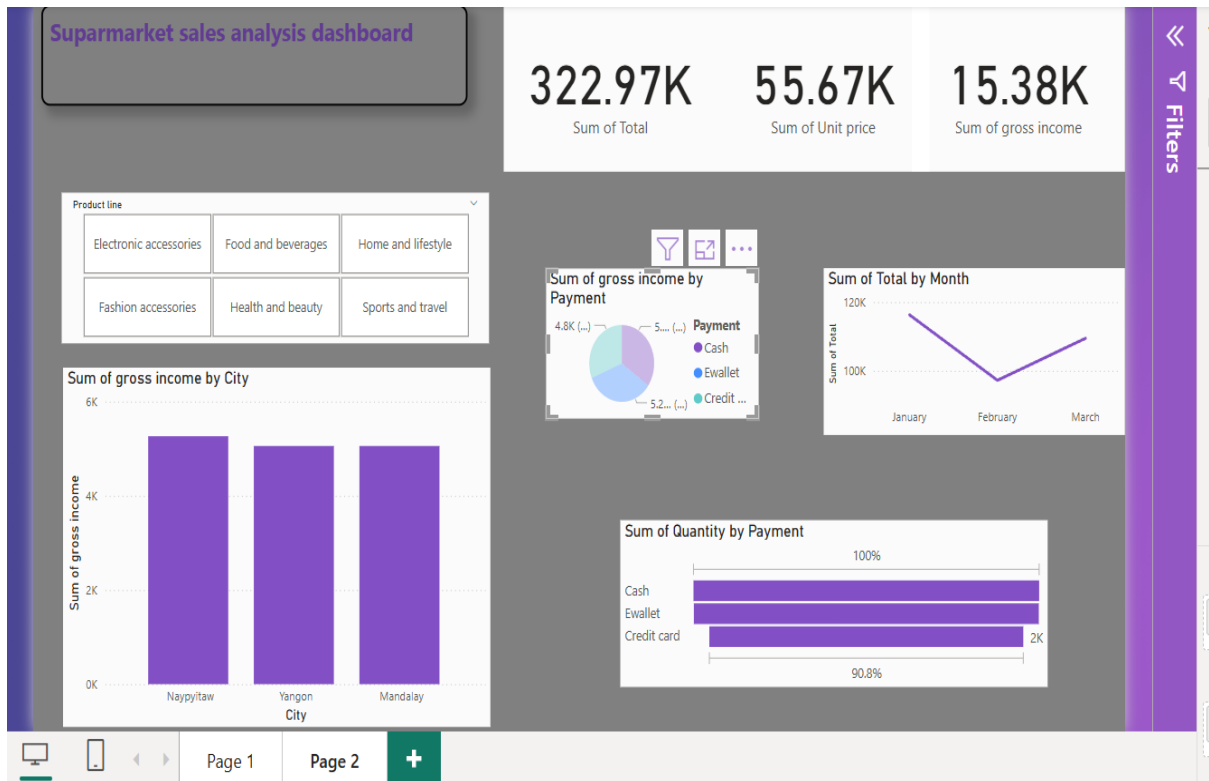# Assignment 2

This image is a **Supermarket Sales Analysis Dashboard**, likely created using **Power BI** or another data visualization tool. Here are some key insights based on the visual elements:

1. Key Performance Indicators (KPIs)

- **Total Sales (Sum of Total): 322.97K**

- **Total Unit Price: 55.67K**

- **Total Gross Income: 15.38K** These KPIs indicate overall business performance.

2. Gross Income Analysis

- **By City:** The **gross income** is relatively similar across **Naypyitaw, Yangon, and Mandalay**, with each city contributing nearly **4K to 6K**.

- **By Payment Method:**
  - The dashboard includes a **pie chart** showing distribution by **Cash, Ewallet, and Credit Card**.
  - **Credit Card** appears to have the highest share, followed by **Ewallet and Cash**.

- **By Product Line:** Different product lines like **Electronic Accessories, Food & Beverages, and Health & Beauty** contribute to the total sales.

3. Sales Trend Over Time

- A **line chart** shows the **sum of total sales by month**.

- Sales peaked in **January**, dropped in **February**, and rose again in **March**.

4. Payment Method Comparison

- A **horizontal bar chart** compares different payment methods in terms of **quantity**.

- **Cash and Ewallet** payments show **100%** completion, while **Credit Card** payments are slightly lower at **90.8%**.

5. Interactive Filtering

- The dashboard includes **filters** (visible on the right-hand side) for further customization and detailed analysis.

Possible Business Insights

- **Seasonality Impact:** Sales dipped in **February**, suggesting possible seasonality in demand.

- **City-Wise Performance:** All three cities perform similarly; further analysis can identify potential growth areas.

- **Payment Trends:** Credit Card transactions dominate; businesses may consider offering discounts or promotions for digital payments.

- **Product Line Analysis:** Different product lines can be compared to optimize inventory and marketing strategies.