

# Retail Sales Analytics

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# Business Context

## Challenges in Retail Analytics

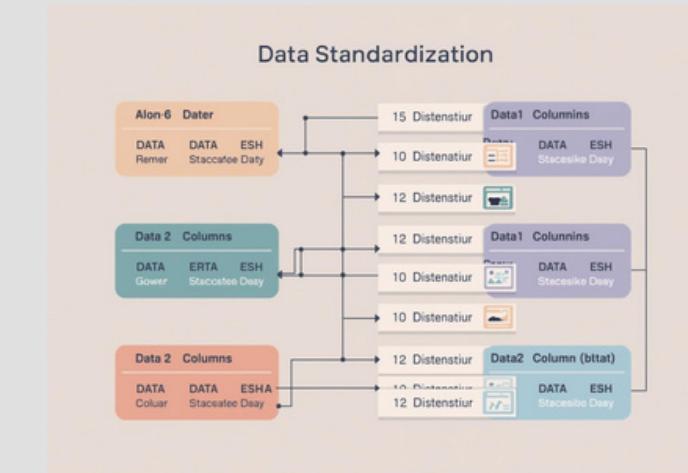
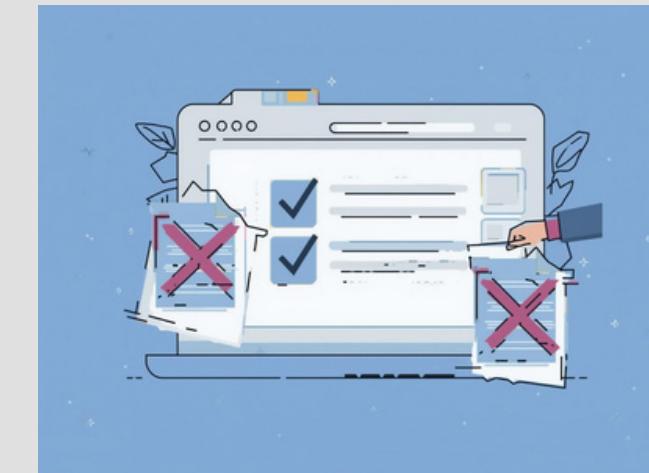
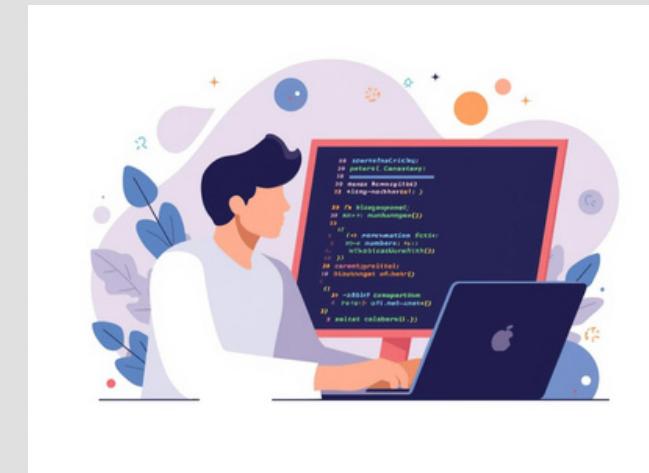
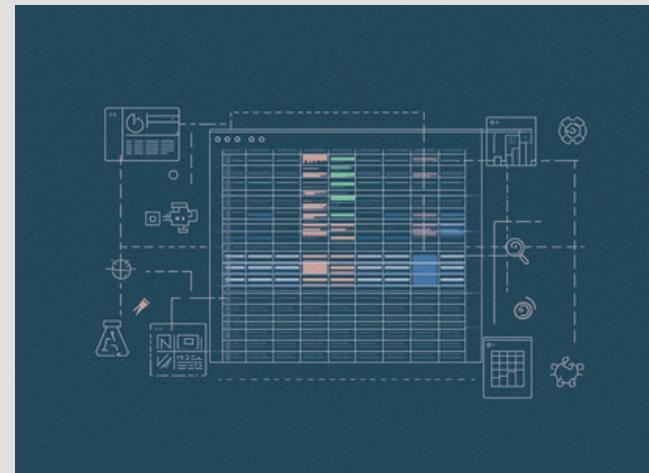
### Data Disarray

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.

