DA-Assignment-II

Visualisations:

- Donut Chart
- Area Chart
- Text table
- Highlighted table
- Word Cloud
- Funnel Chart
- Waterfall

Dataset:Link

DONUT CHART: Total Sales by Product Line

This **donut chart** provides a visual breakdown of total sales across all **product lines**. Each slice represents a specific product category, with the size of the slice reflecting its **percentage contribution** to the overall sales (0.32M).

Key insights:

- **Food and Beverages** leads with the highest share at **17.38%**.
- **Sports and Travel** (17.07%) and **Electronic Accessories** (16.82%) also contribute significantly.
- All six categories show relatively balanced sales, indicating a **diversified product performance**.

This chart offers a quick and effective way to compare the **relative importance** of each product line in the business's overall revenue stream.
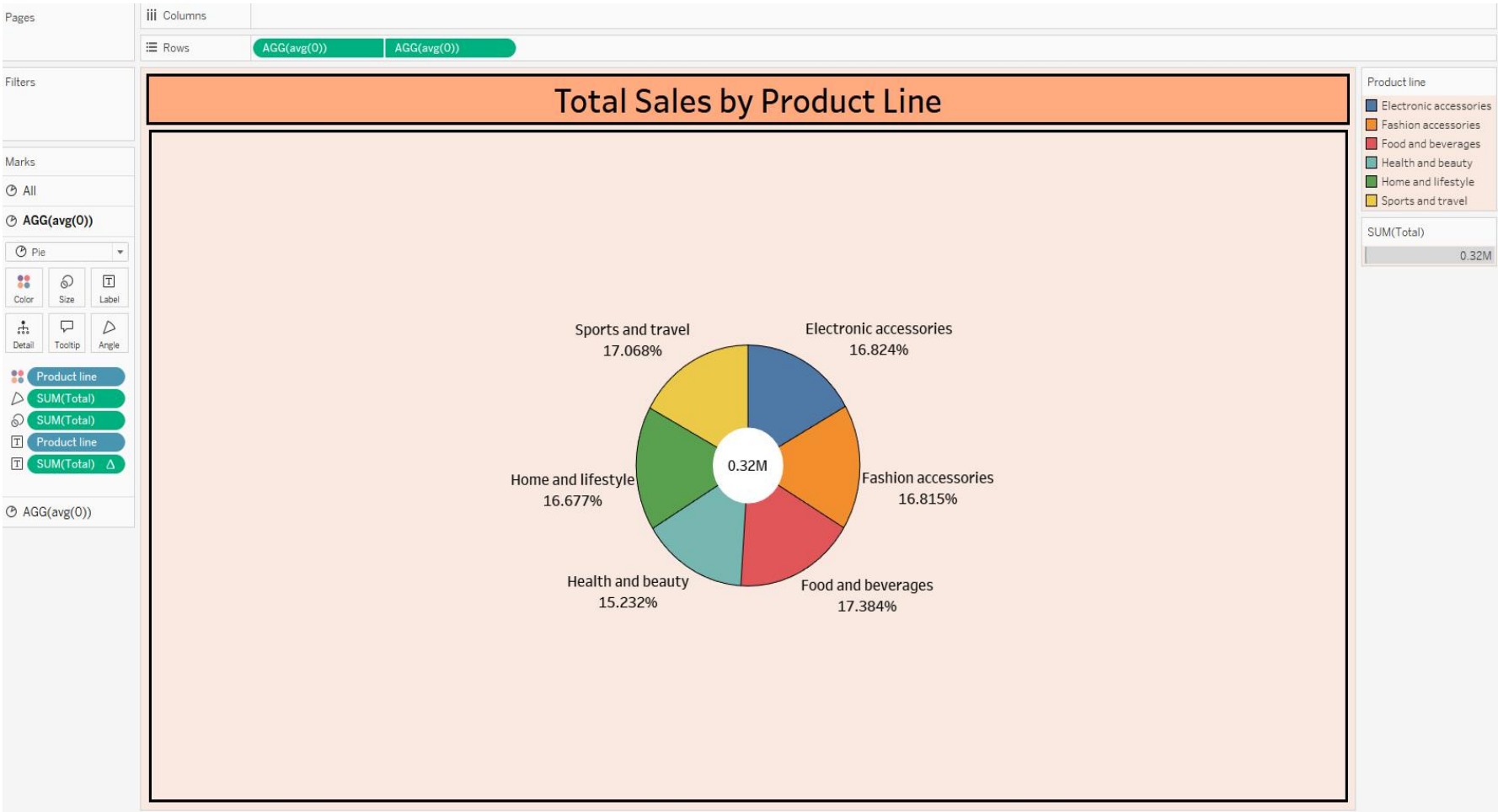
AREA CHART: Monthly Sales Performance by City

