Final Report: Power BI Sales Analysis Case Study

## Executive Summary

This analysis provides a detailed overview of sales, order activity, product performance, store efficiency, and customer acquisition trends based on the latest transactional data. Through comprehensive data visualizations in Power BI, we have identified critical patterns, top-performing assets, and areas of opportunity. Key focus areas include sales growth drivers, item popularity, store channel performance, and acquisition effectiveness.

## Key Findings

### 1. ****Sales Overview****

* **Total Sales** reached **PKR 144,853** across **31 orders**.
* The highest single-day sales occurred on **January 20**, hitting approximately **PKR 34,000**.
* **Moving Average Sales** trend at **PKR 4.30K** per day, slightly below the target goal of **PKR 4.67K** (**-7.98%**).
* **Unique Transactions** recorded were **3,270**, demonstrating healthy customer engagement.

### 2. ****Top-performing Products****

* **"Aashna Banaspati Ghee"** emerged as the **highest-selling item**, generating nearly **PKR 55,000** in sales.
* The most frequently ordered item on **peak sales days** was **"2.5 Chakki - Mughal 50kg"**, indicating strong demand in bulk grain/flour category.

### 3. ****Store and Channel Insights****

* **Store ID: 3t3S47zb53Wg0amEKQkctf** dominated performance, delivering **PKR 135,708** in total sales.
* **General Trade Channel** was the leading sales channel, contributing approximately **PKR 140,000**, validating the importance of traditional retail partners.
* Sales showed a major **spike post-January 19**, emphasizing a successful mid-month sales push.

### 4. ****Customer Acquisition Trends****

* **Facebook** was identified as the most effective acquisition platform for new customers.
* **New Store Onboarding** activity was strong, with **9 new stores** added from **January 1 to January 30**.
* **Earliest Signup Date:** October 1, 2024.
* **First Orders:** Began as early as **October 21, 2024**, suggesting a **fast lead-to-customer conversion cycle**.

## Recommendations & Actionable Strategies

### Product Strategy

* **Double down on "Aashna Banaspati Ghee"**: Launch targeted promotions and bundle offers to further boost its already strong momentum.
* **Leverage hot items like "2.5 Chakki - Mughal 50kg"** during peak periods (mid-to-late January), possibly aligning marketing campaigns around high-demand dates.

### Store Strategy

* **Replicate success factors from top-performing store (3t3S47zb53Wg0amEKQkctf)**:
  + Conduct a deeper study into its operational model, staff training, inventory, and customer service policies.
  + Use findings to roll out a **Best Store Framework** across underperforming stores.
* **Expand presence in General Trade Channels**, which continue to dominate revenue streams.

### Acquisition & Marketing

* **Invest more into Facebook campaigns**, given its clear effectiveness in customer acquisition.
* Explore **Lookalike Audiences** to scale customer reach without drastically increasing CAC (Customer Acquisition Cost).
* **Early signup-to-first-order campaigns**: Enhance welcome offers and fast-track customer journeys to mirror the quick conversion cycles observed.

### Operational Improvements

* **Address Moving Average Shortfall**: Identify underperforming days and inject dynamic promotions to close the 7.98% gap from the target.
* **Peak Sales Days Optimization**: Prepare inventory, staffing, and marketing boosts around the critical sales surge around **January 20**.

## Conclusion

The data reveals a strong overall performance with clear patterns of success around specific products, store channels, and acquisition platforms. By capitalizing on proven winners like **Aashna Banaspati Ghee**, **Facebook-driven customer acquisition**, and **top-performing stores**, the business can strategically grow revenue, improve operational efficiency, and enhance customer loyalty.

**Immediate Action Points**:

* Launch a "Top Products" campaign focusing on best-sellers.
* Standardize operations based on the highest-performing stores.
* Scale acquisition efforts on Facebook.
* Focus promotional efforts around high-sales periods to maximize impact.