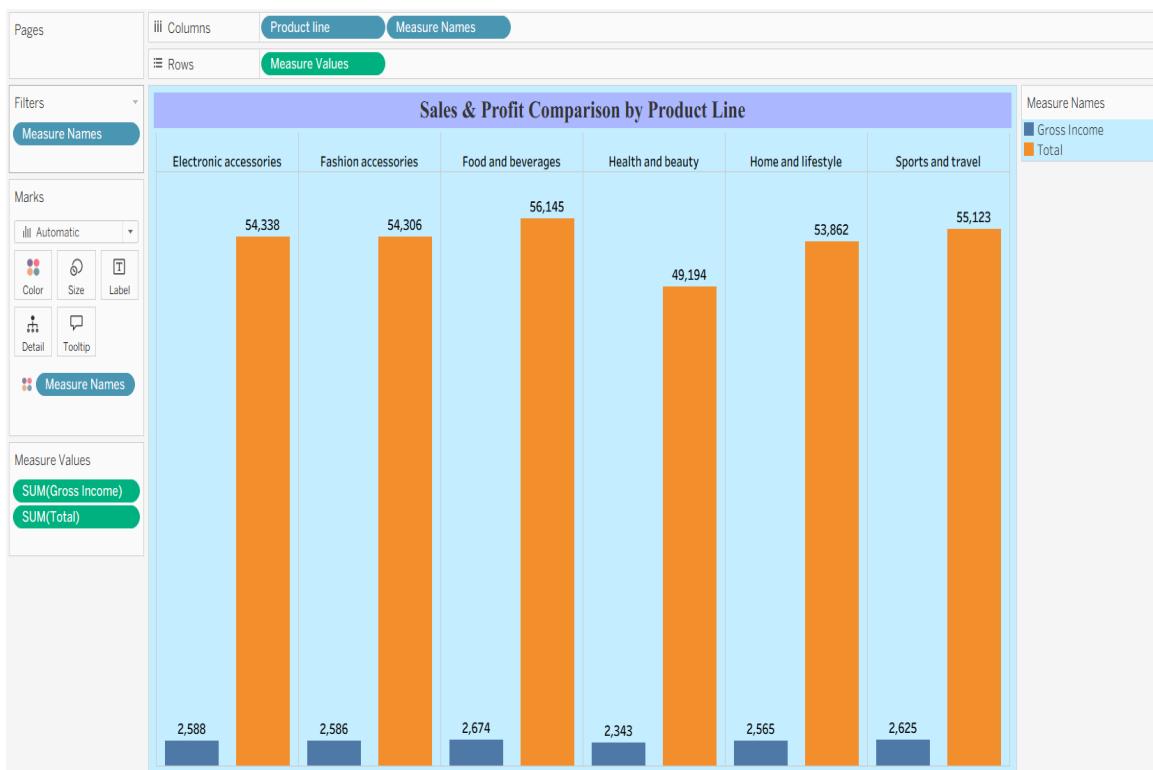


# Data Analytics Assignment – 1

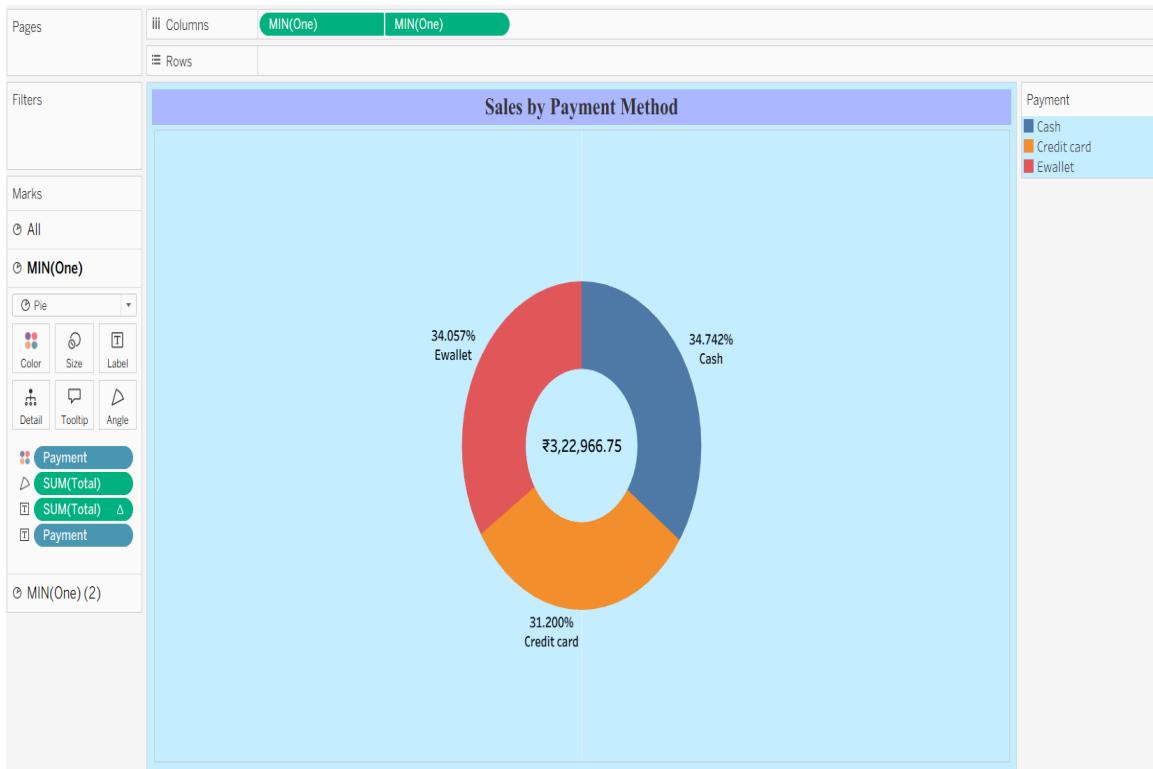
## 1. Sales & Profit Comparison by Product Line (Bar Chart)

This bar chart compares total sales and gross income (profit) across different product lines. It highlights which categories generate higher revenue and which contribute more to overall profitability. Food & Beverages and Sports & Travel show strong revenue performance, while profitability remains relatively consistent across categories.



