

Retail

# Sales Analytics

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# Business Context

## Challenges in Retail Analytics

### Data Disarray

Retail companies often face **unstructured data challenges**, making it difficult to derive actionable insights, ultimately affecting sales strategy and operational efficiency across all store locations.

### Decision Making

Management struggles to identify **key performance indicators** and effective strategies, leading to missed opportunities for growth and improvement in the competitive retail landscape.

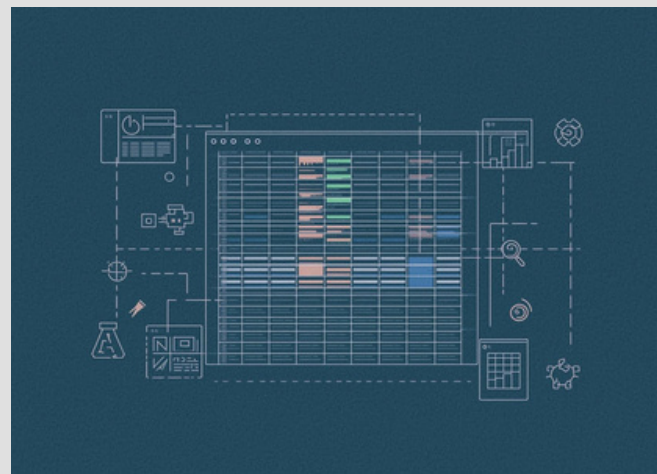
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# Data Source and Cleaning Process



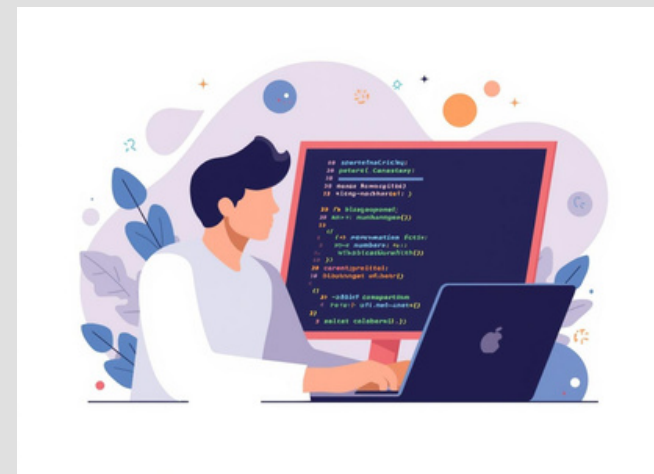
## Missing Values

Handled through imputation techniques for accuracy.



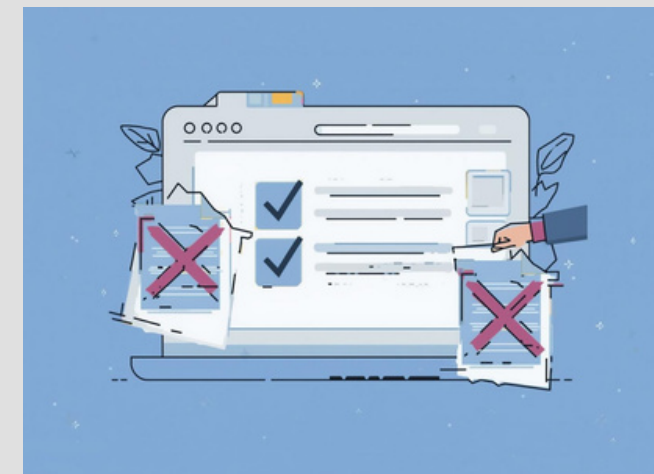
## Numeric Formats

Corrected to ensure uniformity across datasets.



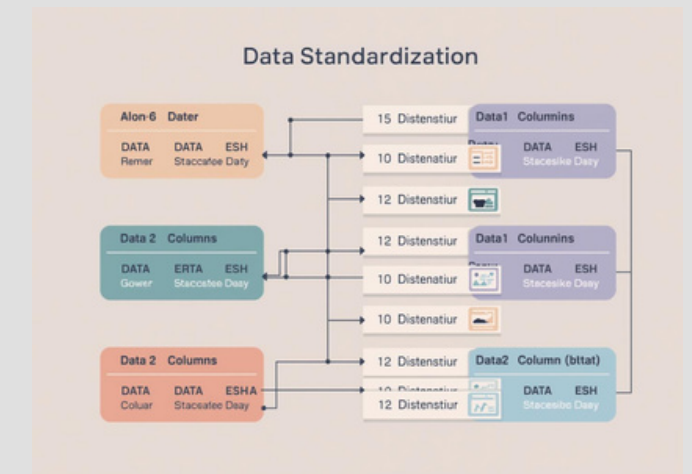
## Duplicates

Removed to streamline the dataset for analysis.



