

## 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.

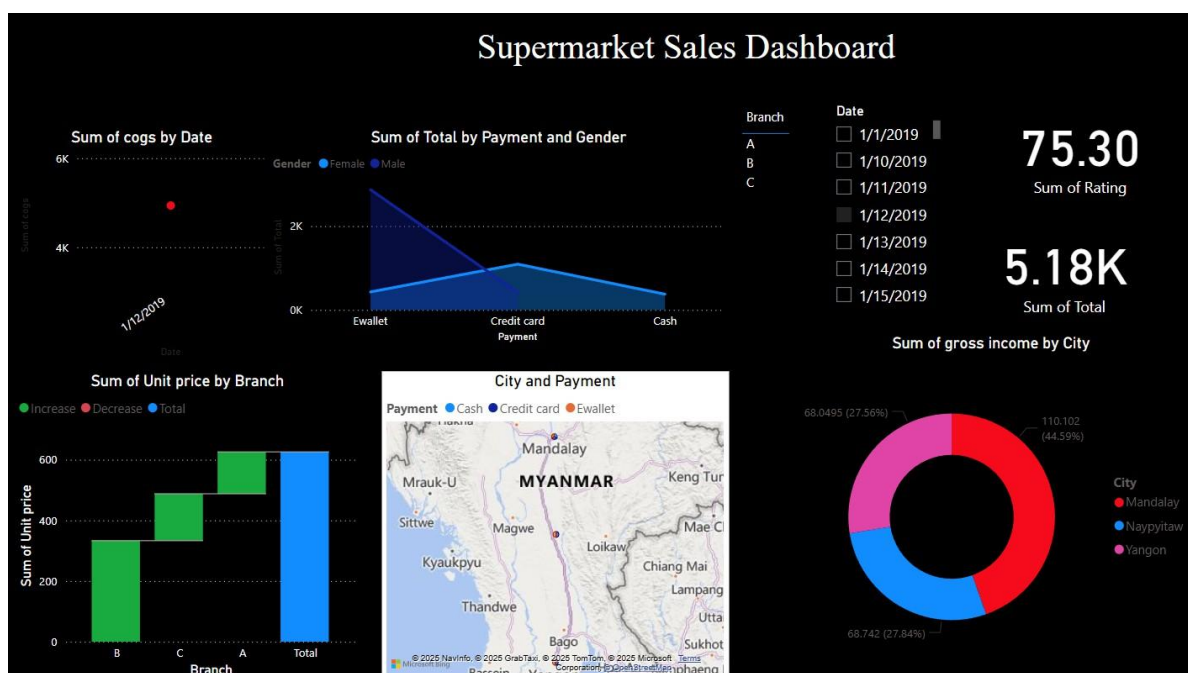
### Task: 1.

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,



### Key Insights:

1. Gross Income by City
  - Yangon leads with 44.59% of total income — the dominant contributor.
  - Mandalay and Naypyitaw are nearly tied at 27.56% and 27.84% respectively.
  - This suggests Yangon may have a larger customer base or higher-value sales, worth exploring further.
2. Total Sales by Payment and Gender
  - E-wallet payments are the most popular across both genders.
  - Cash payments have the lowest total, which might signal an opportunity to promote faster digital transactions or explore reasons behind low cash use.

3. Cost of Goods Sold (COGS) Trend

- The chart only shows a single data point (1/2/2019), but the COGS is relatively high (~6K).
- If this isn't an outlier, it's worth tracking whether costs stay elevated or drop — high costs without matching revenue could squeeze profit margins.

4. Unit Price Comparison Across Branches

- Branch C has the highest total unit price, while Branch B lags behind.
- If pricing is consistent across branches, this could indicate differences in product mix or sales volume — or a performance gap worth investigating.

5. City & Payment Distribution

- The map visually highlights Mandalay, Naypyitaw, and Yangon with payment methods shown.
- If E-wallets dominate in all cities, promoting cash and credit card incentives in underperforming cities might diversify payment habits.

6. Summary Metrics

- Sum of Rating: 75.30 — This metric hints at customer satisfaction. If 100 is the max, this score suggests room for improvement.
- Sum of Total: 5.18K — Reflects total sales. A time-series comparison could help track growth or declines.