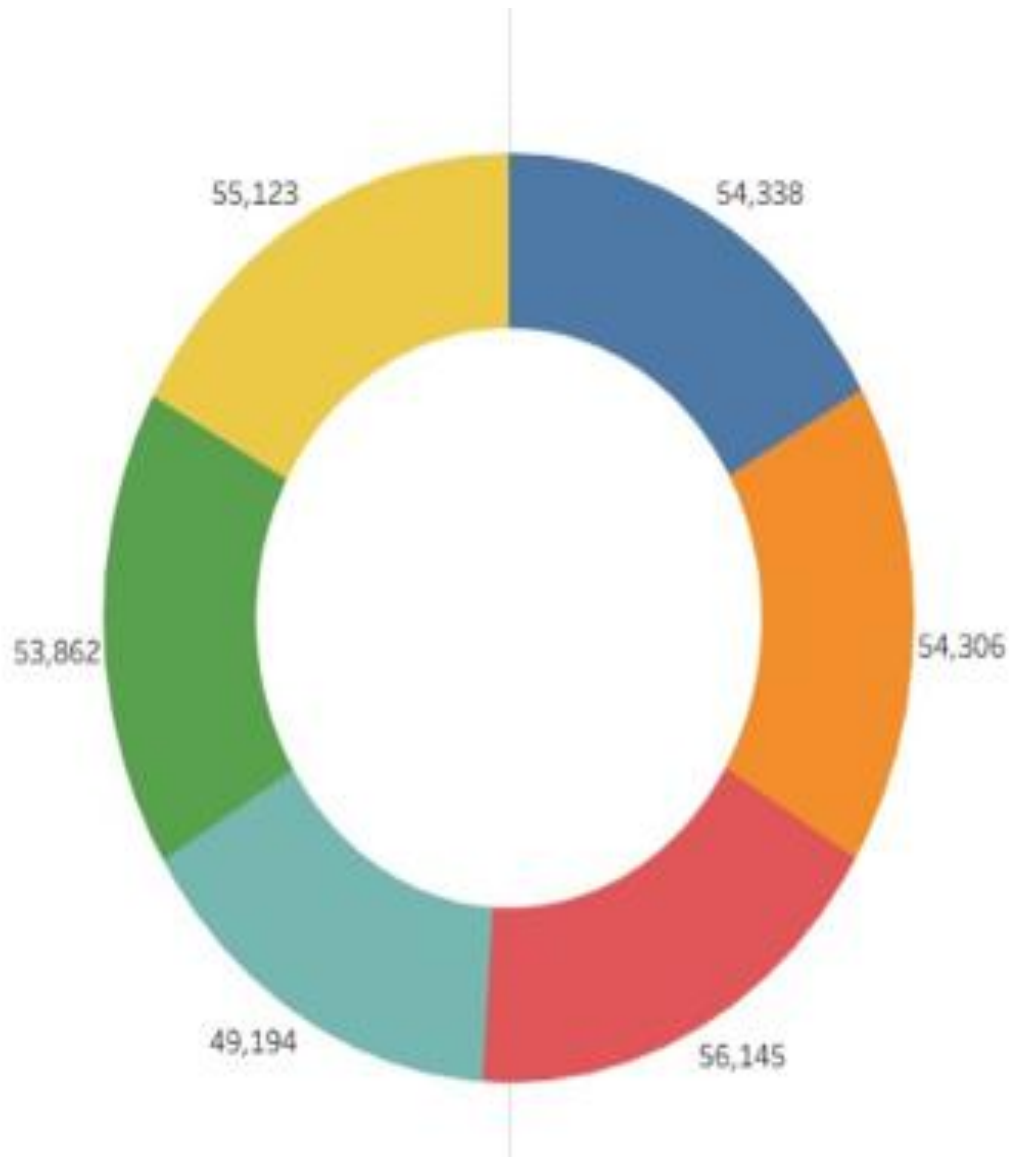# DA Assignment-2

1.Donut Chart (Payment Distribution)

The donut chart shows the distribution of payment methods used by customers. It is clear that certain payment types are preferred more than others. Digital and card payments account for a larger share of transactions. This indicates that customers value convenience and speed during checkout. Cash payments appear less frequent compared to modern payment options. The trend suggests a shift toward cashless transactions. Businesses can improve customer experience by supporting popular payment methods.