## Standardization

Columns standardized to prepare for in-depth analysis.



## Clean Data

Enabled accurate analytics and effective dashboard development.

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11,362

Total Transactions

62,889

Total Quantity Sold

1,472,998.5

Total Revenue

-0.97%

Month-over-Month Growth

0.51

Revenue Concentration Ratio

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# Key Insights from Analysis

## Revenue Stability

Monthly revenue shows stable trends with occasional fluctuations observed.

## Payment Methods

Customers utilize a diverse range of payment methods available.

## Discount Impacts

Discounts may boost sales volume but can reduce overall profitability.

## Category Performance

Performance of categories varies significantly over different fiscal years.

## Revenue Dependency

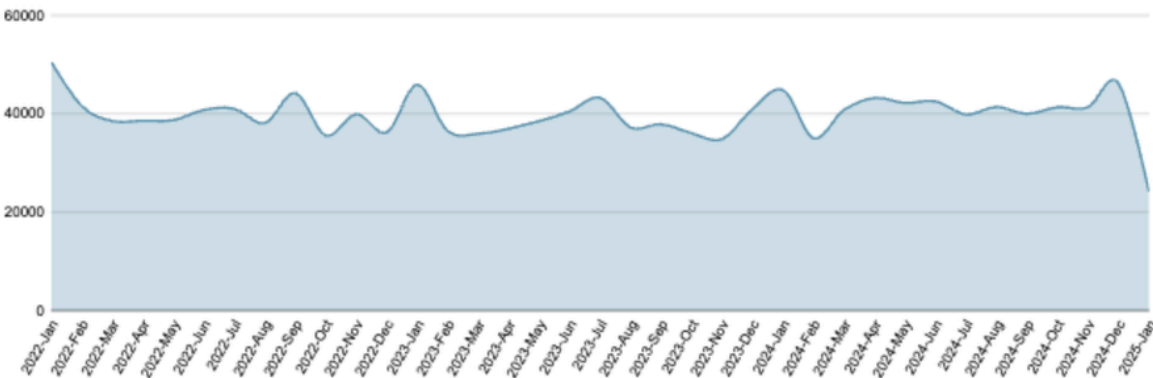
Revenue is heavily reliant on a few specific product segments.

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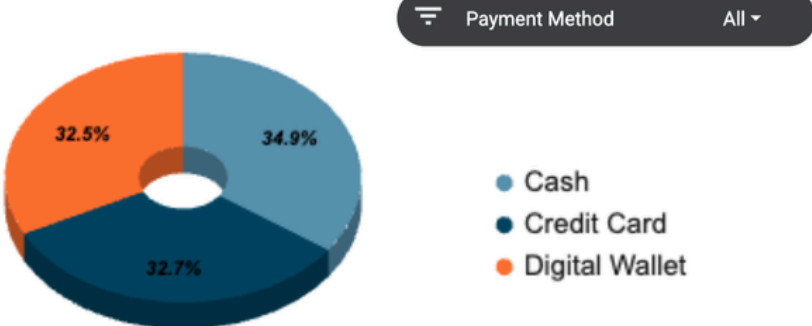
# Dashboard Overview

