Zudio

Retail Business Intelligence and Predictive Analytics Using SQL Server and Power BI

Zudio is a value-fashion retail brand offering affordable apparel and accessories across multiple store locations in India. This dashboard provides a high-level view of Zudio's sales performance and growth trends, enabling quick monitoring of business performance and informed decision-making.

Month Name ▲	Previous Month Sales	Current Month Sales	MoM Growth %
Jan		54,31,247.00	0.0%
Feb	54,31,247.00	50,77,879.00	-6.5%
Mar	50,77,879.00	56,42,569.00	11.1%
Apr	56,42,569.00	49,70,329.00	-11.9%
May	49,70,329.00	55,25,826.00	11.2%
Jun	55,25,826.00	53,89,037.00	-2.5%
Total	5,90,12,543.00	53,28,963.00	9.0%

Click on any dashboard to explore insights (Ctrl+Click)

| Retail Sales Performance Overview | Customer Behavior and Segmentation | Product and Inventory Insights | Sales Forecasting and Demand Planning |

Retail Sales Performance Overview

Zudio

- ☐ Select all
- ☐ Jan
- ☐ Feb

Home Page

Retail Sales Performance Overview

Customer Behavior and Segmentation

Product and Inventory Insights

Sales Forecasting and Demand Planning

64.34M	19.70M	10K	6.43K
Total Sales ₹	Total Profit	Total Orders 🛒	AOV

9.0%	▼ Down
MoM Growth %	MoM Trend

Q4	Q1	Q2	Q3

South	West	North	East

Monthly Profit

Month	Profit
Jan	1.67M
Feb	1.53M
Mar	1.78M
Apr	1.51M
May	1.67M
Jun	1.63M
Jul	1.60M
Aug	1.65M
Sep	1.52M
Oct	1.85M
Nov	1.66M
Dec	1.63M

Bottom 5 Stores

Store	Value
STORE029	0.59M
STORE048	0.60M
STORE025	0.64M
STORE013	0.67M
STORE051	0.68M

Top 5 Stores

Store	Value
STORE006	1.11M
STORE017	0.97M
STORE004	0.95M
STORE030	0.95M
STORE038	0.95M
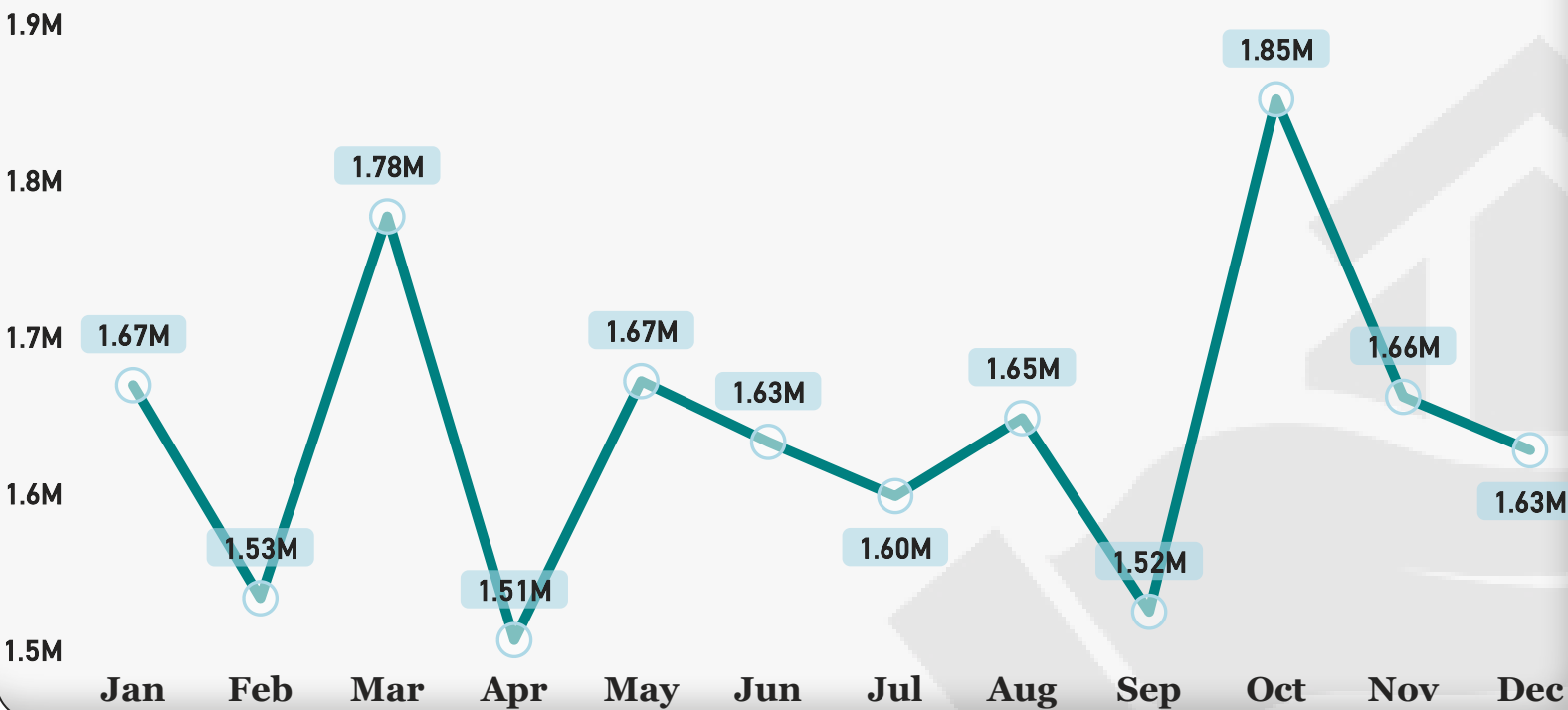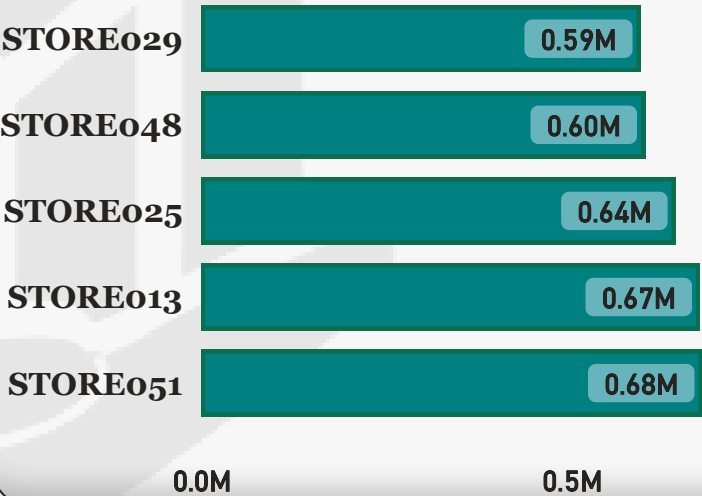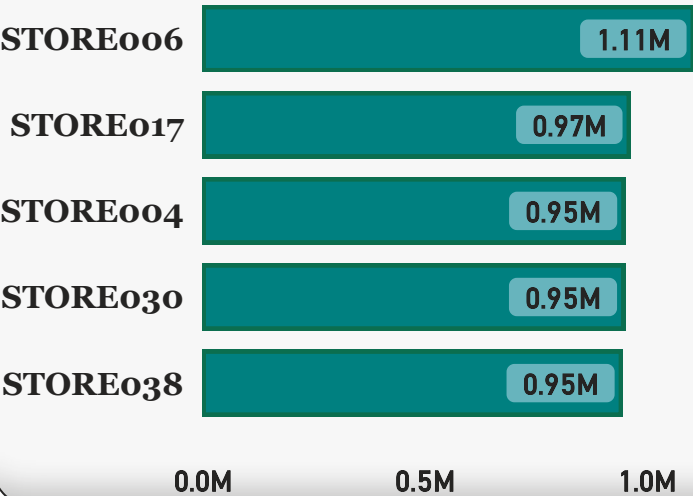
Quarterly Sales and No of Orders

