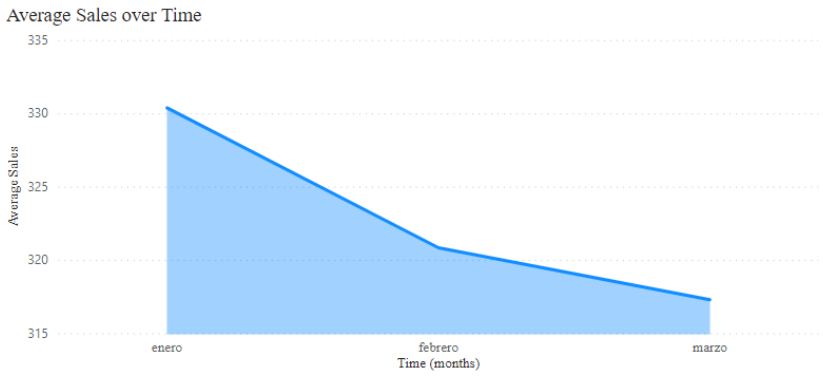
Supermarket Sales Performance Report.

After getting the csv file, I proceeded to loading it in Power BI. Upon loading it, I went ahead and check for cleaning and filtering, luckily, there wasn't any duplicate nor blank cell. Then I set to work.

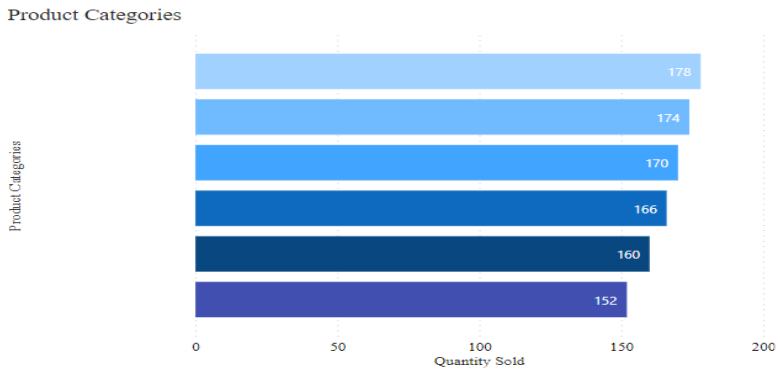
Per the instruction to create a data model, I couldn't create one because there was only a single Table and also a single sheet in the downloaded file, and thus I had to skip this step. I also had to skip step 5 and 6 as well. Prompting me to start the visualization proper.

I started by designing my dashboard with a background wallpaper. Then I created a Line chart to show data of total sales over a given period of time. The resulting visualization looks like this below.



We can tell from the visual above that the highest sales was made in **January**, while the lowest sales were made in **March.**

Next, I created another visual for product category measured against the quantity of goods sold. The ensuing visual looks like this.



From this chart, we can see that the *Fashion* category had the highest patronage with **178** goods sold, and the lowest being *health and beauty*, **152**

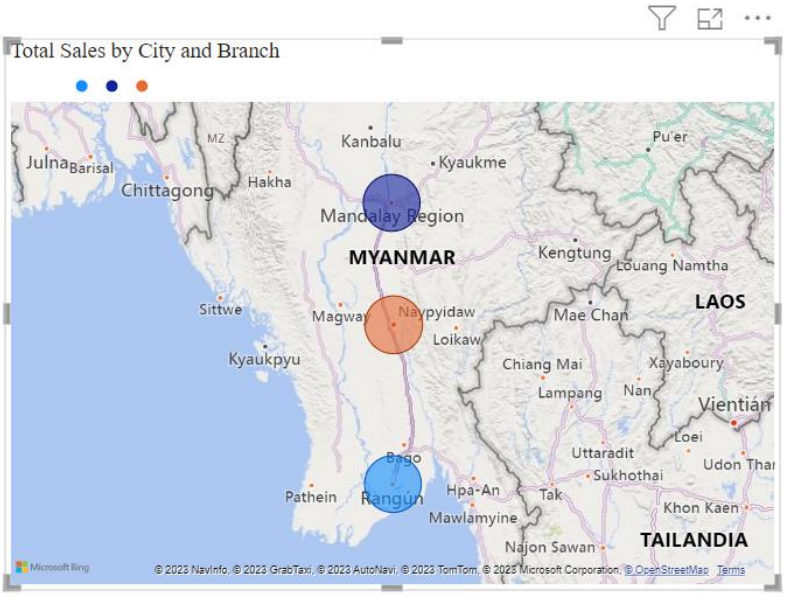
With this, I went on to the next visual which was customer types. The customer type was plotted in a pie chart since there exist only two comparisons. A pie chart would do better justice to it.

