

## Assignment 2



The dashboard you've provided seems to be a "Supermarket Sales Insights Dashboard." Here's a breakdown of the key elements it includes.

### 1. Key Metrics:

- Total Quantity Sold: 5510
- Average Customer Rating: 6.97
- Gross Income: 15.38K
- Total Sales: 322.97K

2. **Sales Distribution by Branch:** A bar chart compares sales across branches (A, B, and C). Branch C leads with 110.6K in sales.

3. **Sales Trends Over Time:** A line chart tracks sales fluctuations from January to March 2019, with a peak of 7.8K and a low of 0.9K in March.

4. **Sales Heatmap by Hour:** This heatmap highlights sales activity across hours and branches, with Branch C dominating overall.

5. **Top Product Lines by Sales:** A pie chart shows sales for different product categories like Food & Beverages, Sports & Travel, Electronic Accessories, and more.

6. **Payment Method Distribution:** Another pie chart outlines how customers paid—Cash (31.2%), E-wallet (34.74%), and Credit Card (34.06%).

7. **Customer Rating vs. Target Rating:** A bar chart compares the total customer rating (6.97K) against a target rating (7.32K).

This dashboard is a powerful tool for analyzing supermarket performance, offering insights into sales patterns, customer preferences, and payment methods, which can guide decision.