**PROJECT RECORD**

**PROJECT TITLE : Retail Sales Dashboard**

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**GUIDED BY : MISS. P.MONISHA**

**DATE : 05-05-2025**

**Project Description:**

This project presents an interactive Retail Sales Dashboard that provides insights into various sales metrics. It is designed to support business intelligence and decision-making using a visually rich layout. The dashboard uses multiple charts to track performance by category, region, product, and discount levels.

**Dataset:**

* Retail Sales dataset is used

No.of rows:900

No.of column:17

**Purpose:**

* Analyze retail performance across various dimensions.
* Identify profitable categories, products, and regions.
* Track discount effectiveness and unit price distribution.
* Pinpoint the earliest order date and monitor sales timelines.

**Pie Chart**(Sum of Unit Price by Category)

* **Data Used**:
  + Product Category (Clothing, Electronics, Furniture, Grocery)
  + Total Unit Price per Category
* **Purpose**: Shows the proportion of total unit prices by product category with percentage share and numeric values.

**Bar/Line Chart**(Sum of Discount Amount by Unit Price)

* **Data Used**:
* Unit Price
* Discount Amount
* **Purpose**: Visualizes how discount amounts vary with changes in unit price.

**Horizontal Bar Chart**(Sum of Discount % by Category)

* **Data Used**:
  + Category
  + Discount %
* **Purpose**: Displays total discount percentages by product category to show which category gets the highest discounts.

**Gauge/Donut Chart**(Sum of Profit % and Profit Measure)

* **Data Used**:
* Profit %
* Profit Value
* **Purpose**: Indicates overall profit percentage and the value achieved versus total potential profit.

**Clustered column Chart**(Sum of Profit % by Quantity and Product Name)

* **Data Used:**
  + Product Name
  + Quantity
  + Profit **%**
* **Purpose:** A detailed chart showing how different products performed in terms of profit % based on sales quantity.

**Clustered Bar Chart**(Sum of Profit % by Region)

**Data Used**:

* Region (North, East, South, West)
* Profit %

**Purpose**: Compares profitability across different regions.

**KPI**(Sum of Unit Price and Measure2 by Discount Amount)

**Data Used**:

* Unit Price
* Measure2 (custom metric, possibly average or target)
* Discount Amount

**Purpose**: Shows a large numerical KPI with goal tracking and visual distribution.

**Card Chart**(Earliest Order Date)

* **Data Used**:
  + Order Date
* **Purpose**: Highlights the earliest order in the dataset, useful for understanding the time range of sales.

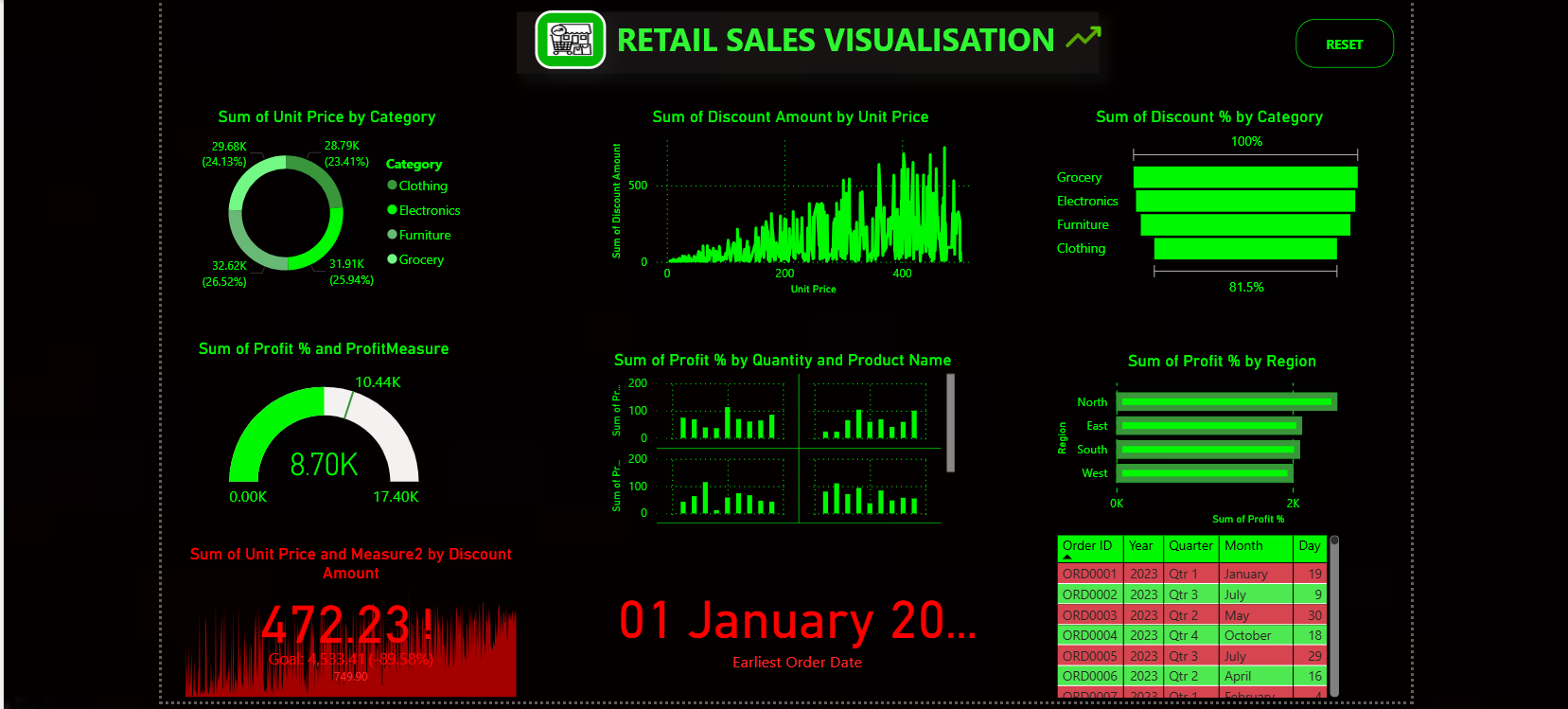
**Table Chart**(Order Table)

**Data Used**:

* Order ID
* Year
* Quarter
* Month
* Day

**Purpose**: A detailed listing of order transactions by time dimensions.

**OUTPUT:**

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