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Assignment	Assignment 3
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# Data Analytics Assignment – 3

## Report-



Here are some key insights from the given Power BI Report:

- **Overall Performance:**
  - **Gross Income:** 15.38K
  - **Total Sales:** 322.97K
  - **Sum of Quantity Sold:** 5510
- **Category-wise Performance:**
  - **Best Performing Product Line** (by gross income): **Sports and Travel** (6.22K)
  - **Least Performing Product Line** (by gross income): **Health and Beauty** (3.24K)
- **Sales Trends:**
  - **Gross Margin Percentage & Quantity:** Shows a declining trend over time.
  - **Sales Distribution by City:** The highest contribution comes from **Yangon**, followed by **Mandalay** and **Naypyitaw**.

- **Customer & Payment Analysis:**
  - Different customer types contribute to total sales, with varying payment method preferences.
  - Invoices are distributed across multiple customer types with close percentage shares.
- **Income Distribution by Category:**
  - Categories have almost equal distribution in income, with values ranging between **2.34K - 2.67K**.
- **Sales by Category & City:**
  - **Health and Beauty** performs best in Yangon.
  - **Sports and Travel** has a balanced sales distribution across cities.
  - **Food and Beverages** sales are strongest in Mandalay.