2.Area Chart (Sales Trend)

<Monthly Sales Trend>
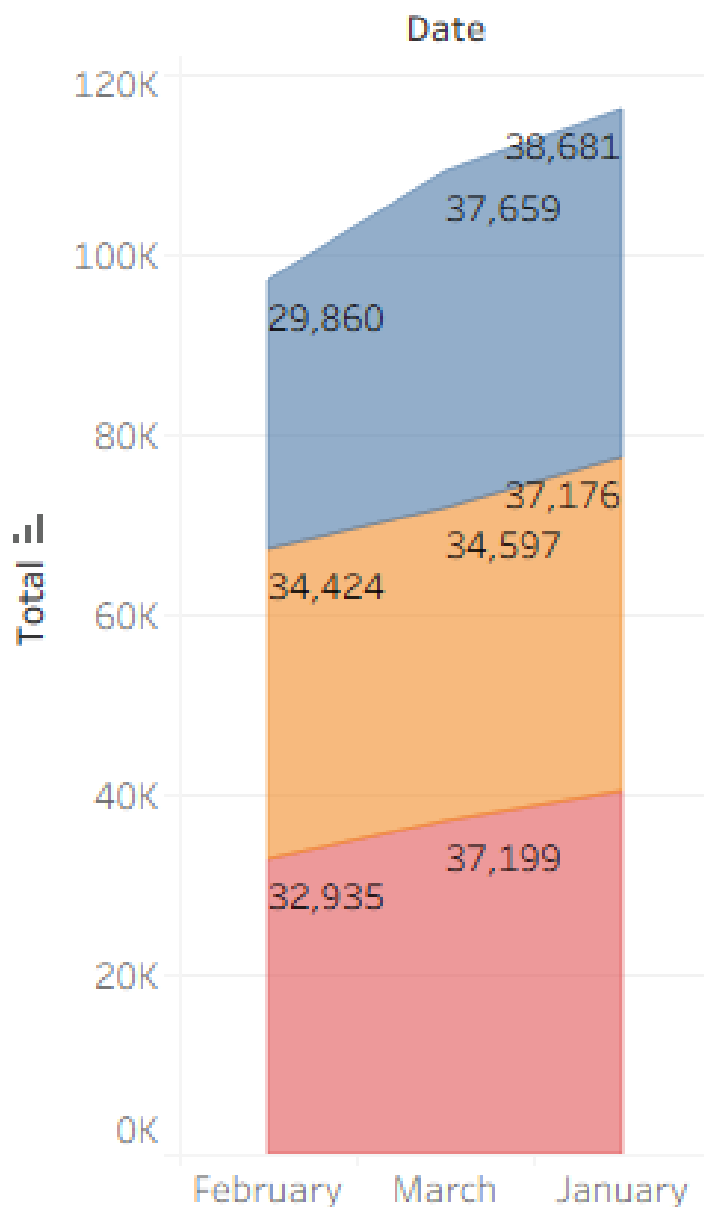
The area chart illustrates how sales change over time. It shows that revenue fluctuates across different months. Some periods record higher sales than others, indicating seasonal demand. These peaks suggest times when customer activity is highest. Comparing branches also reveals which locations contribute more to total sales. The trend helps businesses understand performance patterns. Such insights support better planning for promotions and inventory.

3.Text Table — Branch Sales Summary

<Branch Sales Summary>

Branch	
C	110,569
	1,831
A	106,200
	1,859
B	106,198
	1,820

The text table displays total sales for each branch clearly. It allows easy comparison of revenue values across locations. One branch stands out as the highest performer. Another branch records comparatively lower sales. These differences may be due to location or customer traffic. The table provides exact numbers rather than visual estimates. This helps businesses make precise performance evaluations.

4. Highlighted Table — Product vs Branch Performance

<Product Performance Highlight Table>

Product line	Branch		
	A	B	C
Electronic accessories	18,317	17,051	18,969
Fashion accessories	16,333	16,413	21,560
Food and beverages	17,163	15,215	23,767
Health and beauty	12,598	19,981	16,615
Home and lifestyle	22,417	17,549	13,896
Sports and travel	19,373	19,988	15,762

The highlighted table uses colors to show sales performance. Darker shades represent higher revenue values. Lighter shades indicate lower-performing combinations. It quickly reveals which products sell best in each branch. Some products perform strongly only in specific locations. This suggests customer preferences differ by area. Businesses can use this insight to adjust product distribution.

