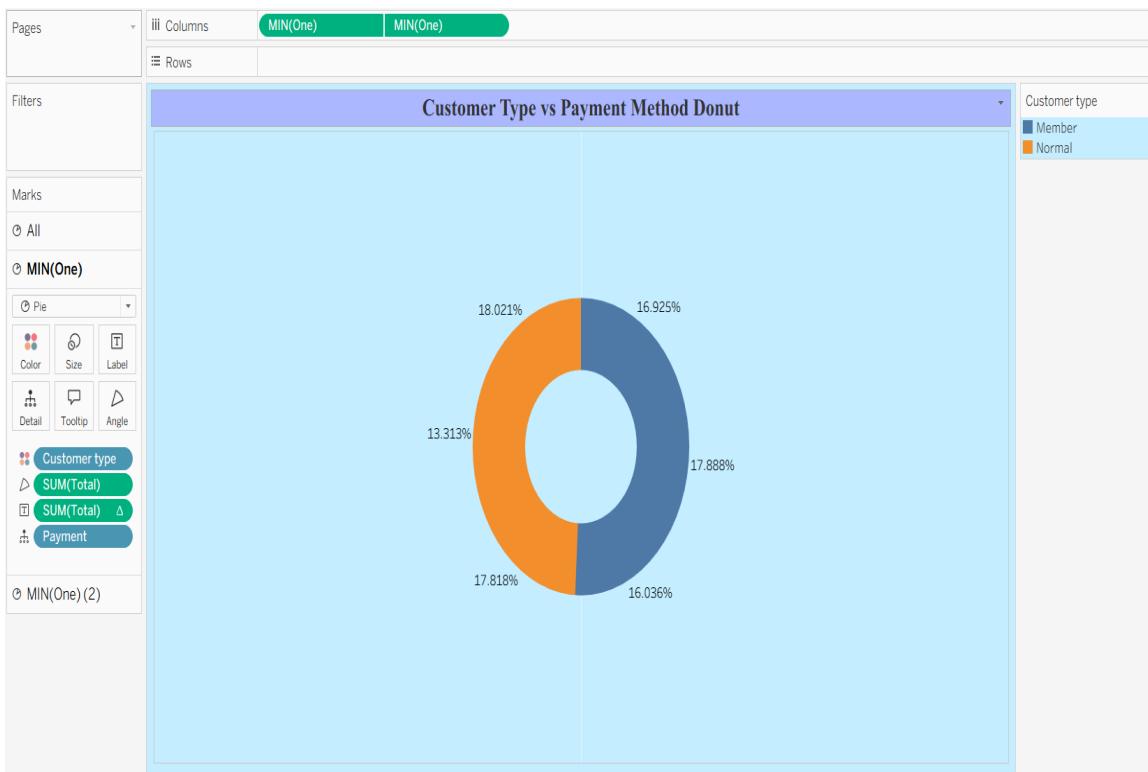


# Data Analytics Assignment – 2

## 1. Customer Type vs Payment Method (Segmented Donut Chart)

This segmented donut chart analyzes the relationship between customer type and payment method usage. The outer ring represents payment distribution, while the inner circle highlights customer type contribution.