From the visual above, we can see that **499** people which account for **49.9%** of the customers were *members*, while the remaining **501** accounting for **50.1%** were *non-members.* This means that the store received patronage from non-members more than they did from members

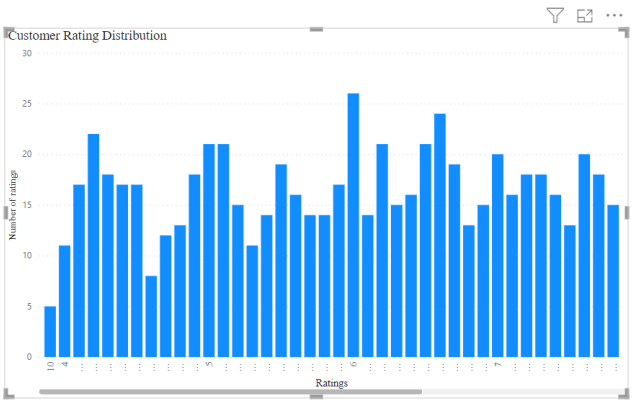
I created another chart for Gender distribution as well. This came in the form of a donut chart, similar to a pie chart, but clearly different. I had two comparison measure as well; this made me to use the donut.

From the chart above, we can see that there were more of *female* customers accounting for **50.1%**, than there were of *male* members, accounting for the remaining **49.9%**

I created a mapped visual for the branch and city visualization. This was to give it a better geographical feel and bring it to life. The ensuing visual can be seen below.

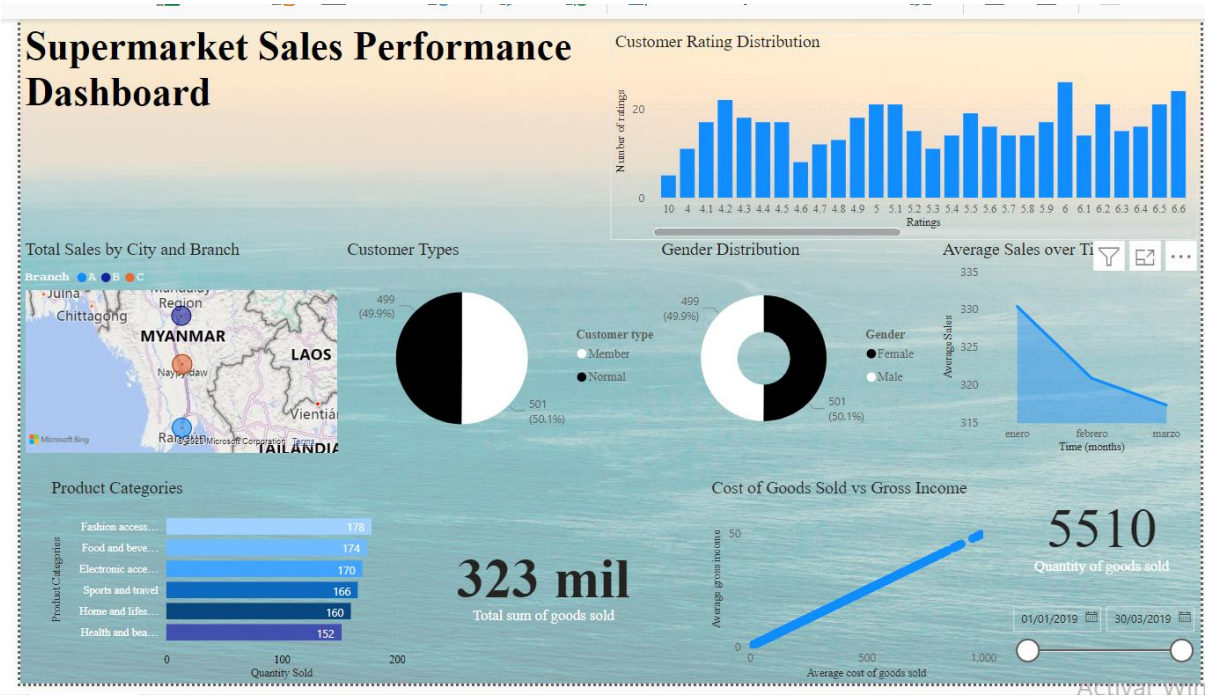


For the customer rating visual, with the absence of histogram, I tried to download it from the store. However, the visualizations I were getting from the customer rating didn't seem to make sense, and for this, I had to drop it and used column chart. This can be seen below.



From the chart we can see that *customer rating* of 6 had the highest number at **26 customers**, while *customer rating* of 10 had the lowest number at **5 customers**. More can be seen on the visualization in Power BI.

I plotted the cost of goods sold on a scatter chart against the gross income as directed and lastly, I added a filter for date and branch. However, I had to delete the branch filter as it came off as a repetition considering I had a map visual showing the branches already. Altogether, the final and complete visual looks somewhat like this.



I also added two cards to show the total sales and also the total quantity ordered. This would be very useful when toggling is being done to view the visual.