

Retail Sales & Inventory

Executive Overview

Overview

Category

Inventory

Insights

Total Revenue

83.13K
Goal: 80000 (+3.92%)

Gross Margin %

49.05%
Goal: 30% (+63.49%)

Transactions

144!
Goal: 151 (-4.76%)

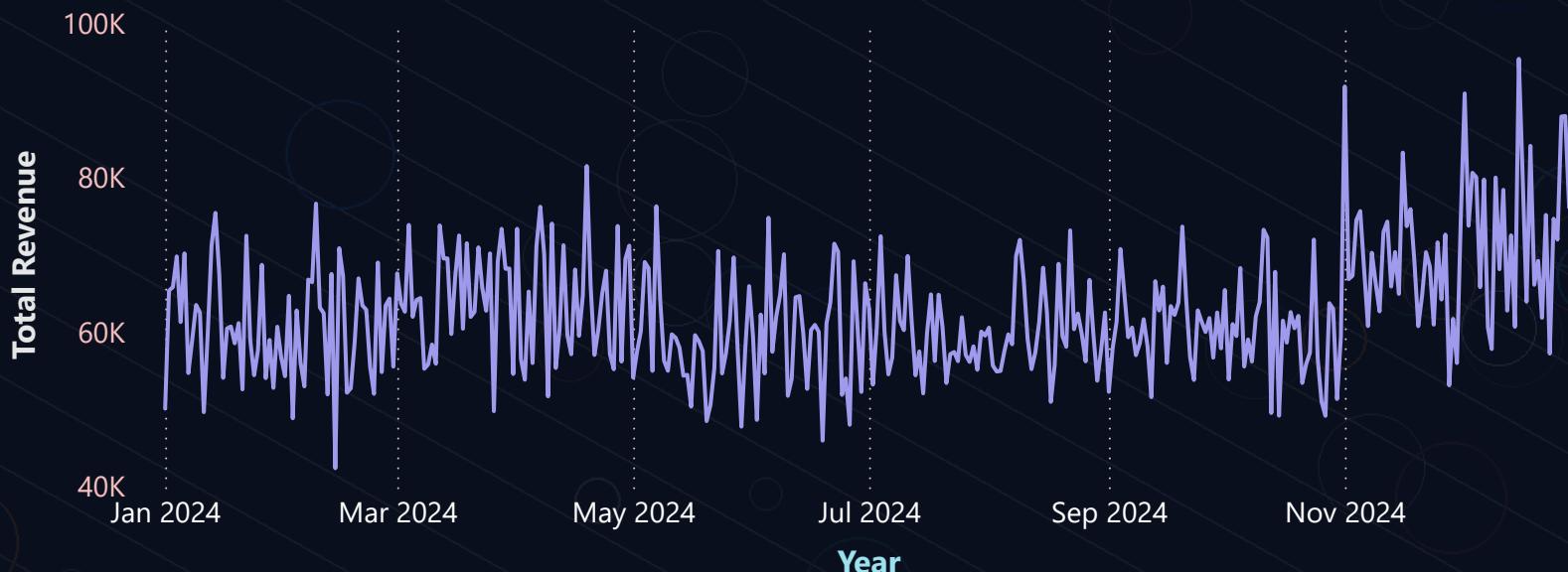
Stockout Rate %

0.4%
Goal: 5.0% (+92.22%)

Stockout Goal

Goal: 5%

Despite strong revenue and margins, daily transaction volume is below target — potential pricing or traffic issue.



Avg Daily Revenue

62.67K

Revenue vs Target %

285.95

Retail Sales & Inventory

Category Deep-Dive

144K

Units Sold

22.88M

Total Revenue

43.79%

Gross Margin %

0.39%

Stockout Rate ...

508.35

Avg Basket Value

Overview

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144K

158.61

Avg Unit Price

22.88M

Total Revenue

43.79%

Gross Margin %

0.39%

Stockout Rate ...