5. Word Cloud — Product Popularity

<Product Popularity Word Cloud>

Sports and travel

Food and beverages

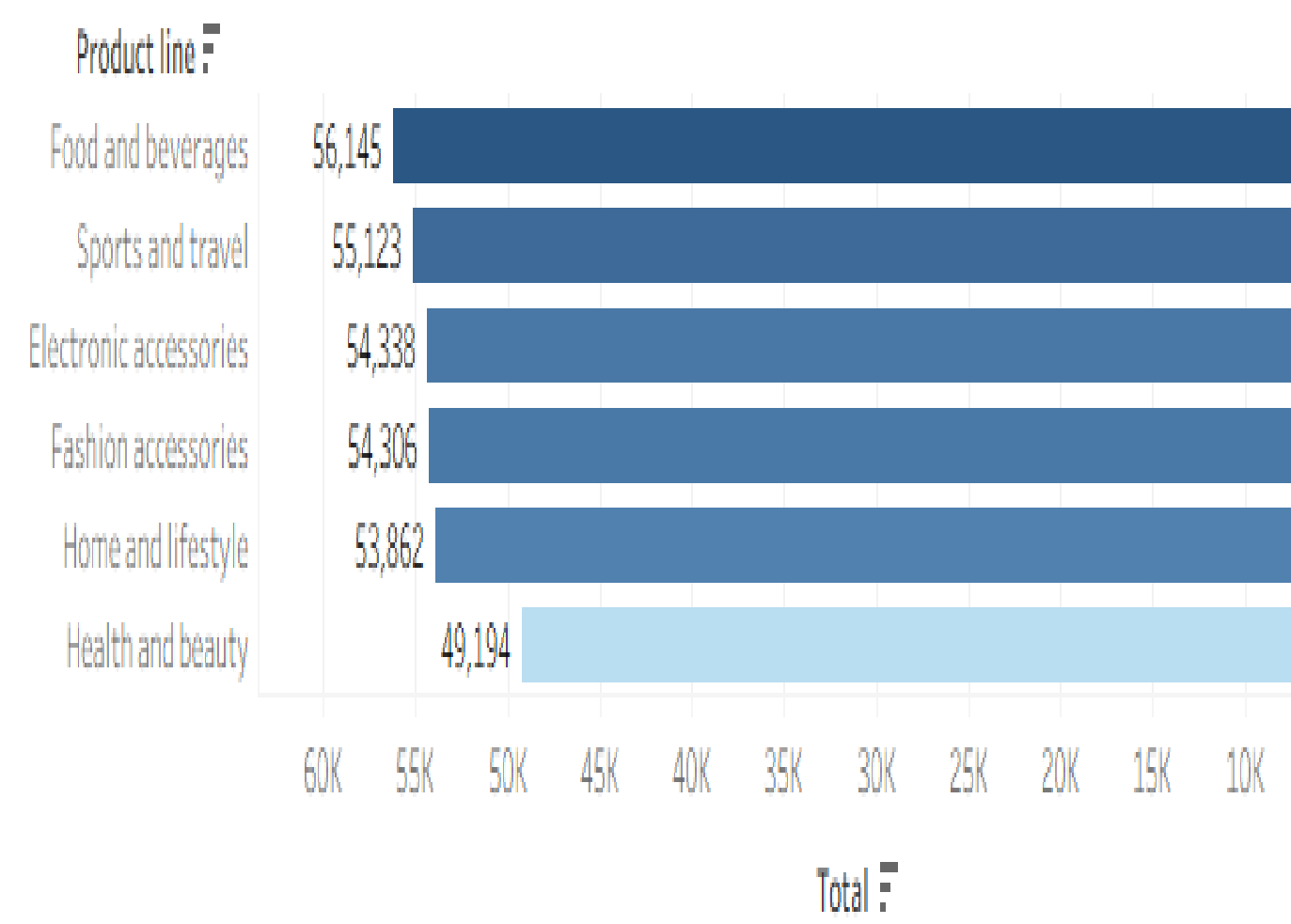Electronic accessories

Fashion accessories

Home and lifestyle

Health and beauty

The word cloud shows product categories in different text sizes. Larger words represent products sold in higher quantities. Smaller words indicate items with lower demand. This makes it easy to identify popular categories at a glance. It also highlights which products need more promotion. The visualization simplifies comparison without using numbers. Businesses can focus on popular products to maximize sales.

6. Funnel Chart — Sales by Product Category

<Sales Funnel by Product Line>

Product line	Total
Food and beverages	56,145
Sports and travel	55,123
Electronic accessories	54,338
Fashion accessories	54,306
Home and lifestyle	53,862
Health and beauty	49,194

60K 55K 50K 45K 40K 35K 30K 25K 20K 15K 10K

Total

The funnel chart displays sales distribution across product categories. The top section represents the highest-selling category. Each lower level shows decreasing sales values. This makes it easy to understand which categories contribute most. It also highlights products that perform weakly. Businesses can use this information to improve low-performing segments. Such analysis supports better marketing and stocking decisions.