## Executive Insights

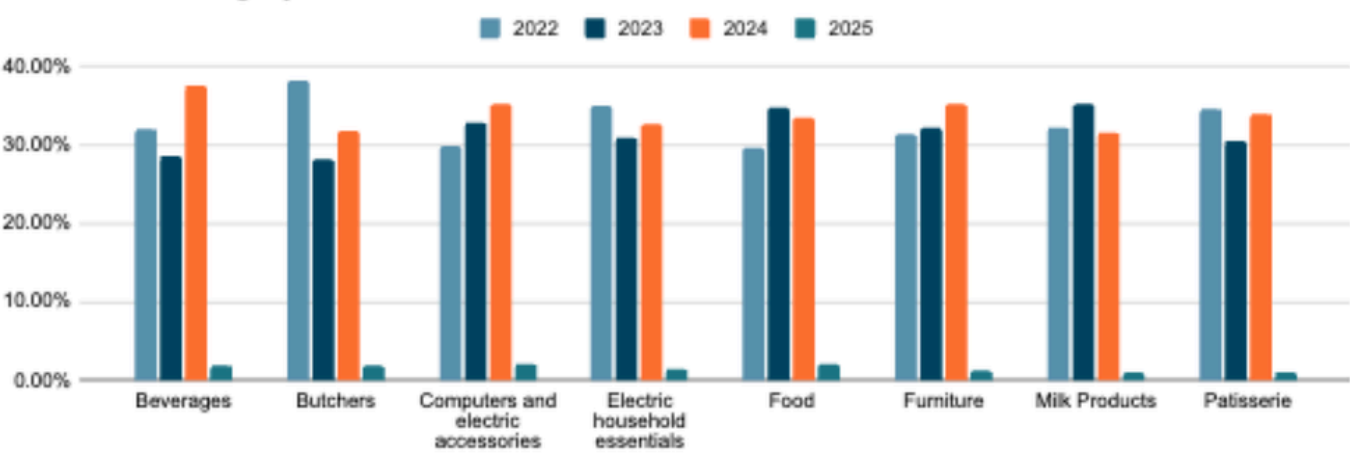
Monthly Revenue Trend



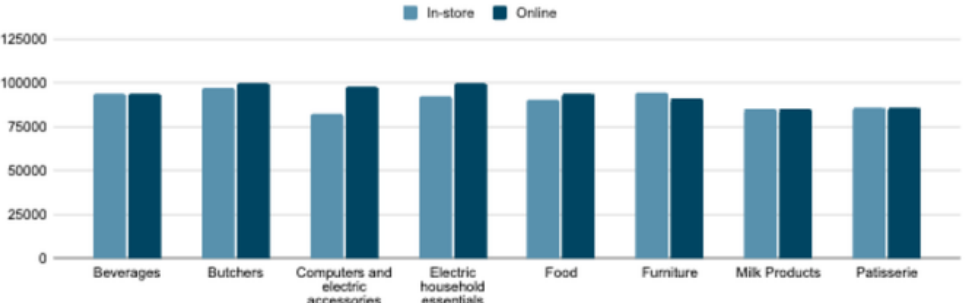
Payment Method Share



Year Wise Category Sold



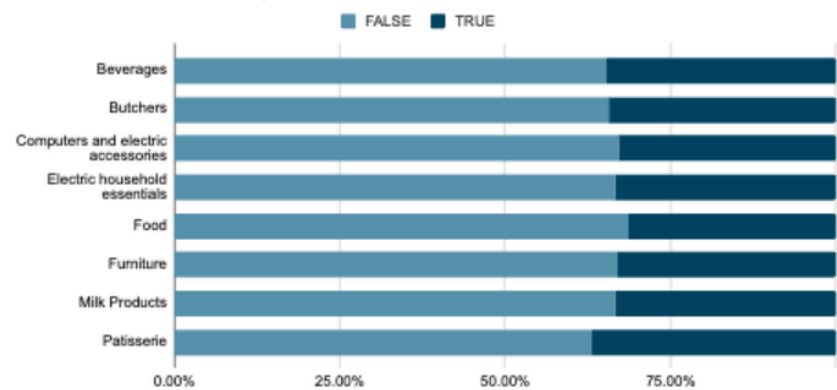
Total Spent with Category



In-store v/s Online Growth



% of Sales with Respect to Discount





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# Actionable Recommendations

## Improve Stores

Strategically invest in training and resources to enhance the **performance** of low-performing locations.

## Optimize Discounts

Review and fine-tune discount strategies to ensure they boost sales **without negatively impacting** profit margins.

## Promote Categories

Focus marketing efforts on **high-performing product categories** to maximize revenue and customer engagement.

## Adjust Inventory

Use sales data to adjust inventory levels according to demand patterns, ensuring availability of popular products.

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# Business Impact of Retail Analytics Dashboard



## Enhanced Decisions

Data-driven insights lead to informed management choices.



## Growth Opportunities

Identifying untapped markets boosts expansion potential.



## Profit Leakage Reduction

Streamlined processes minimize financial losses effectively.



## Increased Visibility

Clear data representation aids management oversight.



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## Limitations of Analysis

- Analysis based solely on historical data
- No real-time data integration
- Limited insights into current trends
- Static reports can delay decision-making

## Future Opportunities

To strengthen analytics, we can:

- Implement sales forecasting models
  - Develop predictive analytics capabilities
  - Build real-time performance dashboards
  - Enhance responsiveness to market changes
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# Questions & Discussion





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# Contact Us

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