This area chart illustrates the total sales across three major cities—**Yangon**, **Naypyitaw**, and **Mandalay**—over the first quarter of the year (January to March). Each color band represents one city, stacked to show both individual and cumulative sales trends.

- **Yangon** (red) consistently contributes a strong share, showing a slight dip in February followed by recovery in March.
- **Naypyitaw** (orange) leads in January but experiences a noticeable drop in February, then rebounds in March.
- **Mandalay** (green) remains relatively steady, with minimal fluctuation in its sales figures.
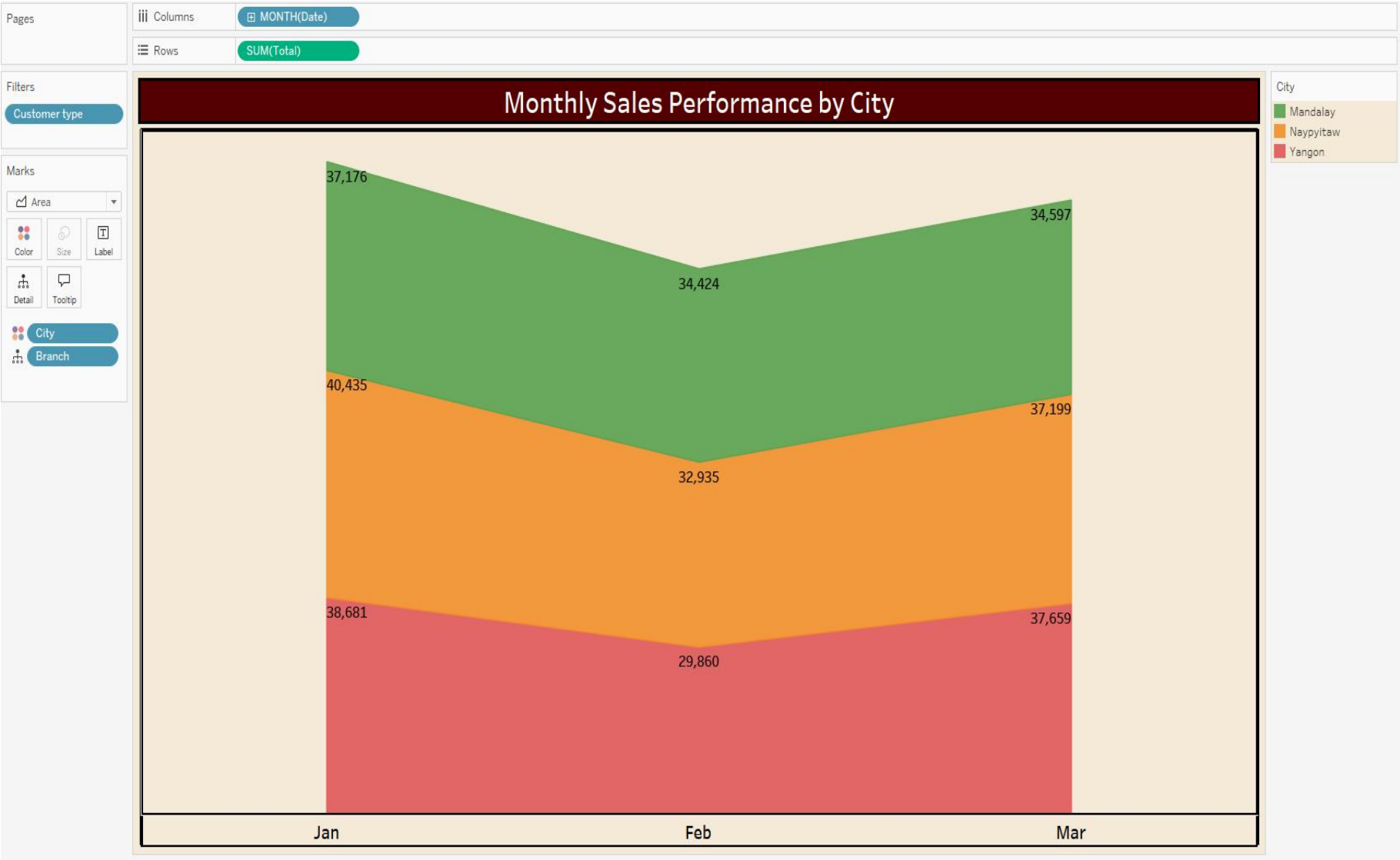
TEXT TABLE: Sales Summary by Product Line