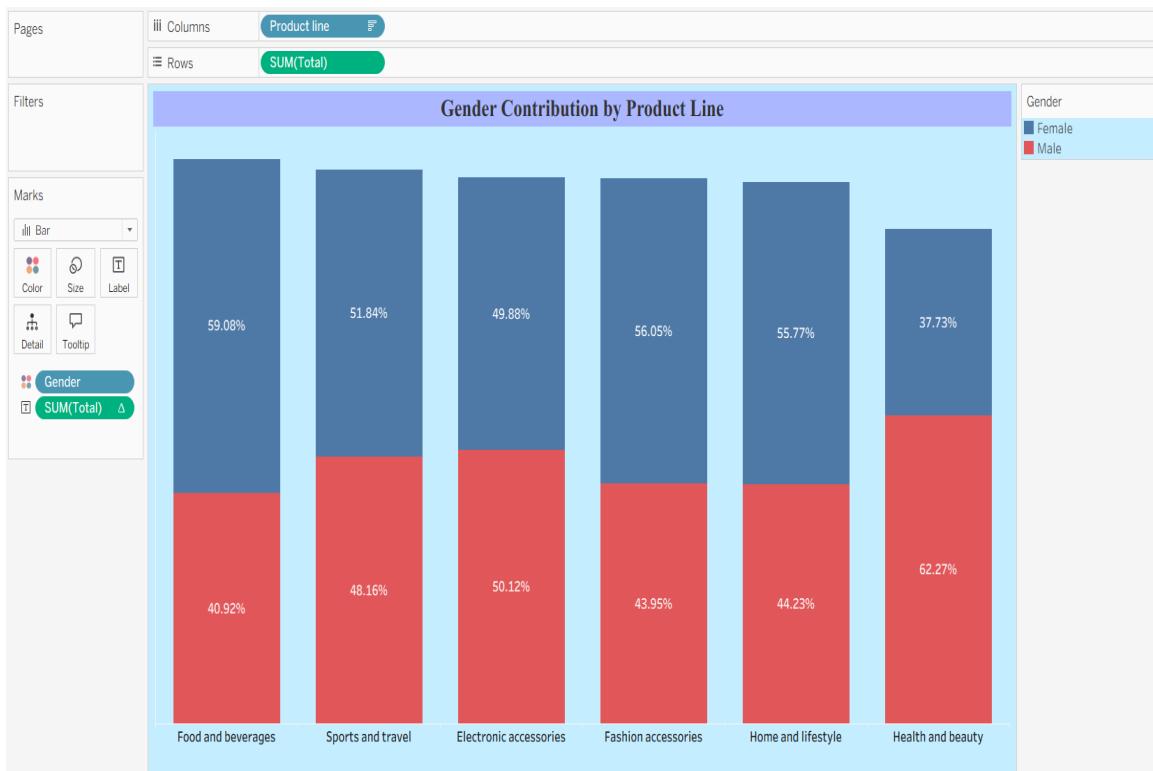
## 2. Sales by Payment Method (Pie / Donut Chart)

This donut chart represents the distribution of total sales across payment methods (Cash, Credit Card, and E-wallet). Cash accounts for the largest share of transactions, followed closely by E-wallet and Credit Card. The total sales value is displayed at the center for improved readability and professional presentation.



