

Analysis

- 1.** What is the count of footfall on an Hourly basis?
 - a. To show the count of footfall, I've used the Hour column with the Transaction ID column.
 - b. I've used the count of transaction ID.
 - c. Graph Used
 - i. Line graph
- 2.** What is the sales number according to the weekdays?
 - a. To show the total sales according to the weekdays, I've used the Total sales column and the Hour column.
 - b. Total sales are achieved by multiplying the transaction quantity by the Unit price column.
 - c. Graph Used
 - i. Bar graph
- 3.** What is the highest footfall by location?
 - a. To show the highest footfall by location, I've used the count of transaction ID and Location column.
 - b. I've used the count of transaction ID
 - c. Graph Used
 - i. Horizontal Bar graph
- 4.** What are the Top 5 selling products?
 - a. To show the highest-selling products, I've used the Total Sales and Products columns
 - b. I've used the filter to show the top 5 highest-selling products.
 - c. Graph Used

- i. Pie chart

5. What is the highest sales amount according to location?

- a. To show the highest sales amount, I've used the location column and total sales column.
- b. Graph Used
 - i. Bar Graph

6. What is the highest size in demand?

- a. To show the highest demand size-wise, I've used the size column and transaction quantity.
- b. Graph Used
 - i. Doughnut chart

Measures/KPIs

1. Total footfall

- a. Count of transactions ID

2. Total sale

- a. The sum of the Total sales column

3. Average spending

- a. Total sales divided by transaction ID

4. Average orders

- a. Total Quantity divided by transaction