This table provides a comprehensive overview of key sales metrics for each product line. It includes the **total quantity sold**, the **average customer rating**, and the **total sales revenue** across all branches and cities.

- **Product Line:** Categories of items sold, such as fashion accessories, food and beverages, etc.
- **Quantity:** Total number of units sold per product line.
- **Rating:** The aggregated customer feedback score, helping assess satisfaction or quality perception.
- **Total:** The cumulative revenue generated by each product line.

At the bottom, a **Grand Total** row summarizes all three metrics, offering a snapshot of overall performance.

This view helps:

- Identify **top-performing product lines**
- Monitor **customer satisfaction trends**
- Support **data-driven decisions** for marketing, inventory, or pricing strategies

Product line	Quantity	Rating	Total
Electronic accessories	971.00	1,177.20	54,337.53
Fashion accessories	902.00	1,251.20	54,305.90
Food and beverages	952.00	1,237.70	56,144.84
Health and beauty	854.00	1,064.50	49,193.74
Home and lifestyle	911.00	1,094.00	53,861.91
Sports and travel	920.00	1,148.10	55,122.83
Grand Total	5,510.00	6,972.70	322,966.75

HIGH LIGHTED TABLE: Payment Method Trends by Gender and Product Line

This **highlight table** presents total sales by **payment method** (Cash, Credit Card, E-Wallet), segmented by **gender** and **product line**. The color intensity highlights the magnitude of sales — **darker green** indicates higher totals, while **red** shows lower sales.

Key insights:

- **Females** show strong sales in **Food & Beverages** across all payment types.
- **Males** prefer **Cash** and **E-Wallet** for **Health & Beauty** and **Electronics**.
- The **lowest sales** are from **Credit Card** payments by males in **Home & Lifestyle**.
- The table effectively compares performance across gender, product line, and payment method in a single view.

Payment Method Trends by Gender and Product Line

Gender	Product line	Cash	Credit card	Ewallet
Female	Electronic accessories	11,215	9,072	6,815
	Fashion accessories	9,330	9,615	11,493
	Food and beverages	12,826	11,010	9,335
	Health and beauty	6,985	5,601	5,976
	Home and lifestyle	9,231	9,511	11,295
	Sports and travel	9,928	8,690	9,957
Male	Electronic accessories	9,515	6,356	11,365
	Fashion accessories	8,284	7,720	7,864
	Food and beverages	6,385	9,225	7,364
	Health and beauty	10,204	10,369	10,060
	Home and lifestyle	9,358	4,472	9,995
	Sports and travel	8,946	9,126	8,476

SUM(Total)
4,472   12,826

## WORLD CLOUD: Product Line Frequency

This word cloud visualizes the total sales across different product lines, where the **size and color intensity** of each product line label represents the **sum of total sales**. Larger and darker-colored text indicates higher sales volume, making it easy to identify top-performing categories at a glance. "Health and beauty" stands out with the highest sales, while categories like "Food and beverages" show relatively lower performance. This visualization provides a quick, intuitive snapshot of product line performance and sales contribution.

FUNNEL CHART: Sales by Payment Method

This **funnel chart** illustrates the **percentage distribution of total sales across different payment methods**: **Cash**, **Credit Card**, and **E-wallet**.

● **Cash** is the most used payment method, accounting for **34.74%** of total sales. This indicates that a significant portion of customers still prefer traditional payment methods.

● **E-wallets** follow closely at **34.06%**, highlighting the growing acceptance and convenience of **digital wallets**. This trend suggests an increasing shift toward **contactless and mobile-first transactions**.