7. Waterfall Chart — Revenue Contribution

<Revenue Contribution Waterfall>

Product line
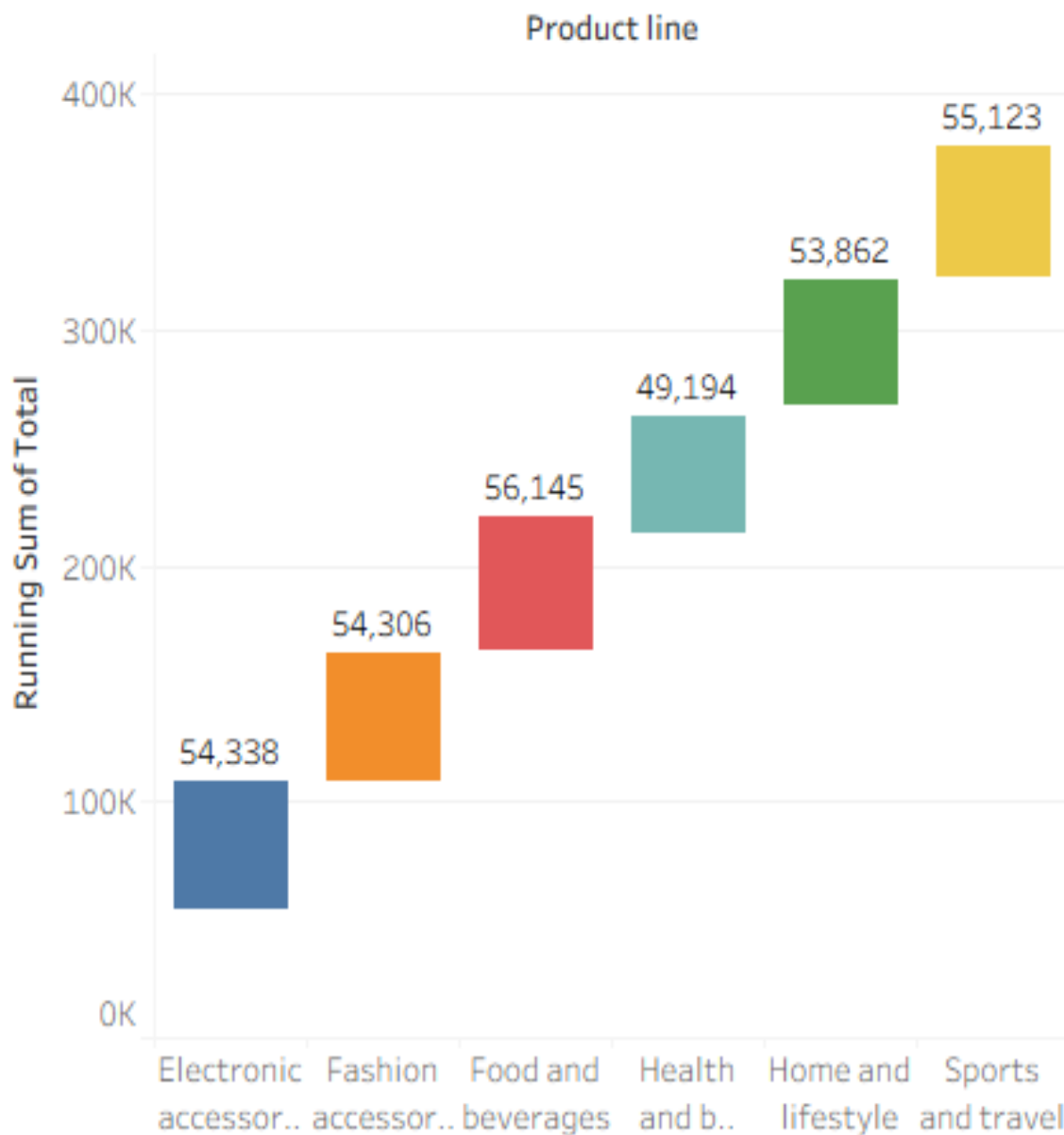
The waterfall chart shows how revenue builds step by step. Each bar adds to the total, showing cumulative growth. Some categories contribute larger amounts than others. This helps identify products with the strongest impact on revenue. It also shows how smaller contributions combine to form total sales. The chart provides a clear view of revenue structure. Businesses can prioritize top contributors for higher profitability.