# 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.

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

# 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

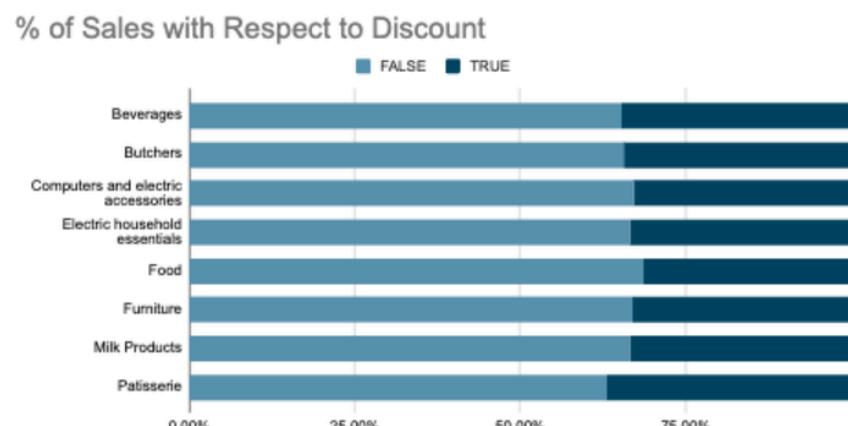
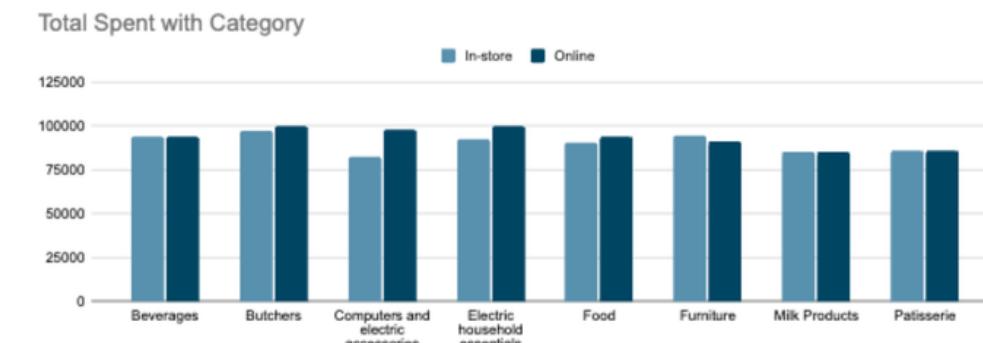
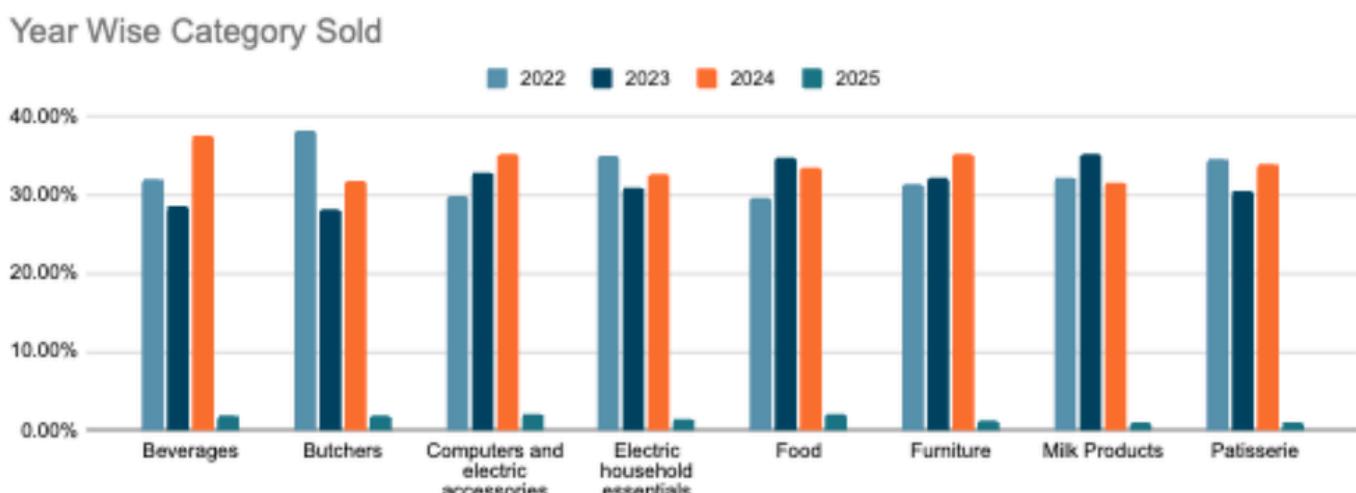
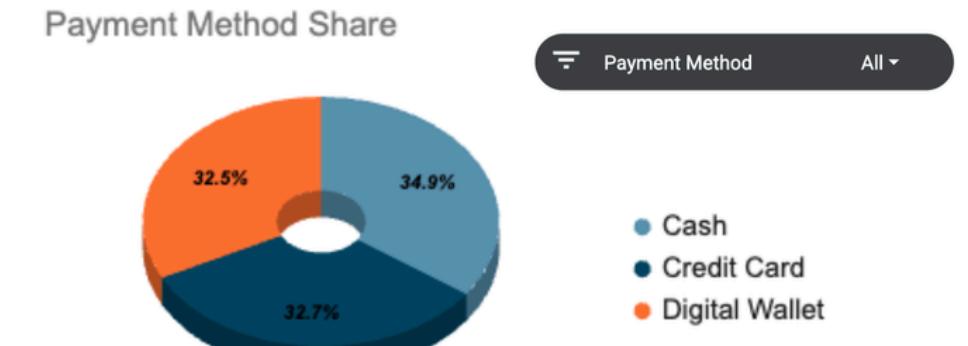
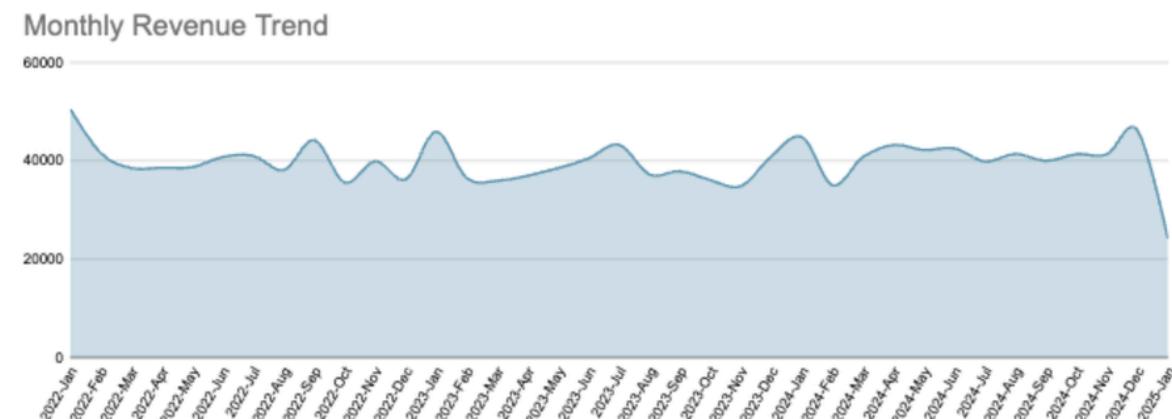
Performance of categories varies significantly over different fiscal years.

## Revenue Dependency

Revenue is heavily reliant on a few specific product segments.

# Dashboard Overview

## Executive Insights



# 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.

# 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.

## 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

# Questions & Discussion



# Contact Us

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