Data Analytics Assignment – 3

Report-

Retail Revolution: Unveiling Insights from Superstore Sales

Product type	City
All	All

Customer type
All

15.38K — Gross income
5510 — Sum of Quantity
322.97K — Total Sales

Gross margin percentage and Quantity by Month
▲ Sum of gross margin percentage ▲ Sum of Quantity

Count of Invoice ID by Payment and Customer type
- 139 (13.9%)
- 161 (16.1%)
- 172 (17.2%)
- 184 (18.4%)
- 176 (17....)
- 168 (16.8%)

Income by Category
- 2.34K (15....)
- 2.67K (17....)
- 2.56K (16....)
- 2.62K (17....)
- 2.59K (16.81%)
- 2.59K (16.8...)

Product line	Sum of gross income	Sum of Quantity	Sum of Total
Electronic accessories	2,587.50	971	54,337.53
Fashion accessories	2,586.00	902	54,305.90
Food and beverages	2,673.56	952	56,144.84
Health and beauty	2,342.56	854	49,193.74
Home and lifestyle	2,564.85	911	53,861.91
Sports and travel	2,624.90	920	55,122.83
Total	15,379.37	5510	3,22,966.75

Sales By Category and City
● Mandalay ● Naypyitaw ● Yangon

Category	Mandalay	Naypyitaw	Yangon
Food and beverages	27.10%	42.33%	30.57%
Sports and travel	36.26%	28.59%	35.14%
Electronic accessories	31.38%	34.91%	33.71%
Fashion accessories	30.22%	39.70%	30.08%
Home and lifestyle	32.58%	25.80%	41.62%
Health and beauty	40.62%	33.78%	25.61%