● **Credit Cards** contribute **31.20%**, reflecting their continued relevance, particularly among customers who value **credit flexibility**, rewards, or installment options.
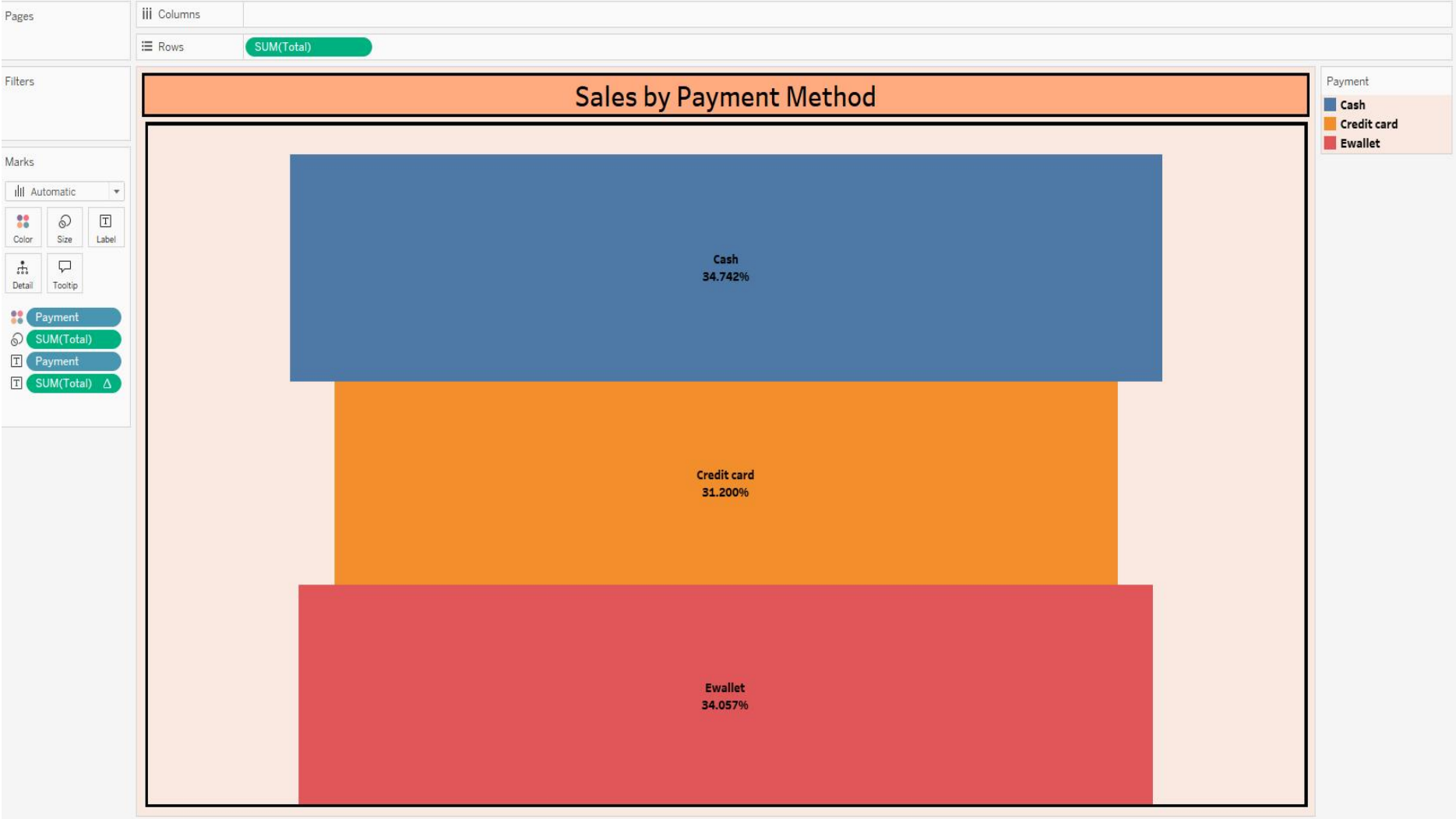
WATER FALL: Gross Income Contribution by Product Line

This Gantt bar chart shows the cumulative **gross income** from each product line, highlighting their contribution to the total of **15,379**.

- **Food and Beverages** leads with the highest contribution (**2,674**), followed by **Sports and Travel**, and **Electronic Accessories**.
- **Health and Beauty** has the lowest contribution (**2,343**), yet still adds value.
- Bars are stacked to reflect a **running total**, making it easy to compare relative income contributions.