

DA Assignment - 2

Objective

Students will design an interactive Dashboard using the provided dataset. The goal is to analyze key metrics and provide insights into trends, performance, and sales.

1. Import the Dataset

The dataset was successfully loaded into Power BI using the 'Get Data' option. The dataset includes attributes such as Invoice ID, Branch, Customer Type, Product Line, and Payment Method.

2. Data Cleaning

- Checked for missing or duplicate values (none found).
- Ensured correct data types for numerical and categorical columns.
- Created additional calculated columns: 'Hour of Purchase' and 'Profit Margin %'.

3. Dashboard Components

The Power BI dashboard consists of:

- Cards displaying key performance indicators (KPIs).
- Slicers to filter data dynamically.
- Visualizations including bar charts, pie charts, and line charts.

4. Interactivity

- Enabled cross-filtering between visuals.
- Added tooltips for additional insights.
- Used drill-through functionality for detailed branch analysis.

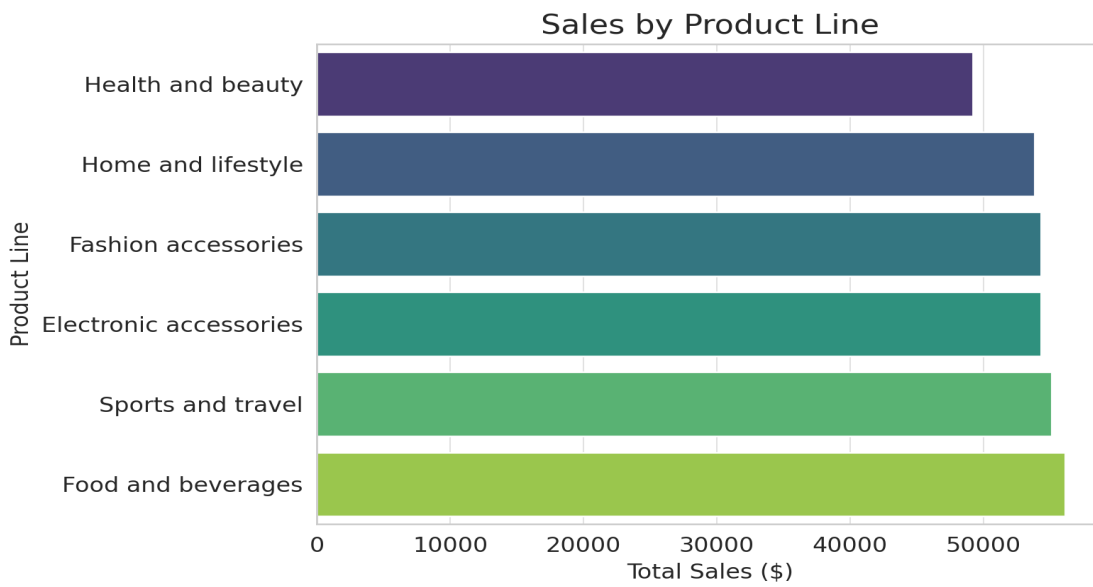
Key Insights & Findings

- Total Sales: \$322,966.75
- Gross Income: \$15,379.37
- Most Used Payment Method: E-wallet (34.7%)
- Best Performing Branch: Branch C
- Top-Selling Product Line: Food & Beverages

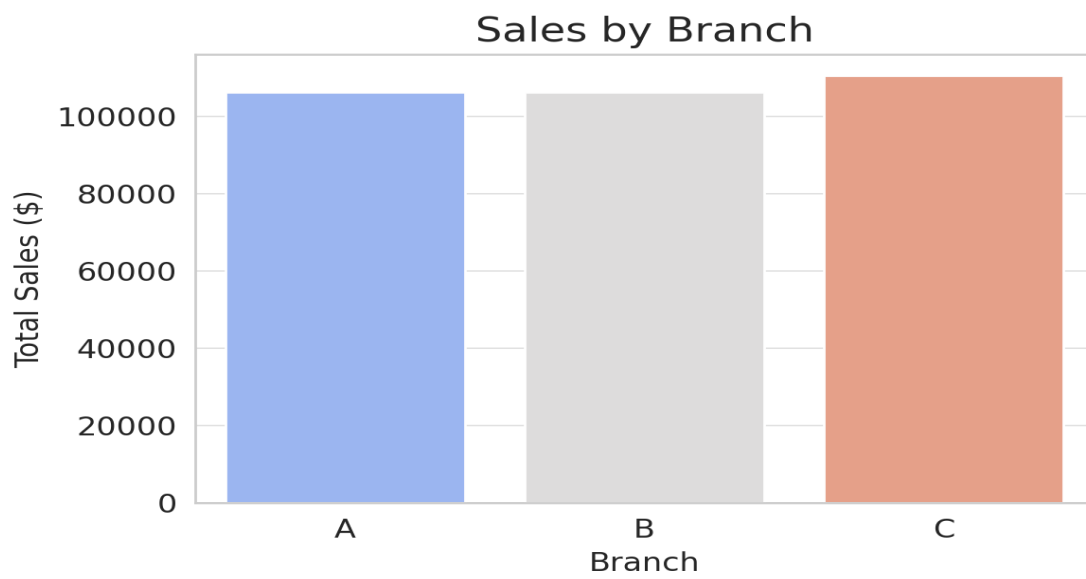
Visualizations

1. Sales by Product Line

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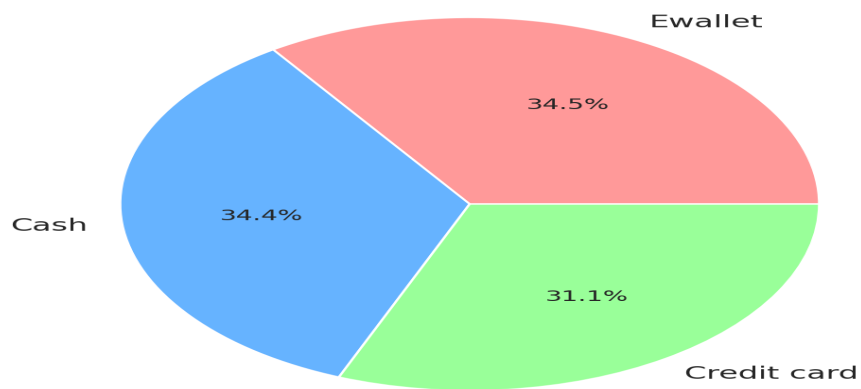
2. Sales by Branch



3. Payment Method Distribution

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Payment Method Distribution



4. Sales Trend Over Time by Product Line

