

Assingnment no :-2



This is a **Supermarket Sales Insights Dashboard**, which provides key metrics and visualizations related to sales performance. Here are some key insights from the dashboard:

Key Metrics:

- **Total Quantity Sold:** 5,510 units
- **Average Customer Rating:** 6.97
- **Gross Income:** 15.38K
- **Total Sales Revenue:** 322.97K

Sales Analysis:

1. **Sales Distribution by Branch:**
 - Branch A has the highest sales (110K).
 - Branch B and C have nearly equal sales (~106.2K each).
2. **Sales Trend Over Time:**
 - The total recorded sales in 2019 amounted to 0.32M.

3. Sales Heatmap by Hour:

- The highest sales occur around **10 AM - 1 PM**.
- Total sales across all branches are **322,966.75**.

Product & Payment Insights:

4. Top Product Line by Sales:

- The most popular categories include **Food, Sports, Electronics, Home, Fashion, and Health**.

5. Payment Method Distribution:

- **Cash (31.2%)**
- **E-wallet (34.74%)**
- **Credit Card (34.06%)**
- Digital payments (E-wallet & Credit Card) make up over **68% of total transactions**.

Customer Satisfaction:

6. Customer Rating vs. Target:

- **Actual rating:** 6.97
- **Target rating:** 7.32 (not met)