

## 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.

**Dataset:** [Link](#)

### Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

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

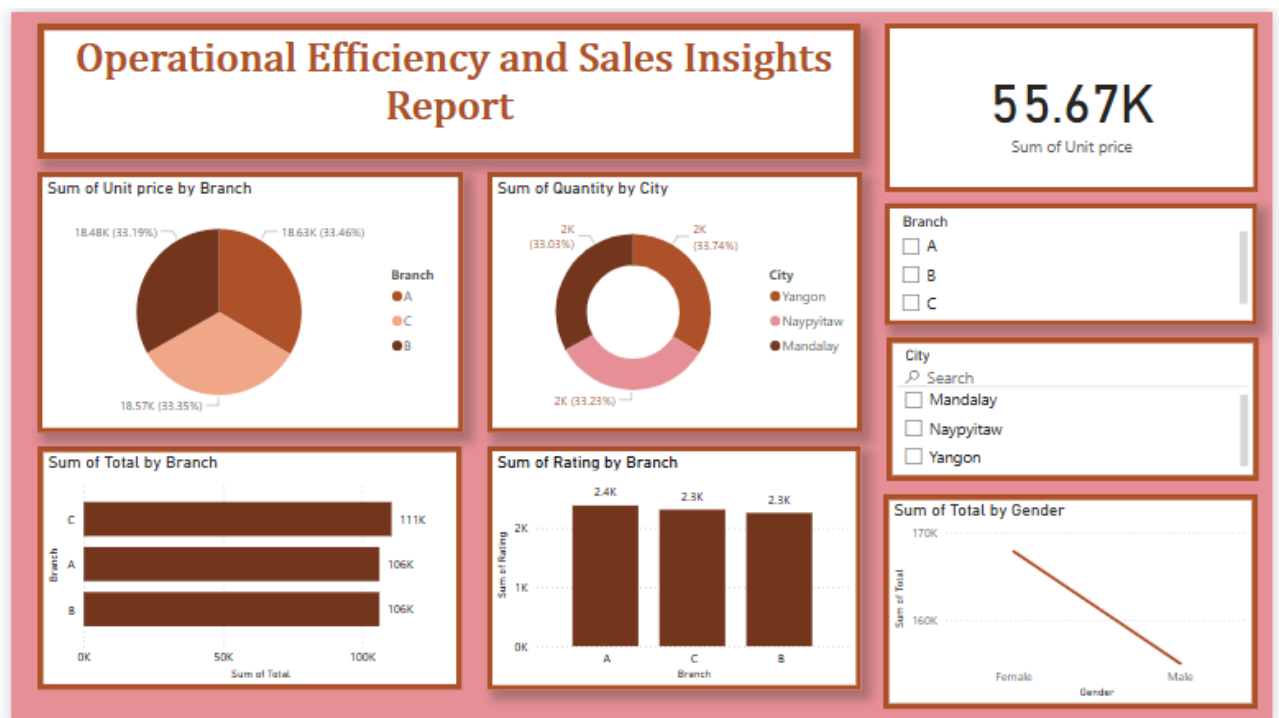
Gross income: Gross income

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. **Dashboard Components** (Must include):
  - **Cards, Slicers, Visualizations**
4. **Interactivity:** Ensure the dashboard is interactive

Screenshot of Dashboard :



## Key findings and insights

1. Overall Sales Performance:
  - The total quantity sold across all branches and cities is 5,510.
  - Sales appear to be evenly distributed among the different locations.
2. Branch Performance Analysis:

- Unit Price Contribution: The three branches (A, B, and C) have nearly equal shares in unit price contribution:
  - Branch A: 33.19%
  - Branch B: 33.46%
  - Branch C: 33.35%
- Total Sales by Branch:
  - Branch A leads with 111K in total sales.
  - Branch C follows closely with 106K.
  - Branch B has the lowest total sales at 105K.

### 3. City-Wise Sales Distribution:

- Sales quantity is evenly spread across the three cities: Yangon (33.03%), Naypyitaw (33.74%), and Mandalay (33.23%).
- No single city dominates sales, indicating a balanced geographic demand.

### 4. Customer Rating Insights:

- Customer ratings are fairly uniform across branches:
  - Branch A: 2.4K ratings
  - Branch B: 2.3K ratings
  - Branch C: 2.3K ratings
- This suggests consistent customer satisfaction across all locations.

### 5. Gender-Based Sales Analysis:

- Sales are significantly higher among male customers than female customers.
- Female sales are much lower, which indicates an opportunity to target female customers with specialized promotions or tailored marketing strategies.