

# 📌 Reviving Helmet Sales for a Traditional Retail Shop

A Real-World Project Using SQL & Power BI

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## 📌 Background

- A 10-year-old offline helmet shop faced severe crisis due to competition from Zepto, Blinkit, Amazon, Flipkart.
  - Declining sales and high rent almost forced closure.
  - Helmets became the main priority inventory.
  - Data was tracked manually in notebooks with columns: helmet name, date, amount sold, payment mode.
  - No proper customer contact data available.
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## 📌 Approach & Tools

**Tools Used:**

- **SQL:** Structured data entry for historical sales.
- **Power BI:** Cleaning, transforming, and visualizing data.

**Process:**

1. Created a SQL table with columns:
    - Serial No
    - Date
    - Brand
    - Helmet Type
    - Model Type
    - Quantity
    - Amount
  2. Manually entered sales data for Jan-May 2025.
  3. Exported to CSV and imported into Power BI.
  4. Applied data cleaning and transformation in Power Query.
  5. Designed a simple, easy-to-understand dashboard for the owner.
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## 📌 Initial Sales Analysis (Before Strategy Implementation)

**January-May 2025 Sales Summary:**

Helmet Type	Quantity Sold	Sales Amount (₹)
Basic	226	2,58,000

Pro	73	1,60,000
Premium	5	19,000
<b>Total</b>	<b>304</b>	<b>4,37,000</b>

▮ **Observation:**  
Sales in March, April, and May were significantly lower than in January and February.

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## ▮ Before Sales Dashboard

<https://postimg.cc/hXH4xNk>

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## ▮ Sales Boost Strategy

- ▮ **Free Accessories Incentives:**
  - ▮ **Pro Helmets:** Free sweat cap worth ₹80.
  - ▮ **Premium Helmets:** Free sweat cap, hand sleeves, and helmet lock worth ₹580.
- ▮ **New Bike Buyer Offer:**
  - ▮ Additional 6% discount on premium helmets.
  - ▮ Designed to create a memorable experience compared to e-commerce prices.
- ▮ **Google Review Incentive:**
  - ▮ Free sweat cap worth ₹40 for every customer providing a 5-star review.
- ▮ **Old Stock Liquidation:**
  - ▮ Free gloves worth ₹950 with the purchase of old stock (50-50 chance of success).

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## ▮ On-Site Observations

- ▮ Owner has excellent communication and sales skills.
- ▮ Personally visited the shop multiple times.
- ▮ Confirmed strategies were implemented properly.
- ▮ Monitored customer footfall and engagement.

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## ▮ Results After Strategy Implementation

June–August 2025 Sales Summary:

Helmet Type	Quantity Sold	Sales Amount (₹)
Basic	277	3,30,000
Pro	79	1,80,000
Premium	9	39,000
<b>Total</b>	<b>365</b>	<b>5,49,000</b>

### ▢ Impact:

- Units sold increased by **20%**.
  - Sales increased by ₹1,12,000.
  - Premium helmet sales **doubled** in value.
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### ▢ After Sales Dashboard

<https://postimg.cc/XXyPp0Zt>

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### ▢ Conclusion

This project demonstrates how combining **data analytics, strategic incentives, and personal engagement** can transform a struggling traditional business into a thriving one, even against strong online competition.

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### ▢ My One-Sentence Review

I genuinely loved this project—an inspiring example of using data and creative thinking to deliver real-world impact.