● Total Sales ● Total Orders

Quarter	Total Sales	Total Orders
Q1	16.2M	2508
Q2	15.9M	2480
Q3	15.7M	2475
Q4	16.6M	2537

Most Selling Cities

City	Value
New Delhi	9.1M
Vadodara	5.5M
Surat	4.2M
Ahmedabad	4.1M
Bengaluru	3.9M
Mumbai	3.5M
Kolkata	3.3M
Lucknow	3.2M
Udaipur	3.2M
Mysuru	3.2M
Nagpur	3.1M
Pune	3.1M
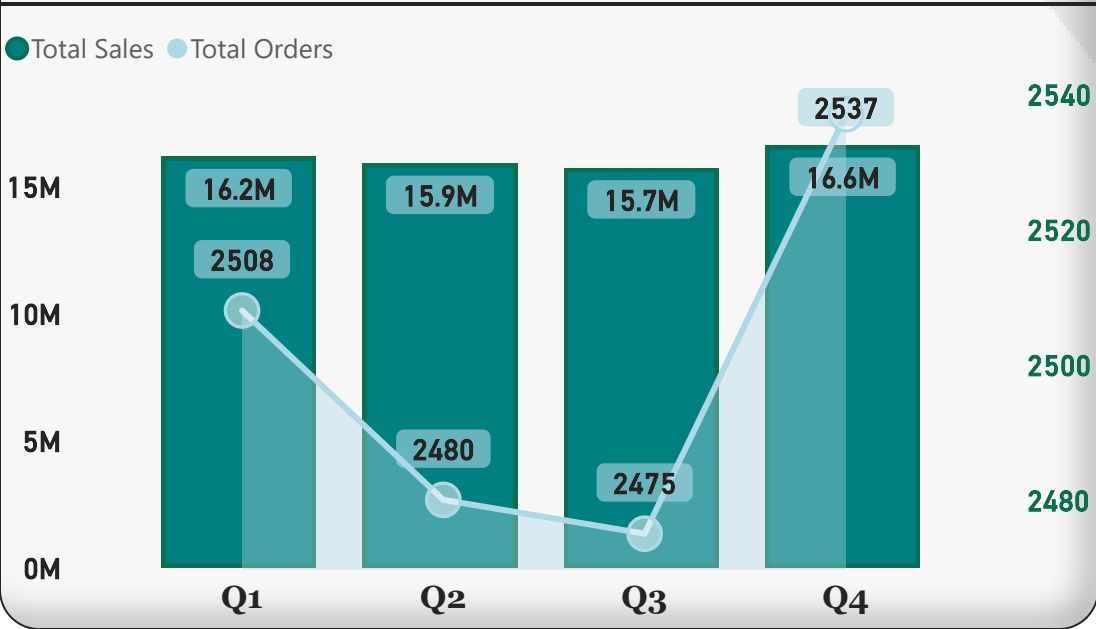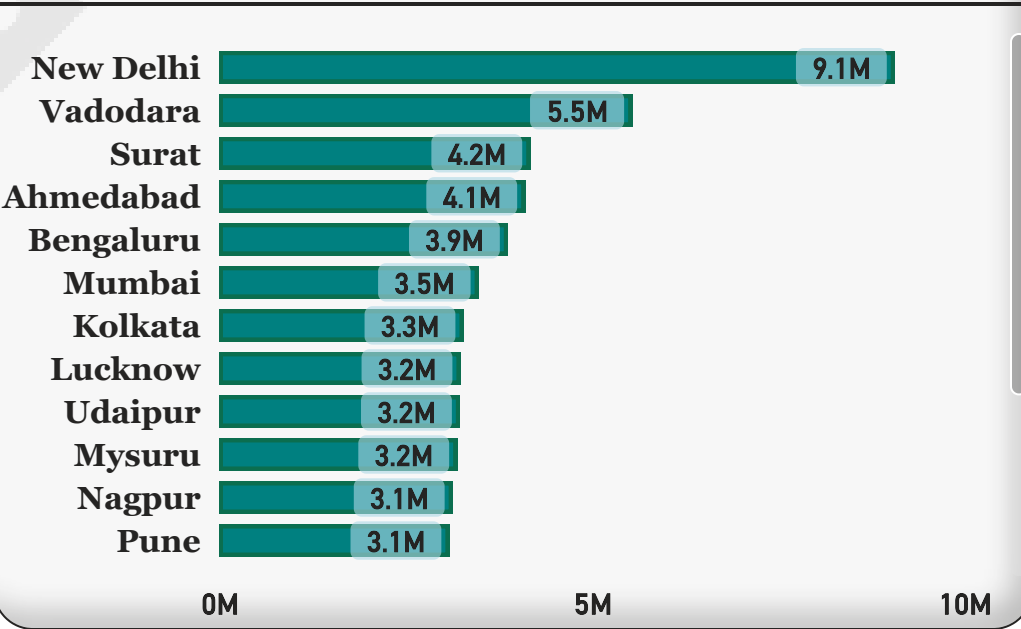
Top Selling States

State	Value
Gujarat	13.8M
Maharashtra	9.7M
Delhi	9.1M
Uttar Pradesh	7.9M
Tamil Nadu	7.1M
Karnataka	7.1M
Rajasthan	6.3M
West Bengal	3.3M

Customer Behavior and Segmantation

Other	Male	Fem...

2451	26.3K	4.08	98%	93%
Total Customer	Average Sales P.C	Average Order P.C	Retention Rate %	Repeat Rate %

