

DA Assignment – 3

Objective: Students will create a detailed business performance report based on the dataset, analyzing sales, customer trends, and operational efficiency.

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



Key Insights:

1. Profit Breakdown by Category
 - Technology is the clear leader in profit, significantly outperforming Office Supplies and Furniture.
 - Furniture lags behind — this could indicate higher costs, lower sales volume, or discounting reducing margins.
2. Quantity Sold by Category
 - Office Supplies has the highest quantity sold, despite lower profit. This suggests it's a high-volume, low-margin category.
 - Technology maintains strong sales alongside high profit — a promising combination.
3. Discount Patterns by Product Name
 - Discounts seem evenly distributed across product names, with no extreme peaks.
 - If profits are strong despite these discounts, this could indicate effective pricing strategies — or room to optimize further.

4. City-Wise Performance

- The Count of Row ID by City graph shows a steep drop after the top-performing cities.
- If sales rely heavily on a few top cities, diversifying into underperforming locations might reduce risk.

5. Regional and Category Filters

- With 292.30K profit and 2.33M sales, you're running at roughly 12.5% profit margin — not bad, but worth monitoring by region and category.
- If one region consistently underperforms, adjusting marketing or product availability might help.