

DA Assignment - 3

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

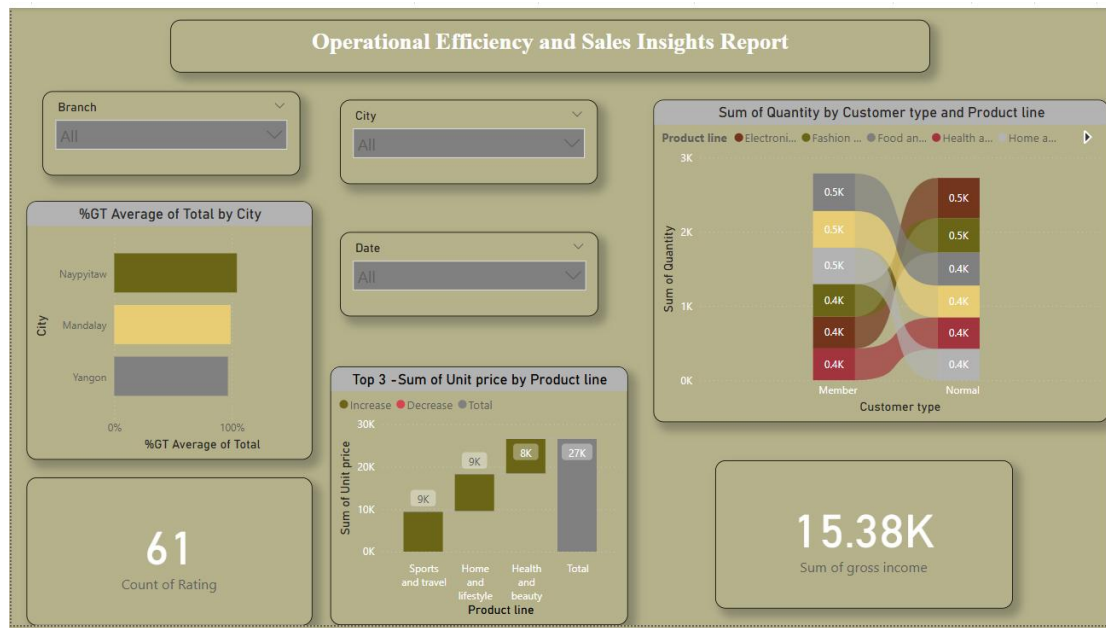
Gross income: Gross income

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. **Interactivity:** Ensure the Report is interactive

Screenshot of Dashboard



Key findings and insights

Overall Business Performance

- The total **gross income** is **15.38K**, reflecting stable financial performance.

Sales Performance by City

- The **%GT Average of Total by City** indicates **Naypyitaw, Mandalay, and Yangon** contribute to total sales, with Naypyitaw having the highest percentage.

Top 3 Product Lines by Unit Price

- **Sports and Travel** has the highest unit price at **9K**.
- **Home and Lifestyle** follows with **8K**, and **Health and Beauty** is third.

- The total sum of unit price across all products is **27K**, indicating a well-performing product range.

Customer Type and Quantity Sold

- **Both members and normal customers purchase similar quantities across product lines.**
- Each product line contributes approximately **0.4K–0.5K** to total sales.

Customer Rating Analysis

- **Total customer ratings: 61**, showing moderate engagement in customer feedback.