Kids	Acces...	Men
Women		Footwear

Wallet	Debit Card	Cash
Net Banking	Credit Card	UPI

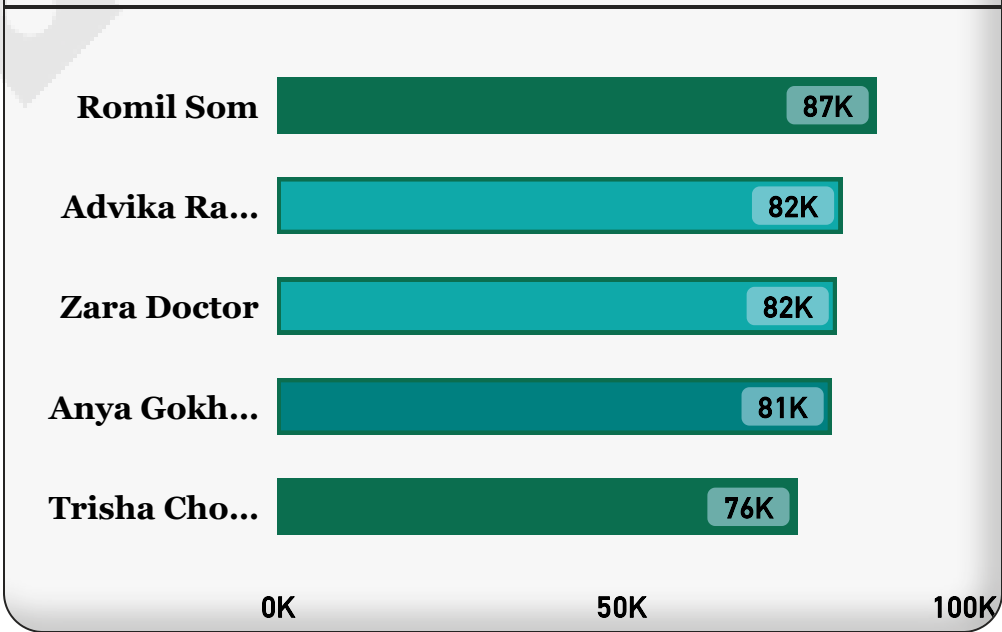## Monthly Sales
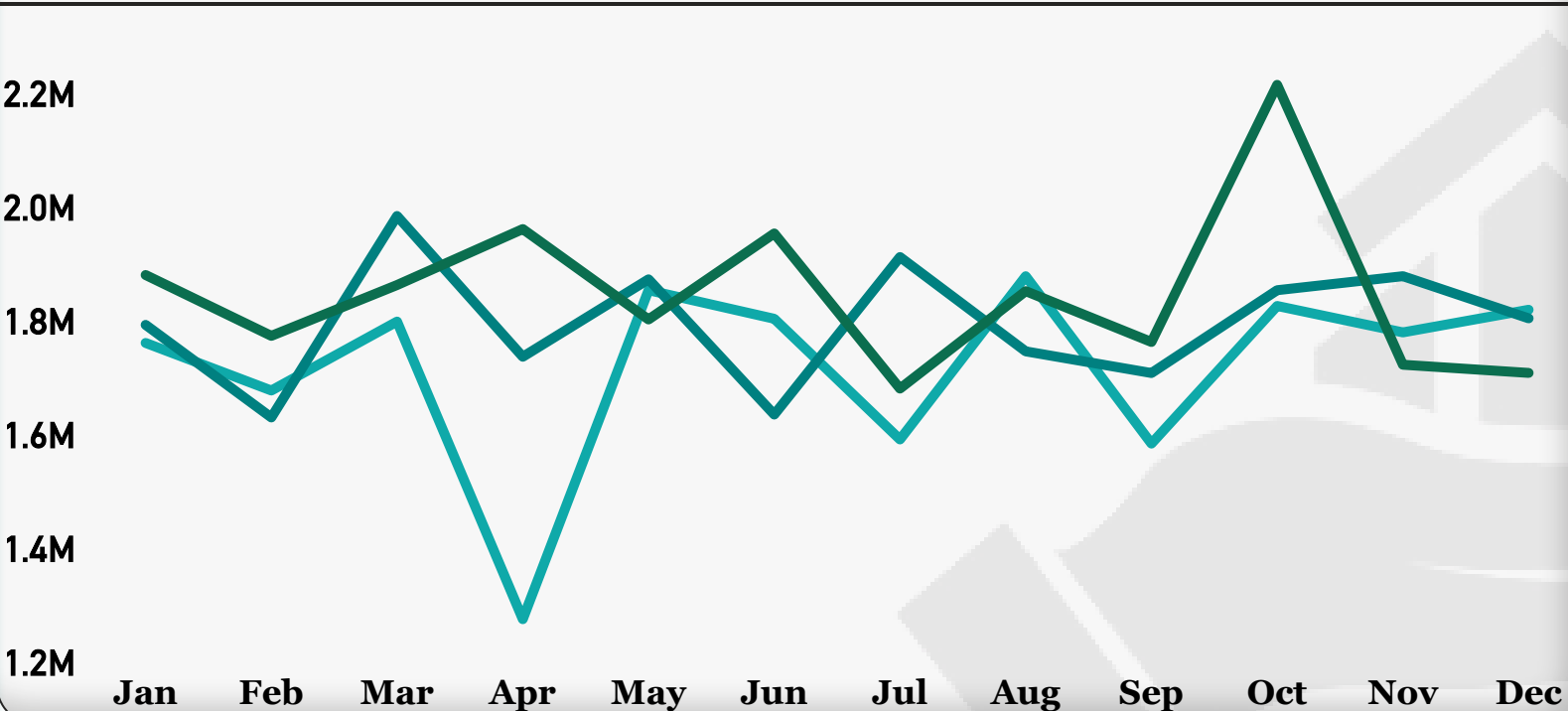
One Time and Repeat Customers

