DA Assignment - 3

Objective:
Students will create a detailed business performance report based on the data set, analyzing sales, customer trends, and operational efficiency.

Attribute information
Invoice id: Computer-generated sales slip invoice identification number
Branch: Branch of super center (3 branches are available identified by A, B and C).
City: Location of super centers
Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.
Gender: Gender type of customer
Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel
Unit price: The price of each product in $
Quantity: Number of products purchased by the customer
Tax: 5% tax fee for customers buying
Total: Total price including tax
Date: Date of purchase (Record available from January 2019 to March 2019)
Time: Purchase time (10 am to 9 pm)
Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)
**COGS:** Cost of goods sold
Gross margin percentage: Gross margin percentage
Gross income: Gross income
Rating: Customer stratification rating on their experience (scale of 1 to 10)

Task:
1. Import the Dataset: Load the provided dataset into Power BI.
2. Data Cleaning: Ensure data consistency and Create new Columns if required
3. Interactivity: Ensure the Report is interactive.
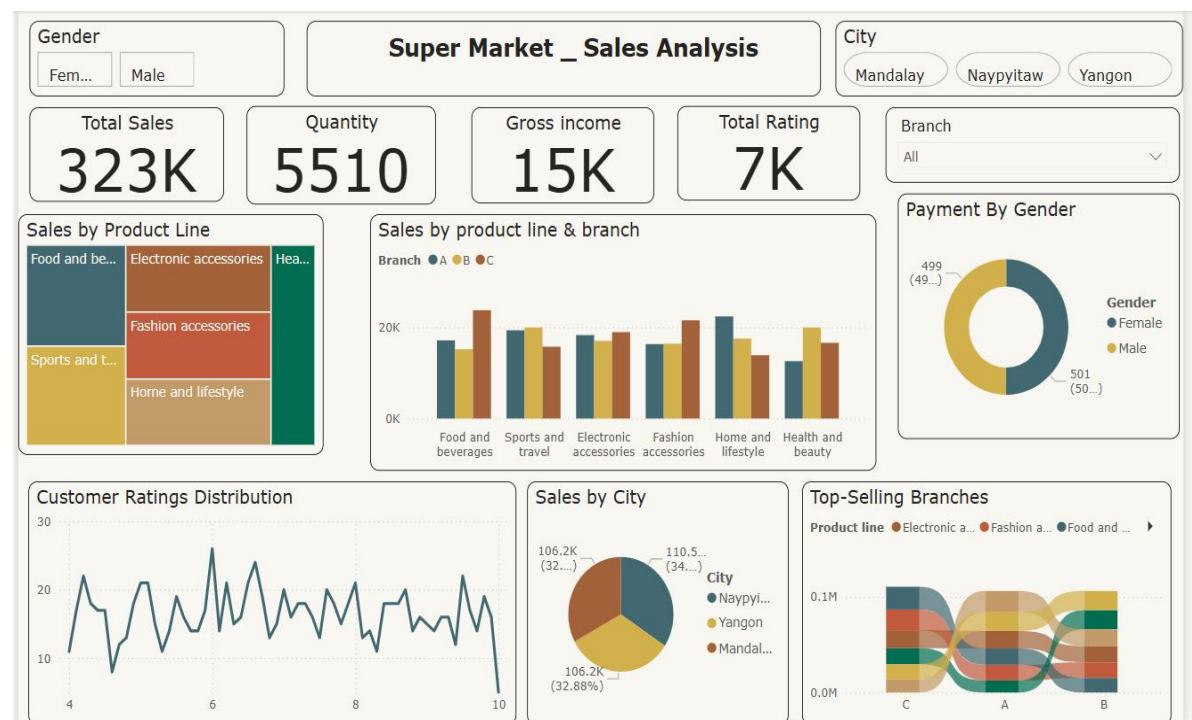
Key Insights from the Dashboard

Sales Performance: The **Total Sales** amount is **323K**, with a **Gross Income of 15K** and a **Total Quantity of 5510** units sold.

Product Line Sales: Food & Beverages, Electronic Accessories, and Fashion Accessories are the **top-selling product lines**.

Sales by City: Sales are almost evenly distributed among **Naypyitaw, Yangon, and Mandalay**, with each contributing roughly **33%** to total sales.

Branch-Wise Performance: Branches **A, B, and C** have varying performances across different product lines, with **Branch A leading in multiple categories**.

Customer Ratings: The **Customer Ratings Distribution** fluctuates between **4 and 10**, with some peaks around ratings of 6-7.

Payment by Gender: Sales are **almost evenly split between Male (50%) and Female (49%)**, indicating no significant gender preference in purchasing behavior.

Slicers & Filters: Users can **filter the data by Gender, City, and Branch**, allowing a dynamic exploration of sales trends.