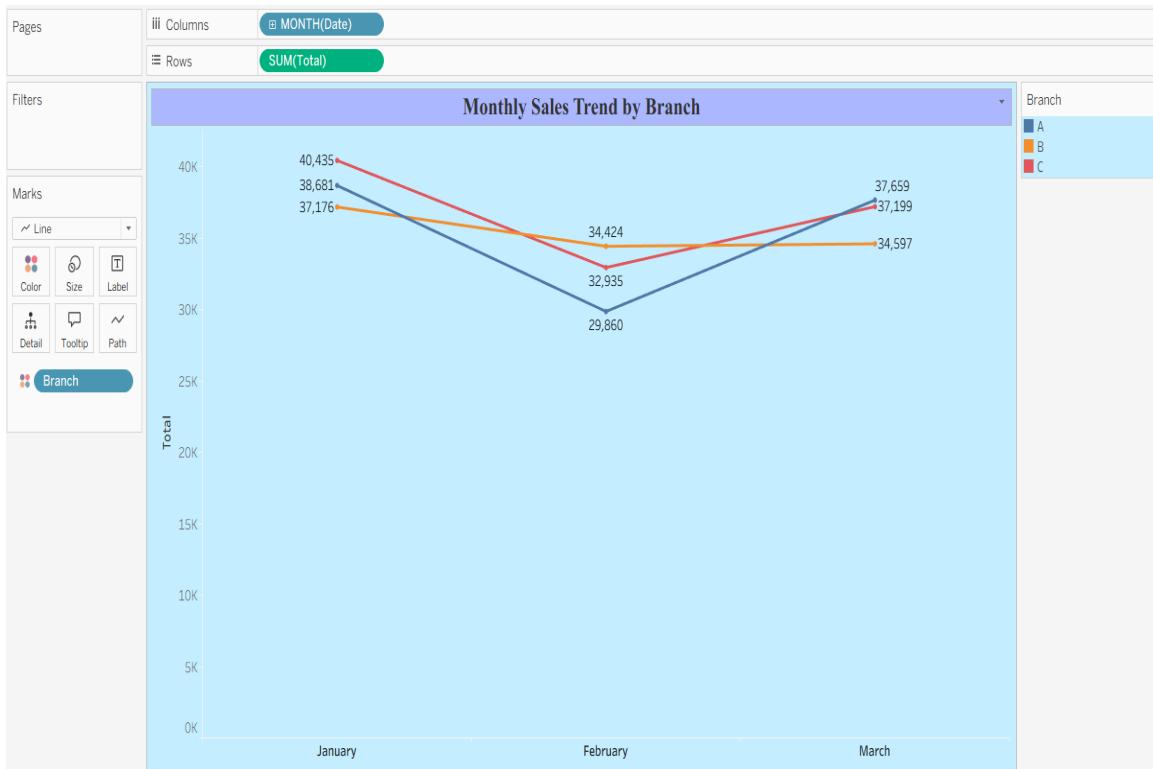
### 3. Gender Contribution by Product Line (Stacked Bar Chart)

This stacked bar chart illustrates gender-wise contribution to sales across various product lines. Each bar represents a category, divided into male and female sales percentages. The visualization reveals differences in purchasing behavior, particularly in Health & Beauty and Food & Beverages categories.



## 4. Monthly Sales Trend by Branch (Line Chart)

This line chart presents the monthly sales trend for Branch A, B, and C from January to March. A noticeable dip in February is observed across branches, followed by recovery in March. The visualization enables comparison of branch performance over time and highlights seasonal fluctuations.



## 5. City Performance Analysis (Bubble Chart)

The bubble chart compares city-wise performance based on total sales and gross income. The size of each bubble represents total sales volume, while color intensity reflects profitability. Mandalay and Naypyitaw show slightly higher revenue contributions compared to Yangon, indicating balanced regional performance.