- One-Time Customers
- Repeat Customers
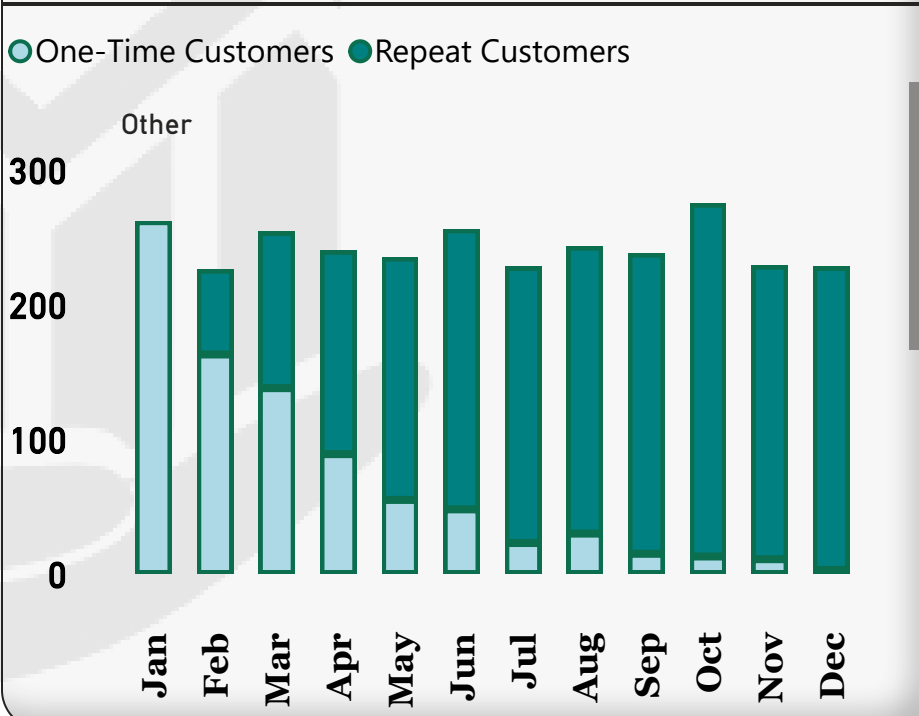
Region wise Customer Volume
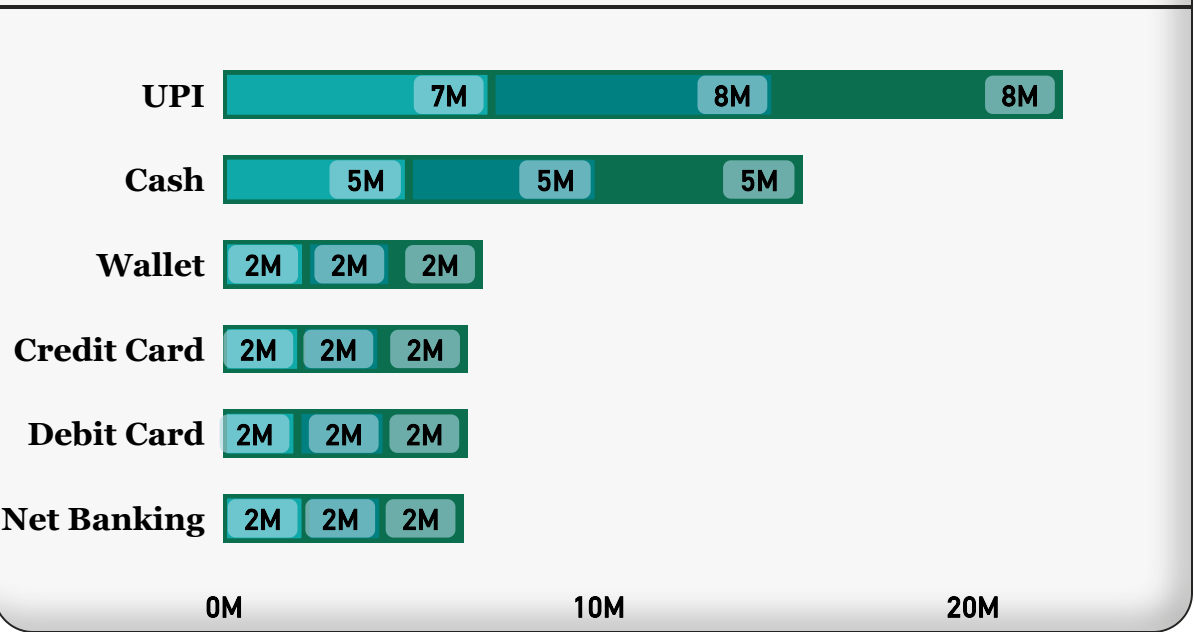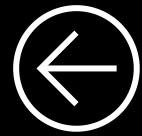
West: 381, 393, 361
North: 233, 208, 208
South: 192, 187, 166
East

Sales by Age Group

Age			
-20	1.7M	2.1M	2.1M
20-30	5.4M	4.5M	4.8M
30-40	4.9M	4.7M	4.8M
40-50	3.8M	4.9M	4.8M
50-60	4.4M	4.9M	5.0M
60+			

High Value Customer

Romil Som	87K
Advika Ra...	82K
Zara Doctor	82K
Anya Gokh...	81K
Trisha Cho...	76K

Sales by Payment Method

UPI	7M	8M	8M
Cash	5M	5M	5M
Wallet	2M	2M	2M
Credit Card	2M	2M	2M
Debit Card	2M	2M	2M
Net Banking	2M	2M	2M

Product and Inventory Insights

64.34M Total Sales

105.54K Total Quantity

1.32K Average Quantity per Store

10.00K Stock Turnover

Rented

Owned

Q4	Q1	Q2	Q3

South	West	North	East

Top Selling Product_Type

Product_Type	Total Sales
Girls Wear	5.2M
Infant Wear	4.7M
Boys Wear	4.7M
Kids Footwear	4.0M
Men Footwear	3.8M
Women Foot...	3.5M
Trousers	3.4M
Caps	3.0M
Socks	2.9M
Kurtis	2.9M

Most Trending Products

Product	Value
Girls Dress	3.1M
Boys T-shirt	2.7M
Kids Sandals	2.6M
Baby Romper	2.6M
Flip Flops	2.5M

Profitable Products

Product	Value
Girls Dress	1.09M
Flip Flops	0.84M
Boys T-shirt	0.82M
Kids Sandals	0.74M
Crew Socks	0.73M

