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.

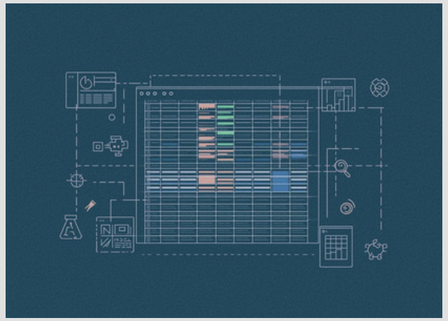
Decision Making

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

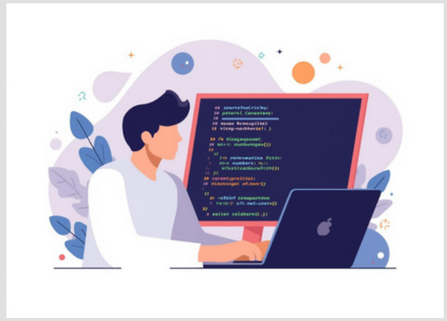
Missing Values

Handled through imputation techniques for accuracy.



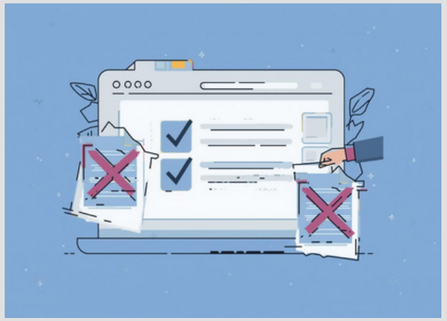
Numeric Formats

Corrected to ensure uniformity across datasets.



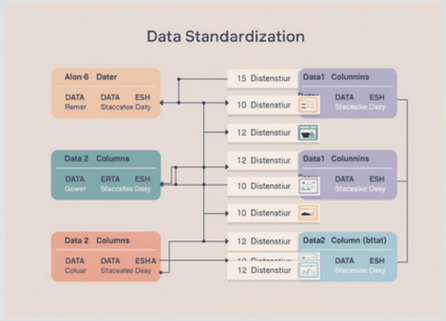
Duplicates

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

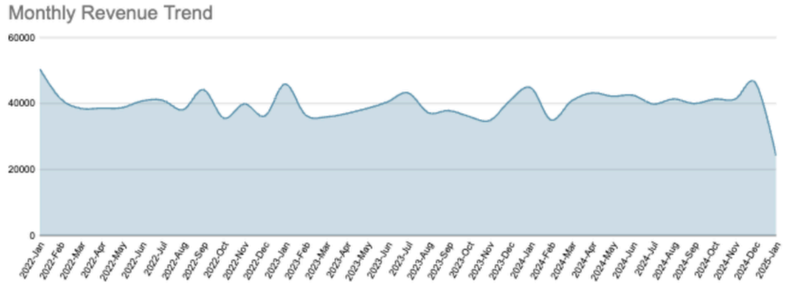
Performance of categories varies significantly over different fiscal years.

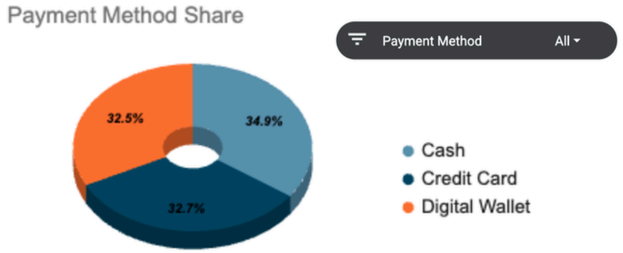
Revenue Dependency

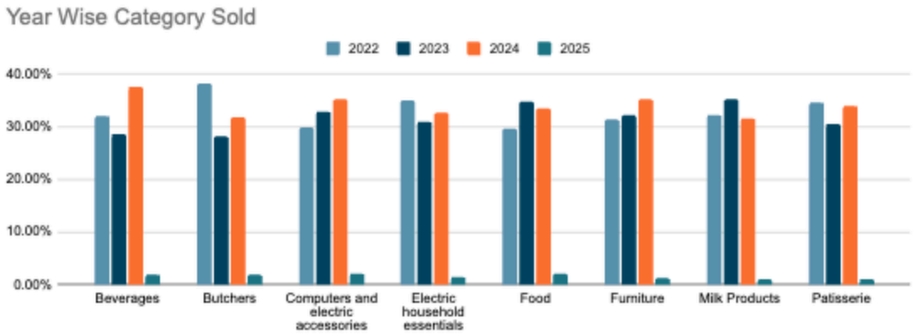
Revenue is heavily reliant on a few specific product segments.

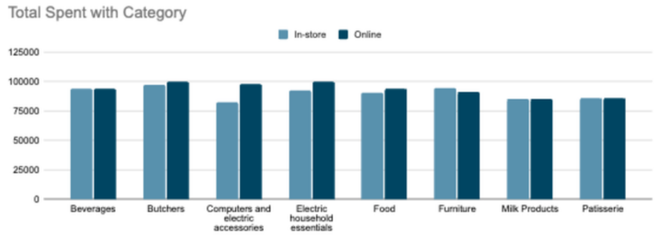
Dashboard Overview

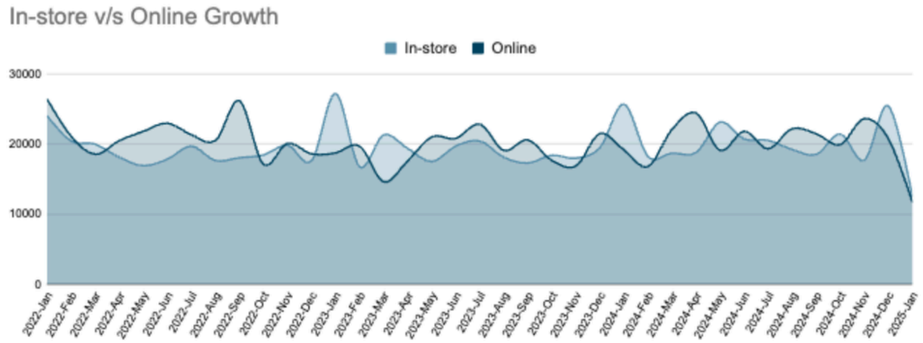
Executive Insights

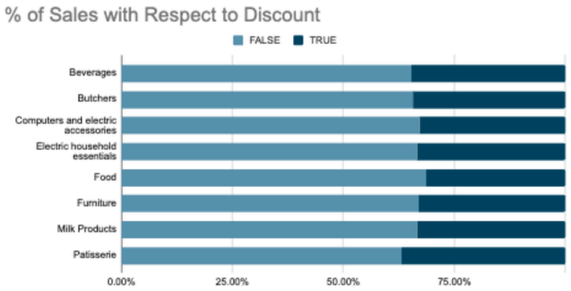












Actionable Recommendations

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.

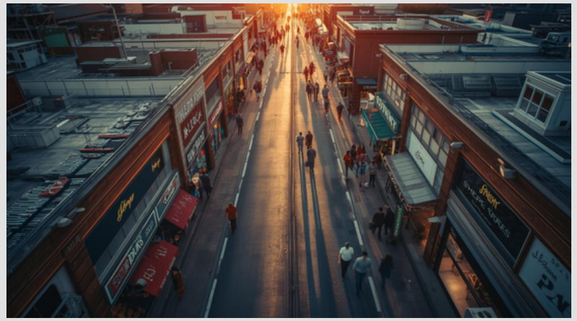
Business Impact of Retail Analytics Dashboard

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

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