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# 2023 RETAIL SALES PERFORMANCE & PROFITABILITY ANALYSIS

TRANSFORMING RAW DATA INTO STRATEGIC BUSINESS INTELLIGENCE

PRESENTED BY AFRAH ALANAZI

# The Challenge & Objective



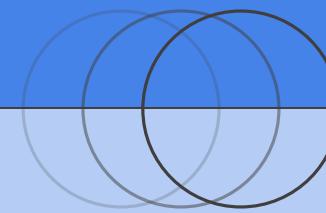
## PROBLEM

Dealing with a massive dataset of over 25,000 transactions that lacked clear visibility into true profitability.

## OBJECTIVES

To build a centralized, interactive tool that monitors financial health, sales rep performance, and distribution efficiency in real-time.

- Data Engineering Methodology



### DATA HYGIENE

Executed a rigorous cleaning process to eliminate duplicates and handle null values.

### ADVANCED METRICS:

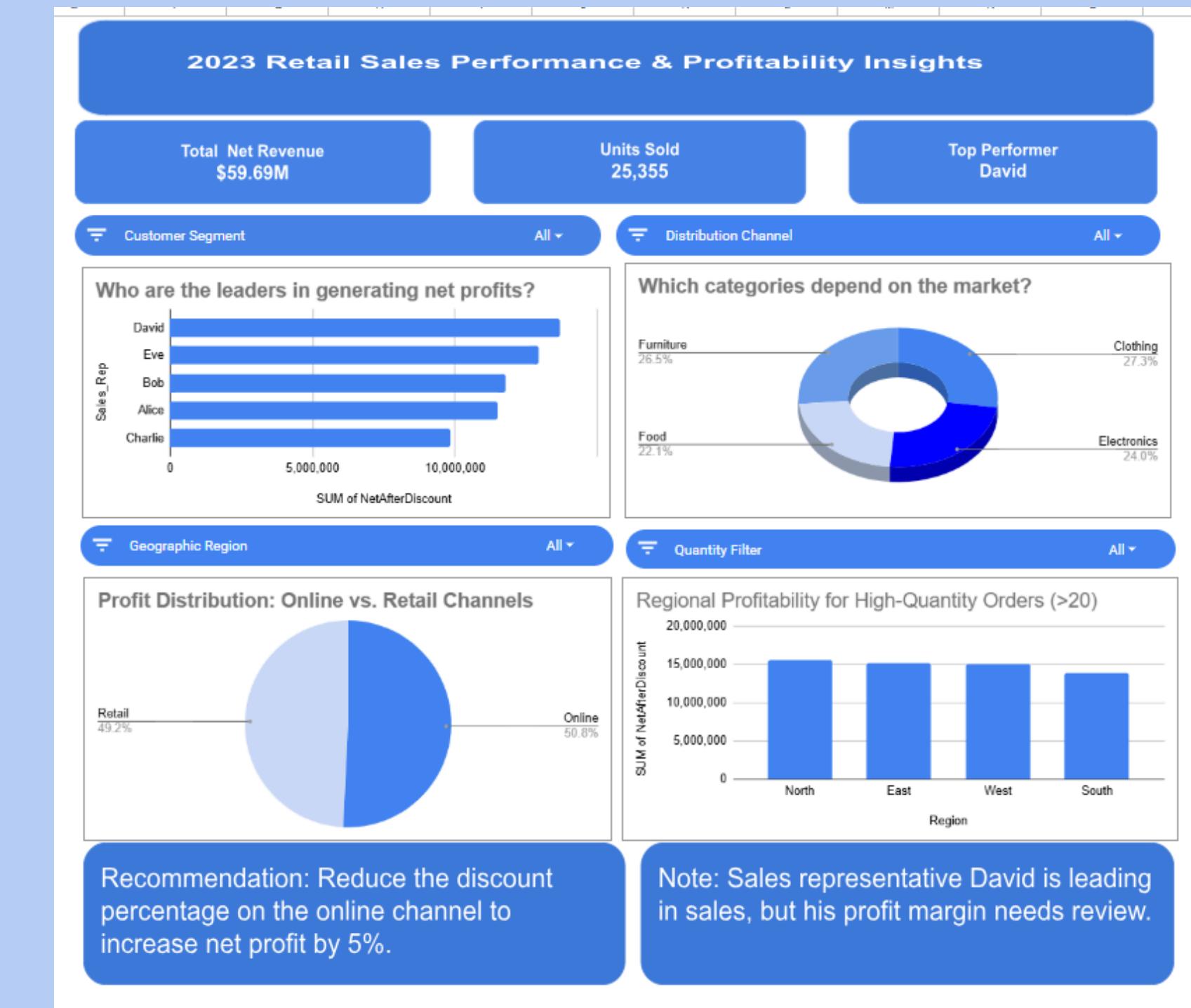
Developed the "Net Profit After Discount" formula to move beyond gross sales and reflect actual earnings.

### AGGREGATION

Leveraged Pivot Tables to condense thousands of rows into high-level strategic summaries.

# Dashboard Solution Overview

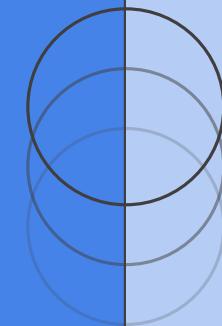
- **VISUAL INTERFACE:** A PROFESSIONAL, BLUE-THEMED INTERACTIVE DASHBOARD FEATURING SYNCHRONIZED CHARTS.
- **EXECUTIVE SCORECARDS:** IMMEDIATE VISIBILITY INTO \$59.69M TOTAL NET REVENUE AND 25,355 UNITS SOLD.
- **TOP TALENT TRACKING:** AUTOMATED IDENTIFICATION OF THE LEADING SALES PERFORMER (DAVID).



## Key Business Insights

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- Market Share: Clothing is the dominant category at 27.3%, followed closely by Electronics at 24%.
  - Channel Strategy: Online channels slightly outperform Retail (50.8% vs. 49.2%), suggesting a shift toward digital-first investment.
  - Regional Dominance: The North and East regions are the most profitable hubs for high-quantity bulk orders.
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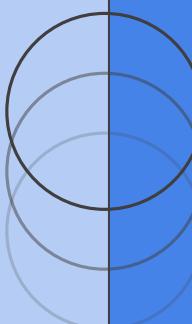
# Interactivity & Stakeholder Empowerment

## DYNAMIC FILTERING

Integrated Slicers for Region, Channel, Segment, and Quantity to allow managers to "drill down" into specific data.

## USER EXPERIENCE

Designed for non-technical stakeholders to find answers to complex business questions in seconds.



# Conclusion & Next Steps

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**Impact:** This dashboard reduces reporting time and enables data-driven decision-making for the 2024 fiscal year.

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**Future Scope:** Potential integration with SQL for automated data fetching and expansion into predictive analytics.

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