Most Selling Category

14.61M (22.71%)
13.79M (21.44%)
13.11M (20.38%)
11.41M (17.74%)
11.41M (17.73%)
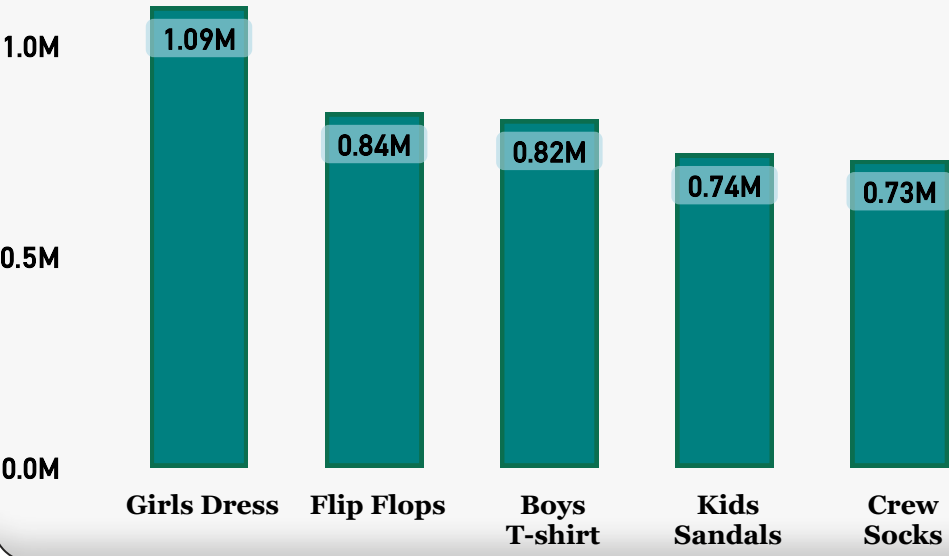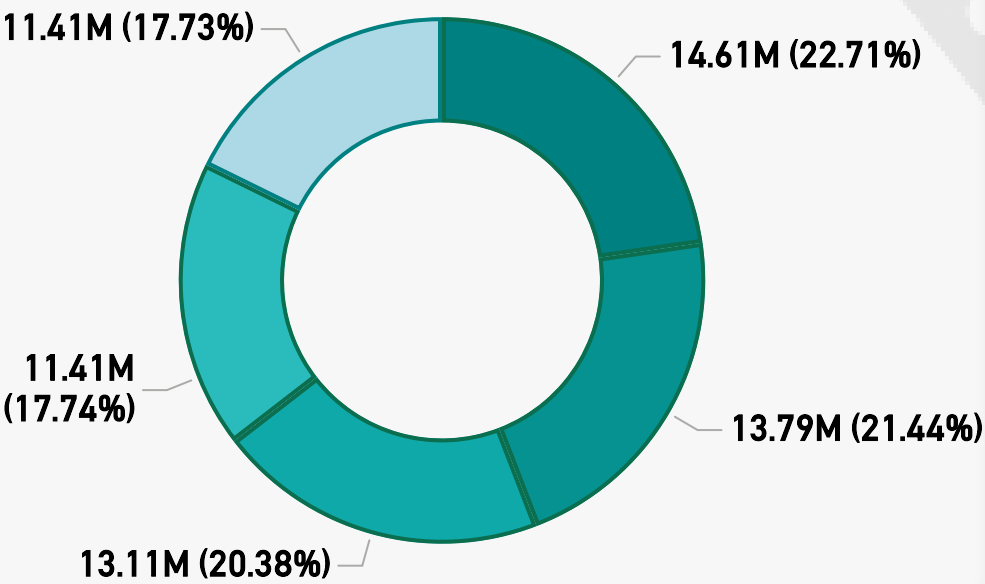
Correlation between Size and Sales
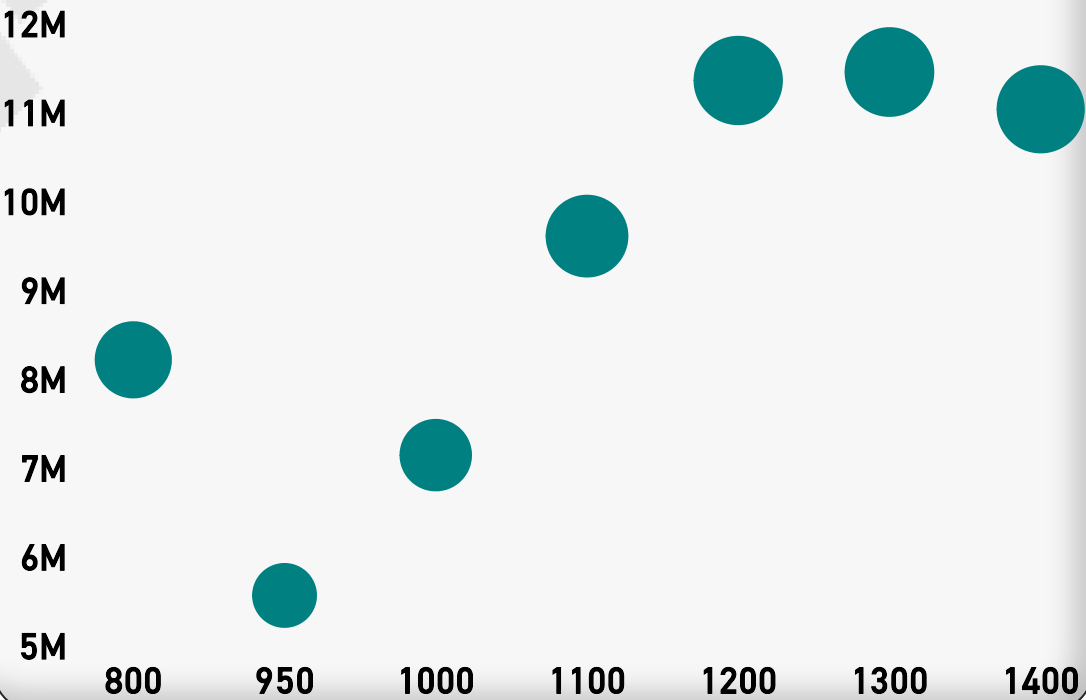
Top 5 High Potential but Low Performance

