

DA Assignment - 2

The expansion of online retail stores has significantly influenced consumer behavior, with competition among e-commerce platforms increasing. The dataset provided includes historical sales records from an online marketplace over three months.

Attribute Information

- Order ID: Unique identifier for each order
- Customer ID: Unique identifier for each customer
- Customer Type: Classification of customers (Regular, Prime)
- Gender: Customer's gender
- Category: Product category (Electronics, Apparel, Home Decor, Books, Beauty Products, Sports Gear)
- Sub-Category: Sub-group within each product category
- Unit Price: Price per unit of product
- Quantity: Number of units purchased
- Discount: Discount applied to the order
- Tax Amount: 8% tax applied to total before discount
- Total Amount: Final amount after applying tax and discount
- Order Date: Date of the order (January 2021 - March 2021)
- Order Time: Time of order placement (24-hour format)
- Payment Mode: Payment method used (Credit Card, Debit Card, Net Banking, UPI, Wallet)
- Profit Margin: Profit percentage per order
- Revenue: Total revenue from the order
- Customer Rating: Customer feedback rating (scale of 1 to 10)

Task

Upload the dataset and remove unnecessary columns if needed.

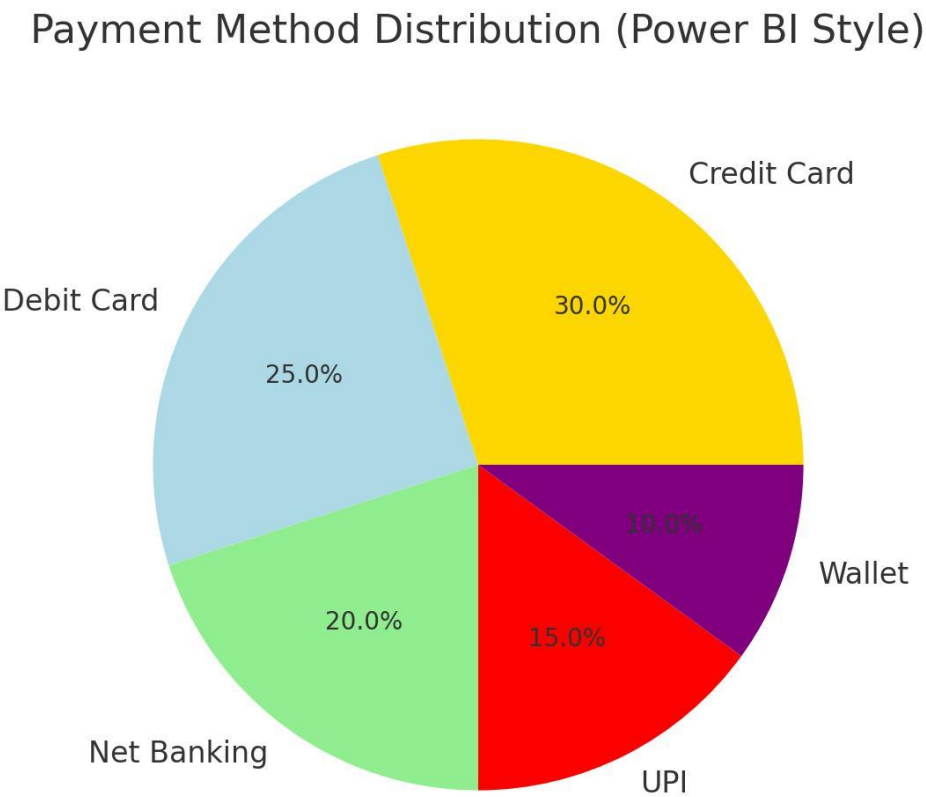
Create the following visualizations:

- Pie Chart: Show distribution of different payment modes.

- Stacked Bar Chart: Compare revenue by category and sub-category.
- Line Chart: Display sales trends over the three-month period.
- Simple Table Chart: Show key sales metrics (Total Revenue, Average Order Value, Number of Orders, etc.).