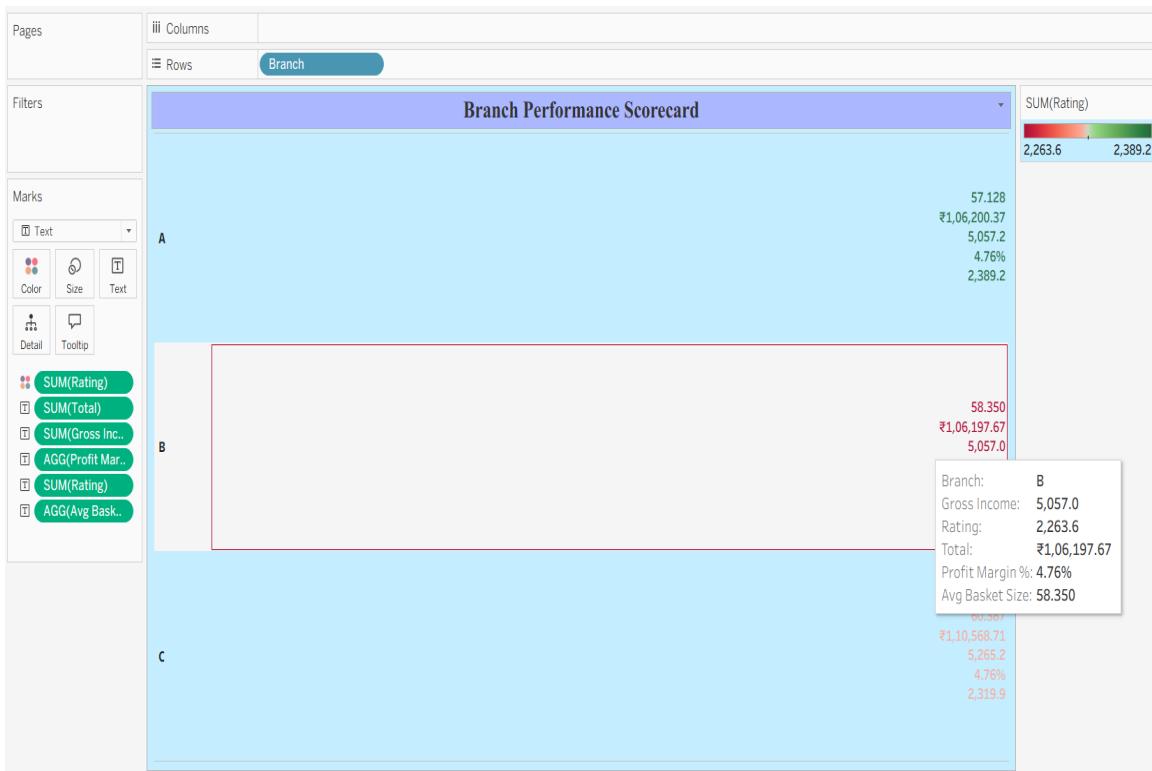
## 2. Branch-wise Sales Share Over Time (Stacked Area %)

This stacked area chart presents the percentage contribution of each branch to total sales over time, illustrating changes in market share across months.



### 3. Branch Performance Scorecard (Text Table)

The branch performance scorecard summarizes total sales, gross income, profit margin, average rating, and average basket size for each branch.



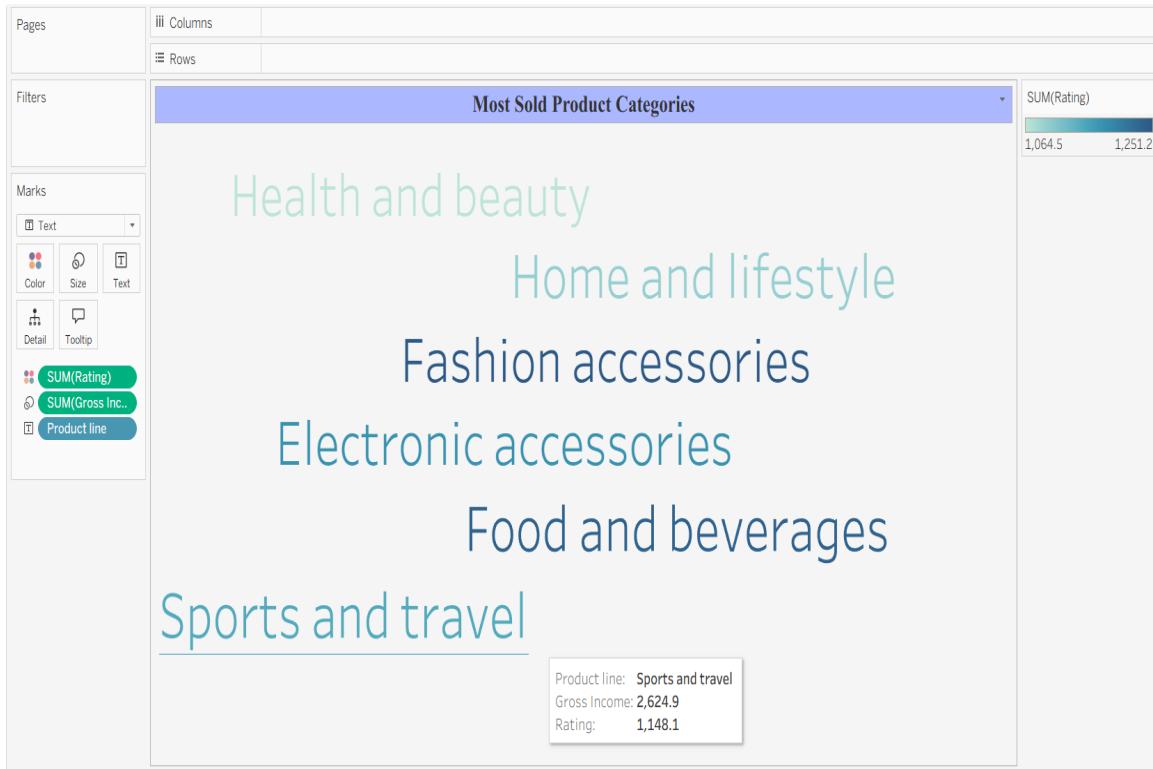
## 4. Profit Heatmap by Product Line and Branch (Highlighted Table)