Store	Value
STORE013	0.67M
STORE051	0.68M
STORE034	0.70M
STORE033	0.73M
STORE061	0.73M

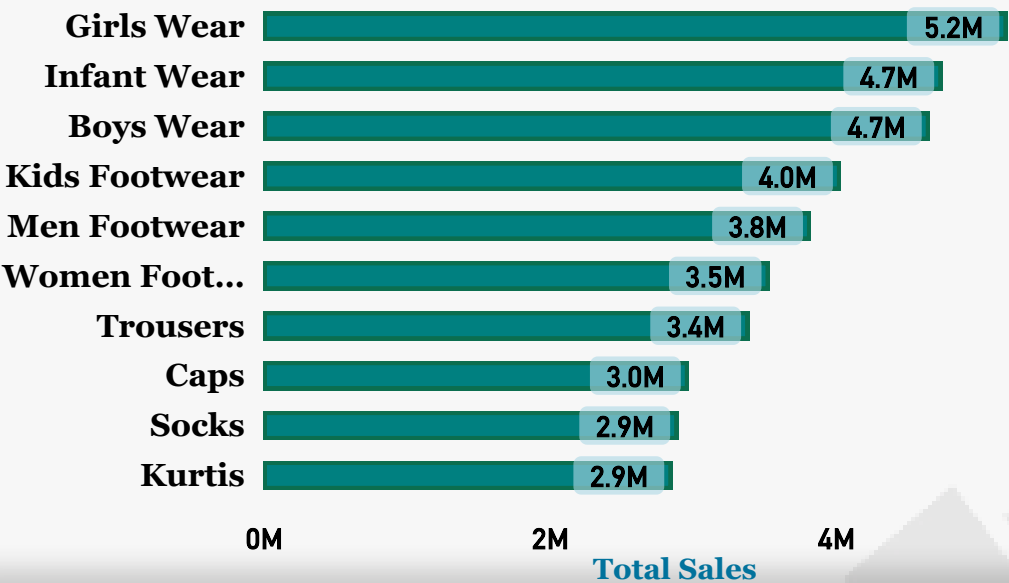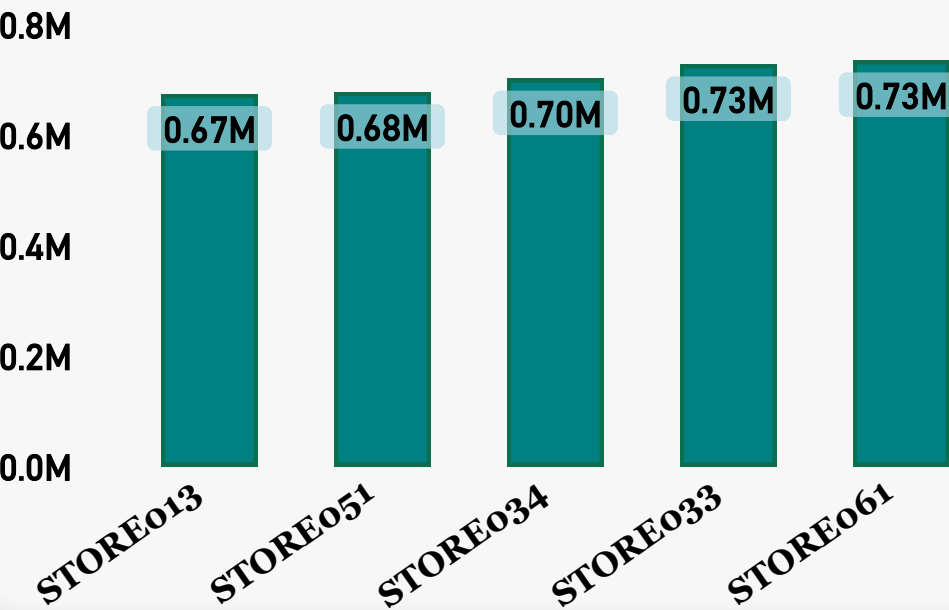# Sales Forecasting and Demand Planning

Zudio

- ☐ Select all
- ☐ Jan
- ☐ Feb

Home Page

Retail Sales Performance Overview

Customer Behavior and Segmentation

Product and Inventory Insights

Sales Forecasting and Demand Planning

5.33M	▼ Down	339.68	STORE006	105.20K
Current Month Sales	MoM Trend	Avg Qty Per Store (3 Months)	Top Store Requiring Replenishment	Stock Gap

Monthly Sales Forecasting and Seasonality

Average Monthly Sales: 5.36M

Values shown: 5.43M, 5.08M, 5.64M, 4.97M, 5.53M, 5.39M, 5.18M, 5.47M, 5.05M, 5.89M, 5.38M, 5.33M

