise Sales & Payment Trends:

- Sales are almost the same in Naypyitaw, Yangon, and Mandalay. (around ₹106K - ₹110K)
- Members and normal customers spend similarly.

2. Payment Method Trends:

- Most customers prefer Credit Cards (₹112.21K)
- Cashless payments are more popular than cash.

3. Sales Trends Over Months:

- a. Sales were highest in Jan-April but dropped after May.
- b. This could be due to seasonal demand changes.

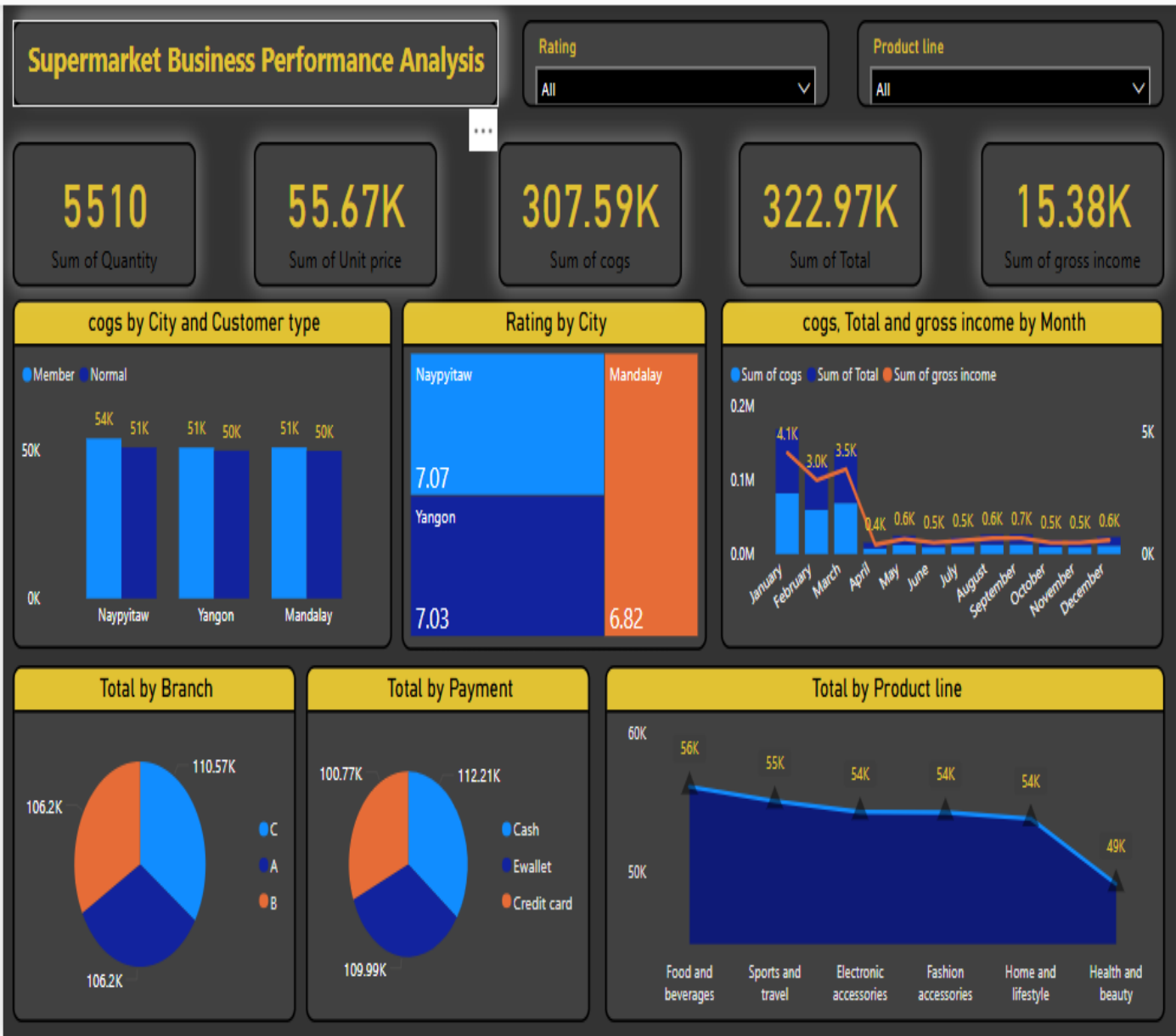
4. Best and Worst Selling Product Categories:

- a. Food & Beverages made the most profit (₹2,674).
- b. Health & Beauty had the lowest income (₹2,343), meaning fewer people buy these products.

5. Overall Income Performance:

- a. Total **5510** units of Quantity is sold
- b. Total ₹322.97K are earned from all sales
- c. Total ₹15.38K is gross income earnings after product costs.
- d. Total 4.76% is gross margin

ASSIGNMENT 3



- **Insights from the Supermarket Business Performance Analysis Dashboard**

1. Cost & Sales Trends by Month:

- a. More sales and high costs in January to April.
- b. Gross Income also follows the same pattern.

2. Performance by City & Customer Type:

- a. Best customer ratings in Naypyitaw (7.07), lowest in Mandalay (6.82).
- b. Similar sales in all cities (~₹50K-₹54K each).
- c. Members and Normal customers spend nearly the same.

3. Payment Methods & Branches:

- a. Credit Card is the most preferred payment method (₹112.21K), followed by E-wallet (₹109.99K) and Cash (₹100.77K).
- b. Branch C earns the most (₹110.57K), while A & B earn slightly less.

