ASSIGNMENT-2

DATA SET LINK:
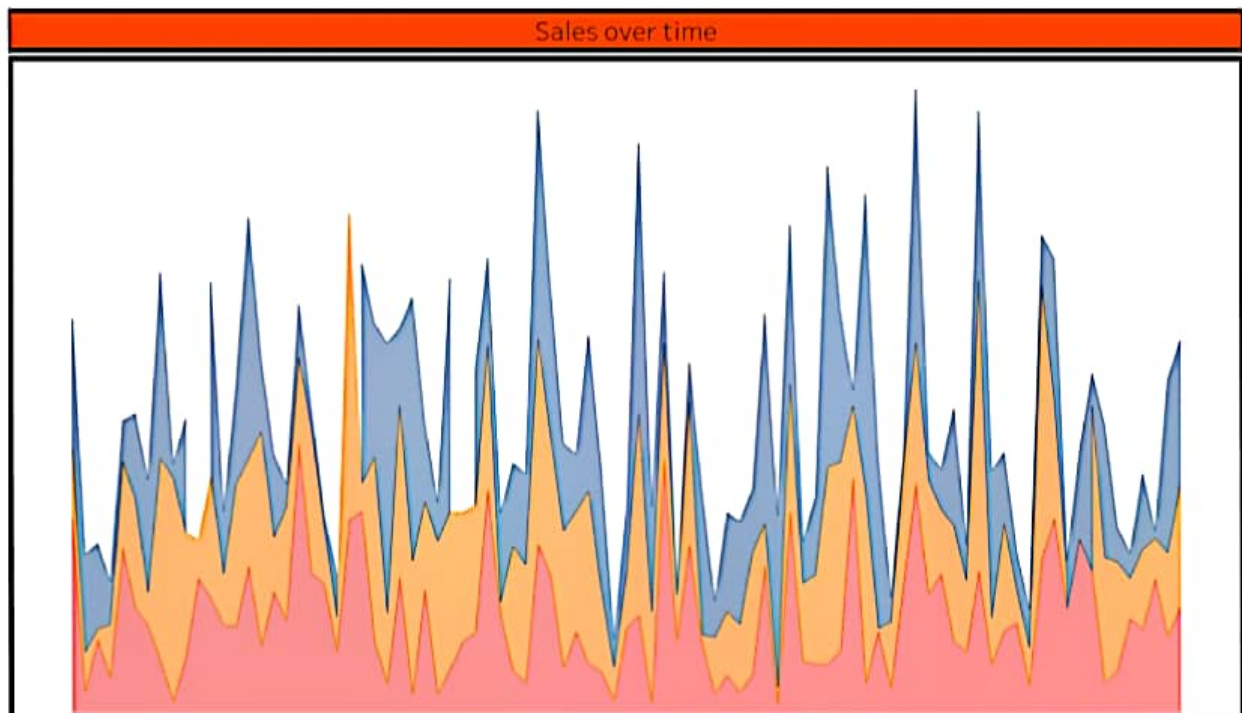https://drive.google.com/file/d/IUmrCVmQFQYorNUTw4I4G3xot6rm4
6BwR/view

Created below visualization:

Donut Chart :

Sales by Product Line

- Sports and travel 17.068%
- Electronic accessories 16.824%
- Home and lifestyle 16.677%
- 323K
- Fashion accessories 16.815%
- Health and beauty 15.232%
- Food and beverages 17.384%
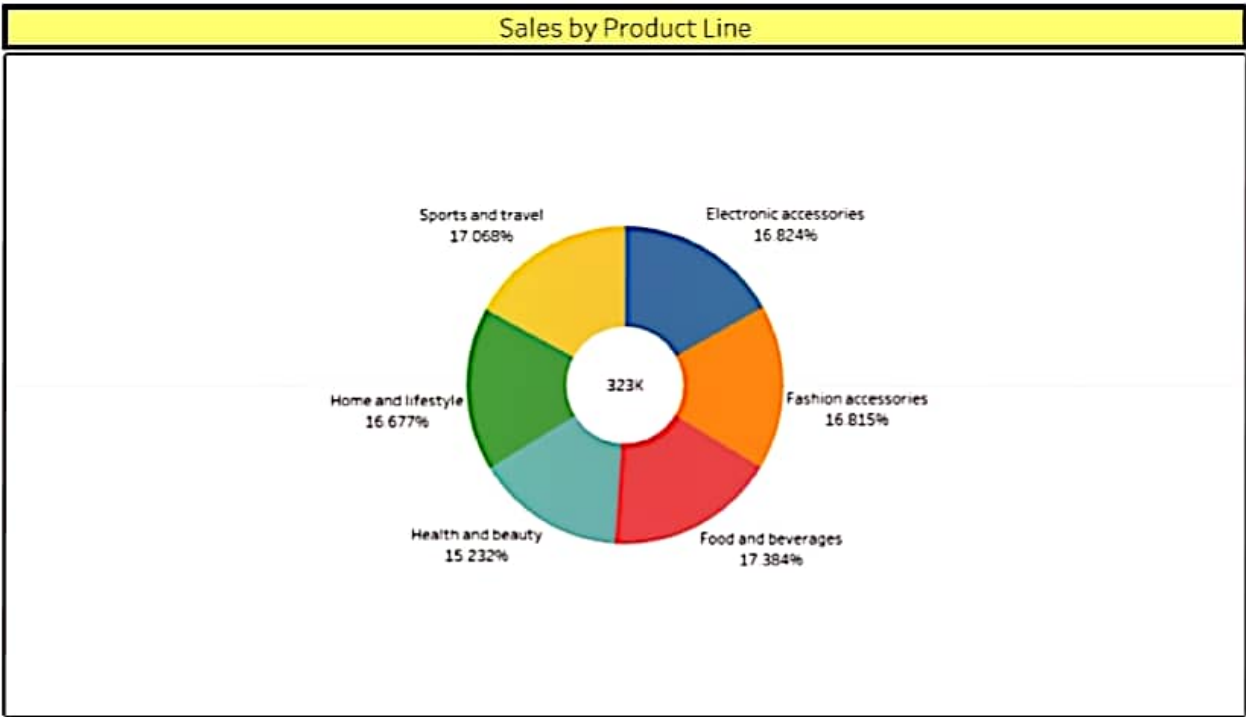
Area Chart :