X-axis: Mar 2024, May 2024, Jul 2024, Sep 2024, Nov 2024, Jan 2025, Mar 2025

Y-axis: 5.0M, 5.5M, 6.0M
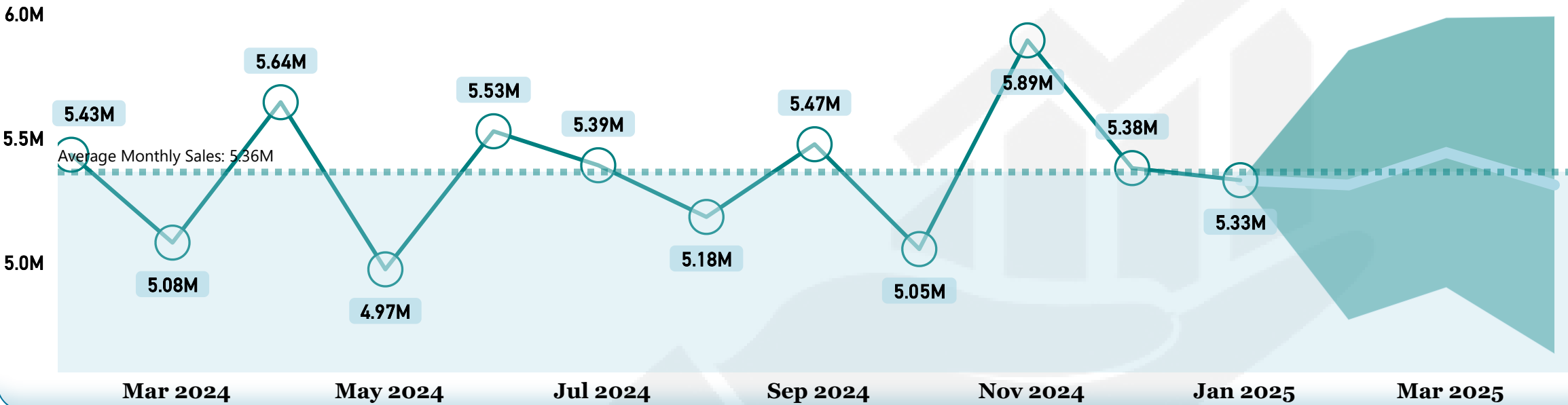
Top Stores Requiring Replenishment

● Sum of Quantity ● Average Quantity

Store	Sum of Quantity	Average Quantity
STORE006	1715	11.36
STORE017	1624	11.44
STORE030	1564	10.94
STORE038	1555	10.16
STORE040	1527	10.39
STORE004	1518	10.62
STORE065	1507	11.08
STORE016	1503	11.05
STORE026	1503	10.81
STORE019	1482	11.40

Quadrant
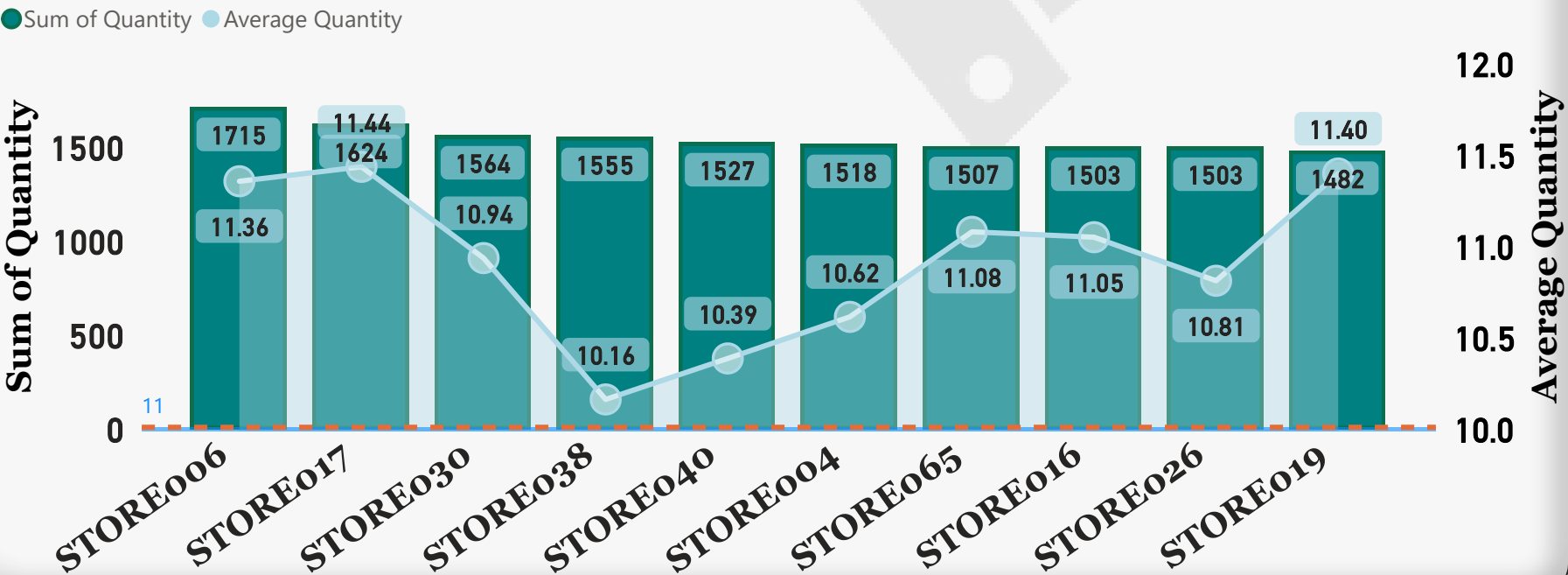
Q4	Q2
Q1	Q3

Rented	Owned

South	West	North	East

Kids	Accessories	Footwear
Women	Men	