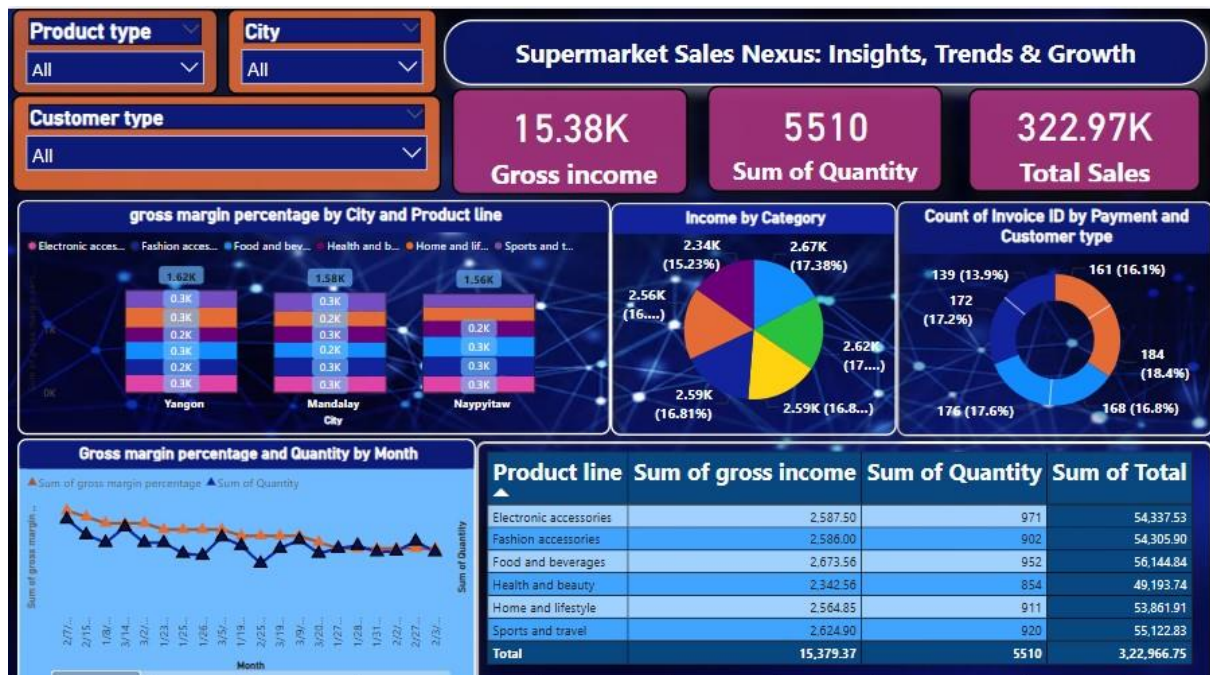| Name	Tarun Prajapat
SrNo(College Id)	226301223
Assignment	Assignment 2
College	Faculty of Engineering and Technology , Gurukul kangri University

Data Analytics Assignment – 2

Sales Dashboard-

Key Findings and Insights from the Dashboard:

1. Overall Performance

- **Gross Income**: 15.38K

- **Total Sales Revenue**: 322.97K

- **Total Quantity Sold**: 5510
  → Indicates a steady sales flow, but further analysis is needed on category and city-level performance.

2. Category-Wise Sales & Income Contribution

- **Top Performing Categories** (By Income & Sales):

  o **Fashion Accessories** (2.58K income, 902 quantity)

  o **Sports and Travel** (6.22K income, 920 quantity)

- **Lowest Performing Category**:

- o **Health and Beauty** (3.24K income, 915 quantity)
  → Suggests a potential need for marketing or pricing strategy adjustments for lower-performing categories.

3. Gross Margin & Sales Trends

- **Declining Trend** in Gross Margin Percentage Over Time.

- **Quantity Sold Fluctuates**, possibly impacted by seasonal trends or external factors.

4. Sales & Profitability by City

- **Yangon**: **Highest Gross Income (1.62K)**

- **Mandalay**: **Moderate Performance (1.58K)**

- **Naypyitaw**: **Lowest Gross Income (1.56K)**
  → Indicates a need for targeted strategies in low-performing cities.

5. Income Distribution by Category

- The highest income contribution comes from:

  - o **2.67K (17.38%)** - Top category

  - o **2.34K (15.23%)** - Lowest category
    → Relatively balanced income distribution across categories.

6. Customer & Payment Insights

- **Invoice Distribution**:

  - o The highest share is **184 invoices (18.4%)**, indicating a spread-out sales base.

  - o A nearly even distribution among different payment methods and customer types.