ASSIGNMENT-2

<div align="center">Sales over time</div>

Text table :

Product	Cash	Credit card	E wallet
		Branch wise product line payment	
Electronic accessories	4.166	7.633	6.518
	6.917	4.994	5.140
	9.647	2.801	6.521
Fashion accessories	4.288	5.245	6.800
	5.657	6.029	4.727
	7.669	6.060	7.831
Food and beverages	5.207	6.205	5.751
	2.656	8.575	3.984
	11.348	5.455	6.963
Health and beauty	4.077	3.365	5.155
	7.728	6.198	6.055
	5.384	6.406	4.825
Home and lifestyle	9.792	4.812	7.813
	4.441	5.378	7.730
	4.356	3.793	5.746
Sports and travel	6.251	5.834	7.287
	7.941	6.170	5.877
	4.681	5.812	5.269

Highlighted table :

ASSIGNMENT-2

Sales by the Gender and product line					
Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel
27,102	30,437	33,171	18,561	30,037	28,575
27,236	23,868	22,974	30,633	23,825	26,548

WordCloud

Product line by the Quantity

Health and beauty

Home and lifestyle

Fashion accessories

Electronic accessories

Food and beverages

Sports and travel

Funnel Chart :

customer segmentation

34.235%

32.883%

32.882%

Waterfall chart :

ASSIGNMENT-2

profit contribution by product line
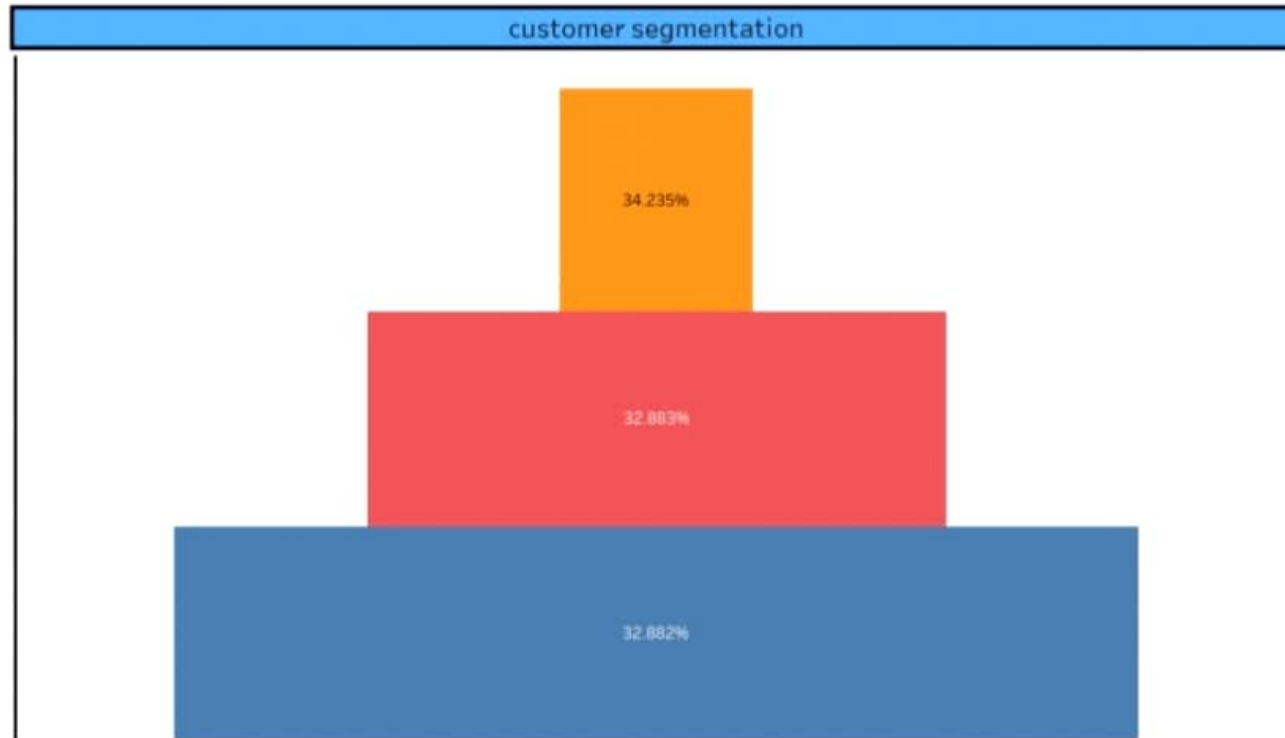
| Electronic accessories | Fashion accessories | Food and beverages | Health and beauty | Home and lifestyle | Sports and travel | Grand Total |