Power BI Case Study Insights

# 1. Overall Sales & Engagement Metrics

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| --- | --- |
| Metric | Value |
| Units Sold | 15,000 |
| Total Sales | ₹5.65M |
| Views | 126,000 |
| Add to Cart | 19,000 |
| Purchases | 15,000 |

Insight: Only about 12% of views led to a cart, and 79% of carts converted to purchases — a strong conversion rate from cart to sale.

# 2. Top Brands by Sales

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| --- | --- | --- |
| Brand | Sales (₹) | Units Sold |
| Apple | ₹25.03M | 30,667 |
| Bosch | ₹10.26M | 3,886 |
| Asus | ₹1.09M | 1,742 |
| Acer | ₹1.74M | 2,852 |

Insight: Apple dominates both in revenue and units sold. Bosch has high sales but fewer units than Apple, suggesting higher-priced products.

# 3. Sales by Event Type

|  |  |  |
| --- | --- | --- |
| Event Type | Revenue (₹) | Customers |
| View | ₹49.4M | 13,577 |
| Cart | ₹12.9M | 3,728 |
| Purchase | ₹10M | 2,777 |