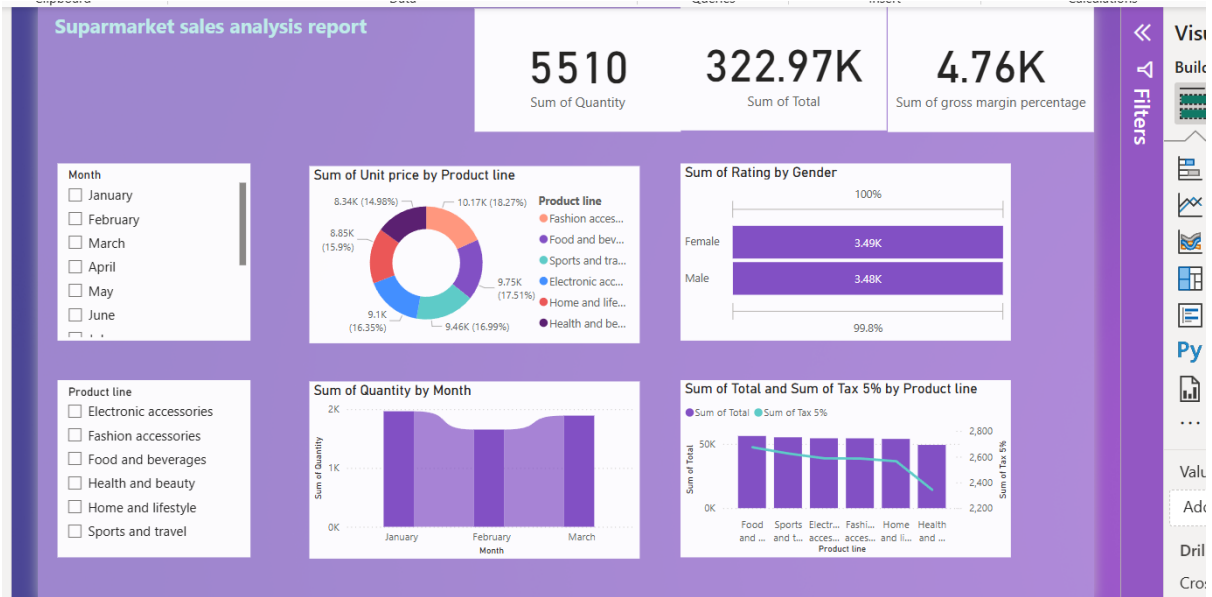


Assignment 3



This image represents a **Supermarket Sales Analysis Report Dashboard** with a focus on **sales quantity, total revenue, unit price, ratings, and tax analysis**. Here are the key insights:

1. Key Performance Indicators (KPIs)

- **Sum of Quantity Sold: 5,510**
- **Total Sales Revenue: 322.97K**
- **Gross Margin Percentage: 4.76K** These figures indicate overall business performance in terms of total sales and profit margins.

2. Sales Breakdown

- **By Product Line (Pie Chart – Unit Price Contribution)**
 - **Fashion Accessories** lead with **18.27% (10.17K)**
 - Other top-performing categories include:
 - **Sports and Travel (15.9% - 8.85K)**
 - **Electronic Accessories (17.51% - 9.75K)**

- **Health and Beauty (16.99% - 9.46K)**
 - This indicates a well-distributed revenue contribution across different product categories.
- **By Month (Bar Chart)**
 - The number of units sold fluctuates slightly.
 - **January and March** show higher sales volume than **February**, indicating a potential **seasonal dip**.

3. Customer Rating Analysis

- **Gender-Based Ratings**
 - **Female customers rated 3.49K**
 - **Male customers rated 3.48K**
 - Rating distribution is nearly equal (**99.8% completion**), suggesting no major bias in gender-based satisfaction.

4. Tax and Total Sales by Product Line

- A combined **bar and line chart** shows the relationship between **total sales** and **tax (5%) collected**.
- Categories such as **Food & Beverages, Fashion Accessories, and Home & Lifestyle** have strong total sales and proportional tax contributions.
- Some categories show lower tax, possibly due to lower sales or different tax rates.

5. Interactive Filters

- Users can filter sales data by **Month** and **Product Line**, allowing for deeper insights into specific trends.

Business Implications

- **January and March show stronger sales** than February, indicating possible seasonality.
- **Fashion Accessories and Electronic Accessories are top-performing categories**, meaning they could benefit from more promotions.
- **Customer ratings are balanced across genders**, which is a positive sign of broad customer satisfaction.

- **Tax and total sales alignment** suggests stable taxation across product categories.