DMart Sales & Operational Intelligence Dashboard

Objective

Leverage Power BI to analyze DMart's historical transaction data and derive actionable business insights regarding sales, customer behavior, pricing patterns, and operational performance

Problem Statement

D-Mart, a leading retail chain, wants to upgrade its decision-making with data-driven insights. The goal is to:

- Analyze customer purchase patterns.
- Understand sales trends and product performance.
- Explore operational metrics such as shipping and payment status.
- Build a Power BI dashboard to drive strategic business decisions.

Dataset Overview

[Click here for the dataset](#)

The dataset comprises 25,000+ retail transactions with the following attributes:

- Customer Demographics: Age, Gender

- Product Info: Category, Brand Type, Pricing

- Sales Timeline: Order Date, Delivery Date

- Marketing: Clicks, Time on Website

- Operational Data: Payment Mode, Order Status, Shipping Mode

Key Business Questions

Sales & Revenue Trends

1. How do monthly and yearly sales figures compare?
2. What is the contribution of product types (Branded, Local, Imported) to total revenue?

Customer Demographics & Behavior

1. What is the distribution of customers by age and gender?
2. How does time on the website or number of clicks affect purchase behavior?

Product & Pricing Insights

1. Which products generate the most revenue or get the highest discounts?
2. Are discounted products leading to better ratings and repeat purchases?

Operational Performance

1. What shipping modes are most common? How efficient are they?
2. What's the order cancellation rate and probable causes?

Payment and Order Status

1. What's the breakdown of payment modes (COD, Online)?
2. Are certain product types more likely to result in pending or cancelled orders?

Suggested Visualizations

1. **Sales Trend Charts** – Monthly & Yearly Line Charts
2. **Customer Demographics** – Donut Charts or Bar Graphs
3. **Product Category Heatmaps** – Sales vs Discount
4. **Geographical Maps** – State-wise Sales Distribution
5. **Funnel Charts** – Ad Engagement to Purchase
6. **KPI Cards** – Revenue, Orders, AOV, Cancellations

Project Guidelines

Power BI Techniques

- Use DAX for calculated columns and measures.
- Create reusable calculated fields for aggregations.

Dashboard Structure

- Combine multiple charts to form a cohesive dashboard.
- Ensure interactive filters (slicers) for regions, dates, and categories.

Presentation

Present a short report or video summarizing:

- Key findings
- Graph insights
- Data-backed business suggestions