UrbanTrends Sales Intelligence Dashboard

Year: 2023

Region: All

Sales_Rep: All

1.69M	603	673.42K	16K
Sum of Total_Amount	Sum of Returned	Sum of Average Order Value	Sum of Quantity

Sales Trend by Month

Top 5 Customers

Matthew Moore, Joshua Cooke, Julie Alexander, Jeffrey Johnson, John Anderson

Least performing products

Loafers, Belt, Sunglasses, Sneakers, Watch

Sales % by Category

- accessories 34.4%
- clothing 32.34%
- footwear 33.25%

Top 10 Products by Sale

Watch, Sneakers, Sunglasses, Belt, Loafers, Boots, Sandals, Bag, Jacket, Dress

Return Rate by Category

- accessories 32.5%
- footwear 34.33%
- clothing 33.17%
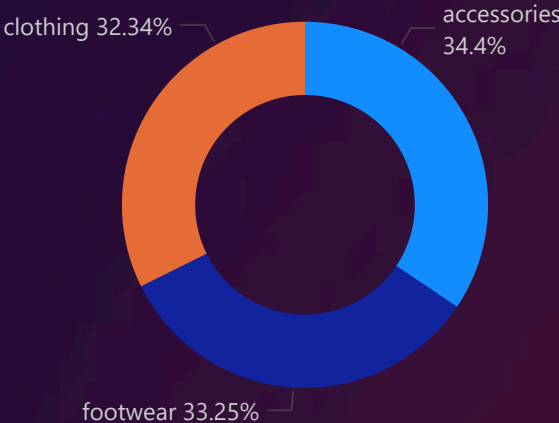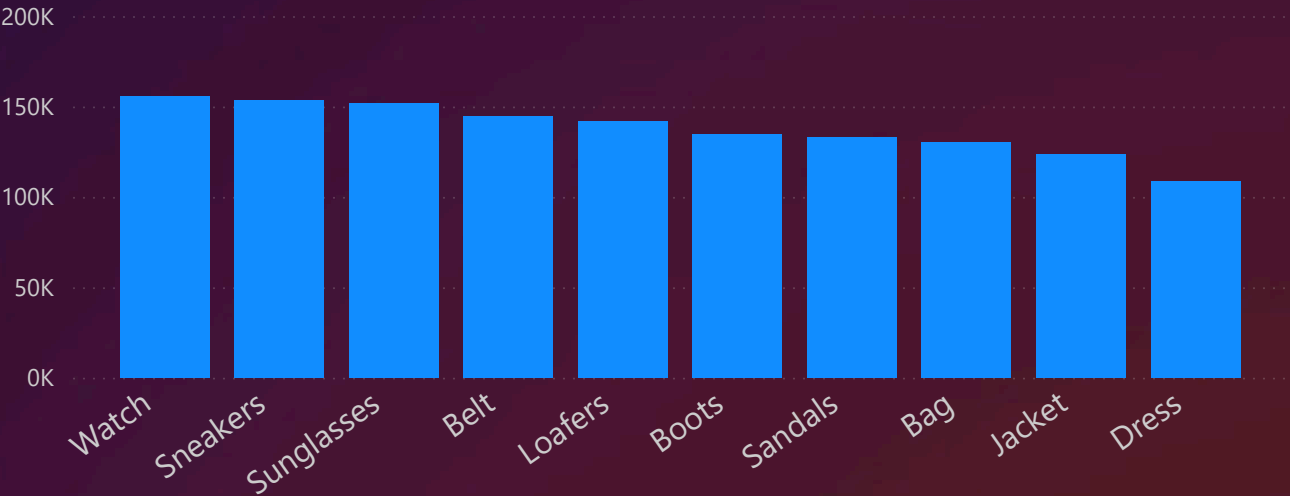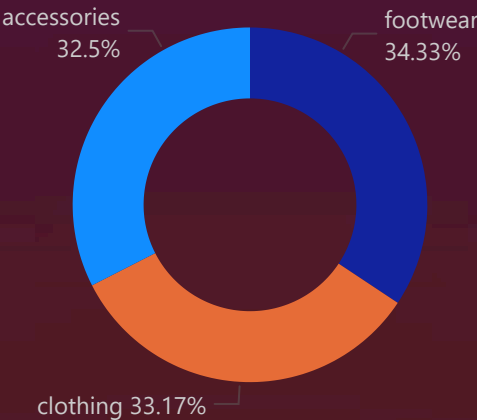
UrbanTrends Sales Case Study Insights

Client Background
UrbanTrends is a mid-sized fashion retailer operating across the UK and EU region. They offer a diverse product mix—clothing, accessories, and footwear—targeting mid-tier customers. In early 2024, their leadership sought to better understand sales trends, identify underperforming categories, and reduce product return rates.

Project Brief
Cleaned, analyzed, and visualized their multi-channel sales data spanning from **January 2023 to March 2024**. The goal was to build a dashboard that supports quarterly reviews and strategic decision-making.

Objectives
Track overall revenue and return rates across months

Detect product categories with high return frequencies

Highlight top and bottom performing products and customers

Enable slicing/filtering by **Region**, **Sales Rep**, and **Year**

Visualize sales trends and support data-driven inventory planning

Value Delivered
Enabled UrbanTrends to **refocus inventory** on high-yield products.

Reduced noise in reporting by creating filterable dashboards.

Suggested return-reduction strategies based on category-level patterns.

Key Business Insights
Total Sales: ₹1.69M+ across 4 product categories.

Peak Sales: Observed in November–December due to seasonal boosts.

Return Spike: Highest return rate observed in **Footwear (34%)**.

Top Customers: 5 customers contributed ~30% of overall revenue.

Low Performers: Products like **Loafers** and **Sunglasses** showed minimal traction.

Tools and Tech Stack
Data Cleaning: MySQL (SQL Workbench)

Visualization: Power BI

Data Source: .csv dataset with 8000 records

KPIs Created: Total Sales, Quantity Sold, Top Customers, Return %, Category Split

Limitations & Next Steps

Dataset was region-agnostic; customer names were anonymized.

Predictive features (like forecasting) were not included but can be added.

A future upgrade could integrate return reasons for better strategy alignment.