508.35

Avg Basket Value

Category

Beauty

Electronics

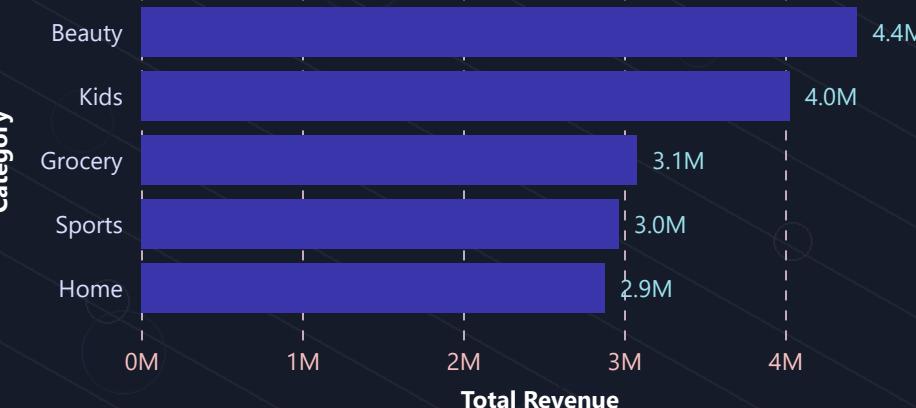
Revenue & Margin by Category



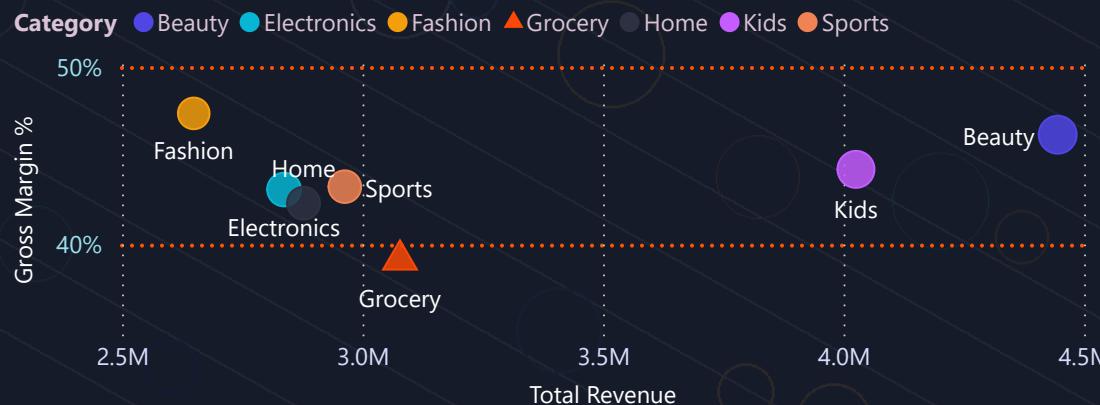
Underperforming Categories



Top Performing Categories



Category Profitability Quadrant



Retail Sales & Inventory

Inventory Risk

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2K
Reorder Breaches

13.67%
Low Stock %

397
At Risk SKUs

0.39%
Stockout Rate %

5.00%
Stockout Target

⚠️ Inventory risk is concentrated in specific stores and categories. Prioritize replenishment for "Reorder Now" SKUs to prevent stockouts.

Low Stock vs Stockout by Category

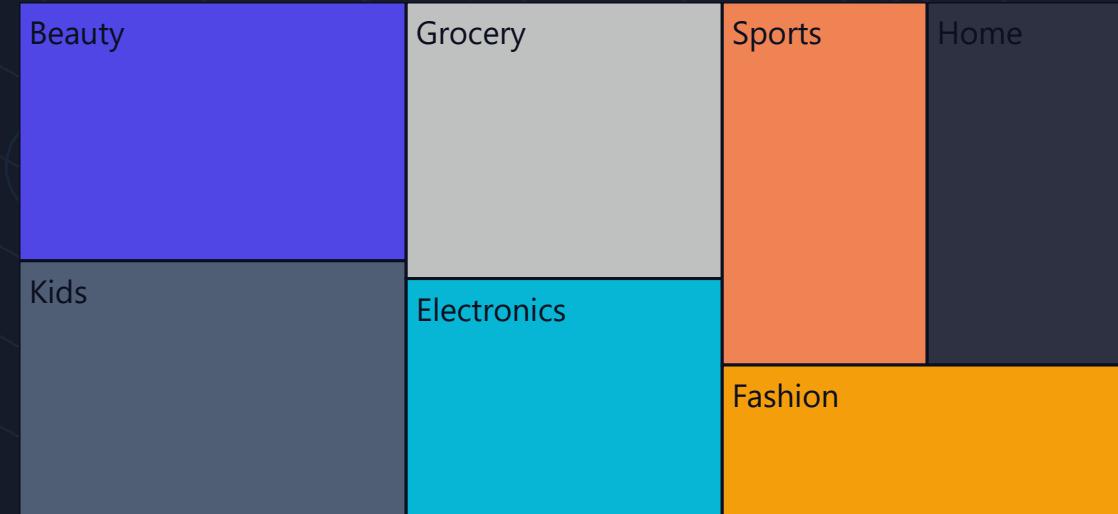


Stockout Trend (Snapshot-based)



ProductID	Brand	Category	City	Sum of OnHandUnits	Sum of ReorderPoint	ReorderNow
17	Brand_20	Beauty	Alex	3183	1000	1
17	Brand_20	Beauty	Aswan	3183	1000	1
17	Brand_20	Beauty	Cairo	3183	1000	1
17	Brand_20	Beauty	Giza	3183	1000	1
17	Brand_20	Beauty	Mansoura	3183	1000	1
17	Brand_20	Beauty	Suez	3183	1000	1
17	Brand_20	Beauty	Tanta	3183	1000	1
365	Brand_8	Electronics	Alex	3302	842	1
Total				2254402	617006	

Risk Share by Category



Retail Sales & Inventory

Executive Insights & Recommendations

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Project Overview

Project Name:

Retail Sales & Inventory Performance Analysis

Objective:

Deliver an executive-level dashboard that provides insights into sales, profitability, category performance, and inventory risk to support data-driven decision-making.

Data Scope:

- Daily sales transactions
- Products and categories
- Stores and cities
- Inventory snapshot data

Key Business Insights

- Revenue and gross margin performance exceed defined targets.
- Transaction volume is below target despite strong financial results.
- Category performance varies significantly in revenue and margin.
- Inventory risk is concentrated in specific categories and SKUs.
- Current stockout levels are low but require proactive monitoring.

Strengths

- Strong revenue growth and profitability
- Clear category and product-level visibility
- Low overall stockout rate
- Well-defined KPIs aligned with business objectives
- Actionable inventory risk indicators

Risks

- Transaction volume below expectations
- Inventory risk concentrated in select SKUs
- Potential dependency on top-performing categories
- Reorder thresholds may require recalibration

Recommendations

- Optimize pricing and promotions to improve transaction volume.
- Prioritize replenishment for "At Risk" and low-stock SKUs.
- Recalibrate reorder points based on product sales velocity.
- Invest further in high-margin categories.
- Shift inventory monitoring toward proactive risk management.