The highlighted heatmap visualizes profitability across product lines and branches using color intensity to emphasize high and low performers.



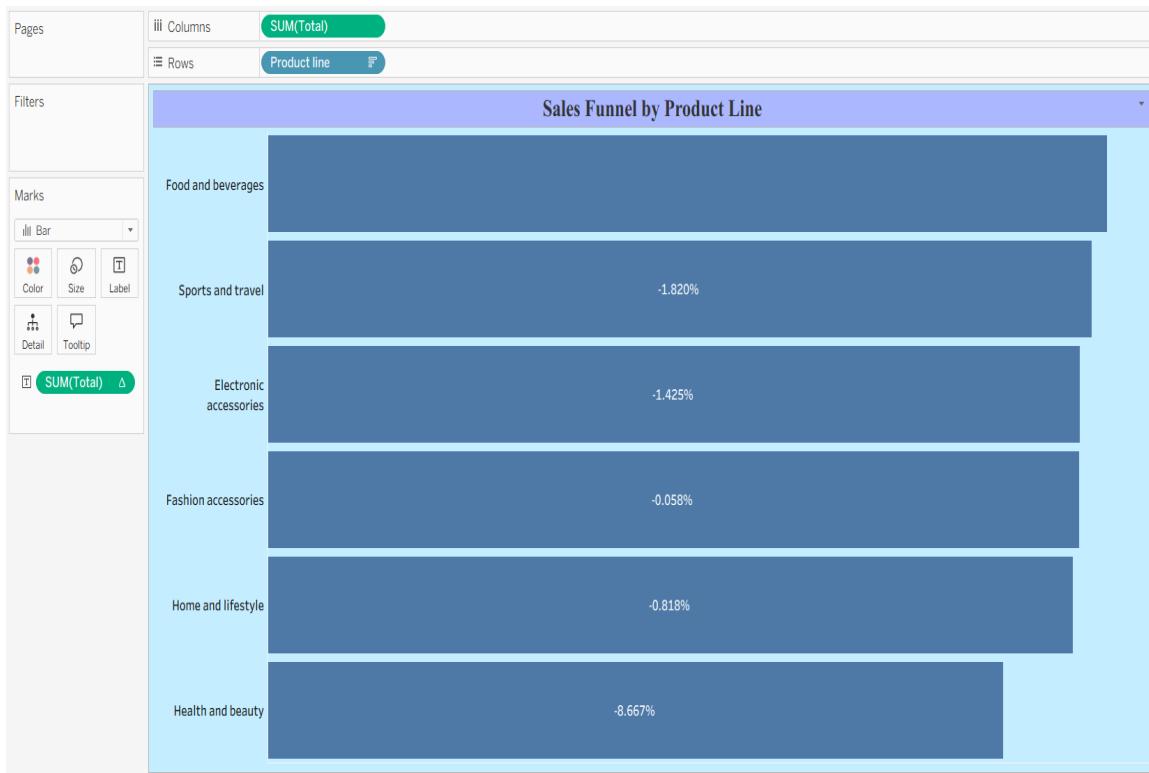
## 5. Revenue-Based Word Cloud of Product Categories

This word cloud sizes product categories based on gross income contribution, providing a quick overview of high-impact product segments.



## 6. Sales Funnel by Product Line

The revenue funnel ranks product lines from highest to lowest sales, showing percentage drop between categories and revenue concentration.



## 7. Cumulative Profit Contribution Analysis (Waterfall Chart)

The waterfall chart displays cumulative profit contribution by product line, illustrating how overall profitability builds incrementally.