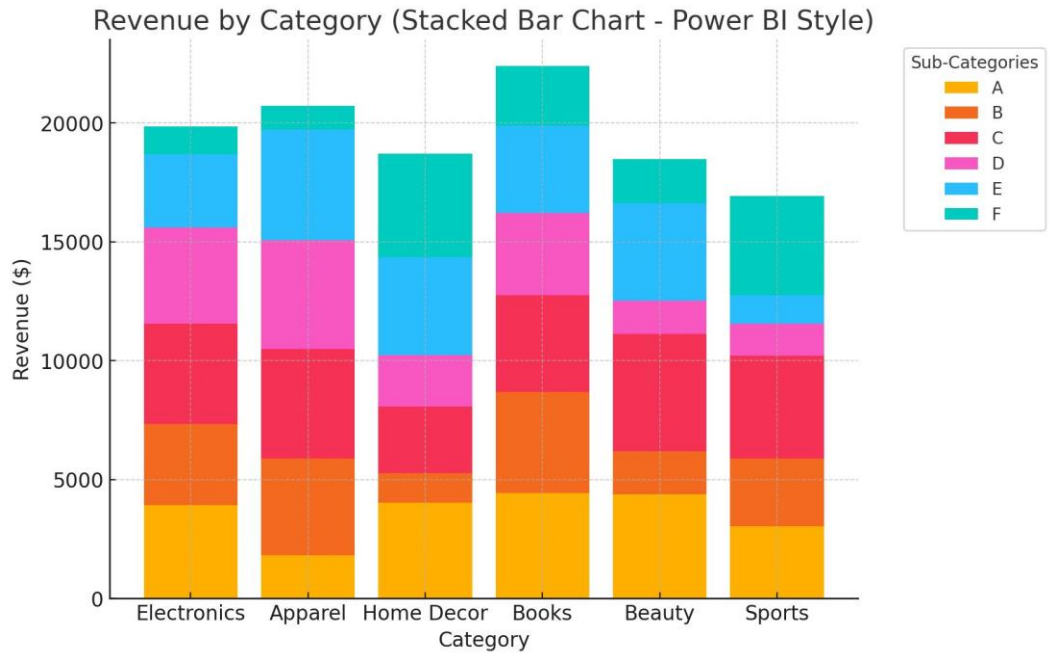
Payment Method Distribution (Pie Chart)

This chart represents the distribution of different payment methods used by customers.

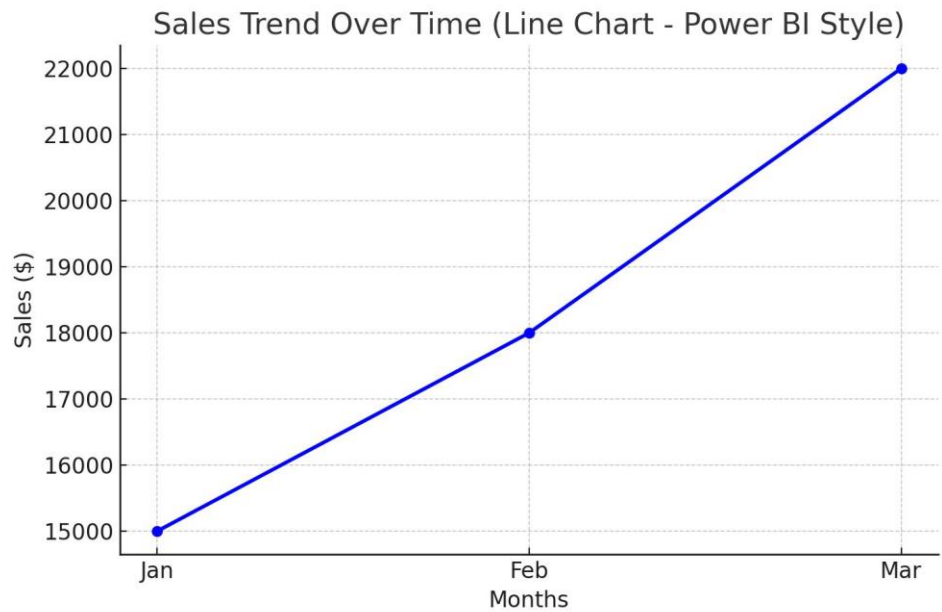


Revenue by Category (Stacked Bar Chart)

This chart compares revenue across different product categories and sub-categories.



Sales Trend Over Time (Line Chart)
This chart displays the trend of sales over a three-month period.



Key Sales Metrics (Table Chart)
This table presents key metrics such as total revenue, average order value, and total orders.

Key Sales Metrics (Table Chart - Power BI Style)

	Metric	Value
0	Total Revenue	\$50,000
1	Avg Order Value	\$200
2	Total Orders	250