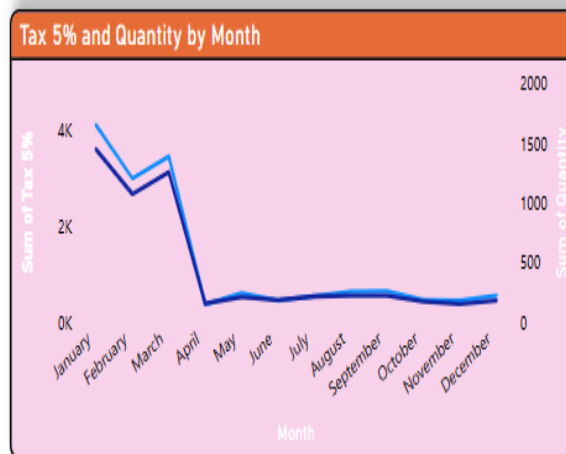
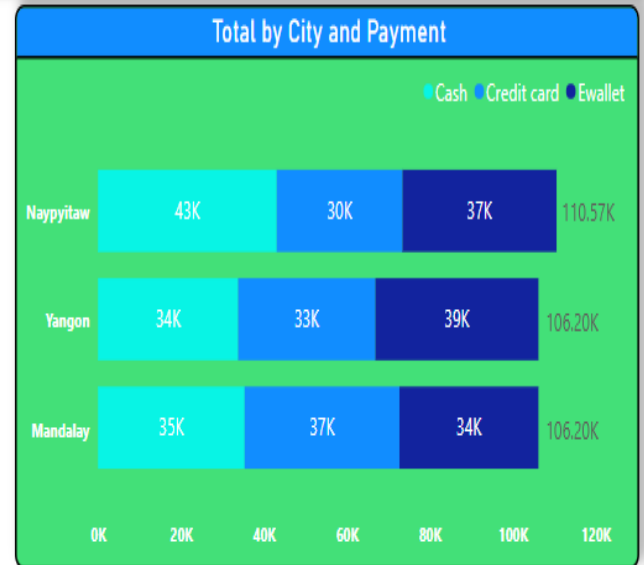
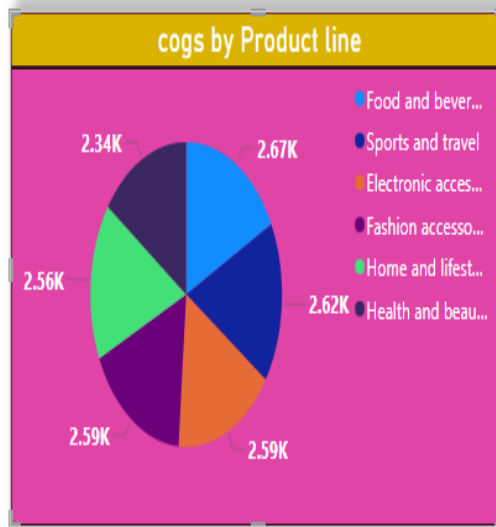
4. Best & Worst Selling Products:

- a. Best-Selling: Food & Beverages (₹56K), Sports & Travel (₹55K).
- b. Lowest-Selling: Health & Beauty (₹49K).

5. Sales & Profit Overview:

- a. Total Items Sold: 5,510
- b. Total Sales: ₹322.97K
- c. Total Cost (COGS): ₹307.59K (Money spent to buy products)
- d. Profit (Gross Income): ₹15.38K

ASSIGNMENT NO 1



Margin and Income and Total

Product	City	gross income	gross margin	Total
Electronic accessories	Yangon	872.24	285.71	18,317.11
Fashion accessories	Yangon	777.74	242.86	16,332.51
Food and beverages	Yangon	817.29	276.19	17,163.10
Health and beauty	Yangon	599.89	223.81	12,597.75
Home and lifestyle	Yangon	1,067.49	309.52	22,417.20
Sports and travel	Yangon	922.51	280.95	19,372.70
Electronic accessories	Naypyitaw	903.28	261.90	18,968.97
Fashion accessories	Naypyitaw	1,026.67	309.52	21,560.07
Food and beverages	Naypyitaw	1,131.76	314.29	23,766.86
Total		15,379.37	4,761.90	3,22,966.75

DA Assignment - 1

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

Dataset: [Link](#)

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

Task:

Upload the dataset , delete the unnecessary columns if required

Create below Visualisation:

- Pie Chart

- Stacked Bar Chart
- Line Chart
- Simple Table Chart

Process To Submit:

Take Screenshot of Visualization and paste them in Doc > Save it as pdf and Submit the pdf file.

DA Assignment - 2

Objective:

Students will design an interactive **Dashboard** using the provided dataset. The goal is to analyze key metrics and provide insights into trends, performance and sales.

Dataset: [Link](#)

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

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COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

Task:

1. **Import the Dataset:** Load the provided dataset into **Power BI**.
2. **Data Cleaning:** Ensure data consistency and Create new Columns if required
3. **Dashboard Components** (Must include):
 - **Cards, Slicers, Visualizations**
4. **Interactivity:** Ensure the dashboard is interactive,

Process To Submit:

- Take Screenshot of Dashboard and paste them in Doc
- Explaining key findings and insights
- Save it as pdf and Submit the pdf file.

DA Assignment - 3

Objective:

Students will create a detailed **business performance report** based on the dataset, analyzing sales, customer trends, and operational efficiency.

Dataset: [Link](#)

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

Task:

1. **Import the Dataset:** Load the provided dataset into **Power BI**.
2. **Data Cleaning:** Ensure data consistency and Create new Columns if required
3. **Interactivity:** Ensure the Report is interactive,

Process To Submit:

- Take Screenshot of Report and paste it in Doc
- Give your insight on it in bullet points.
- Save it as pdf and Submit the pdf file.