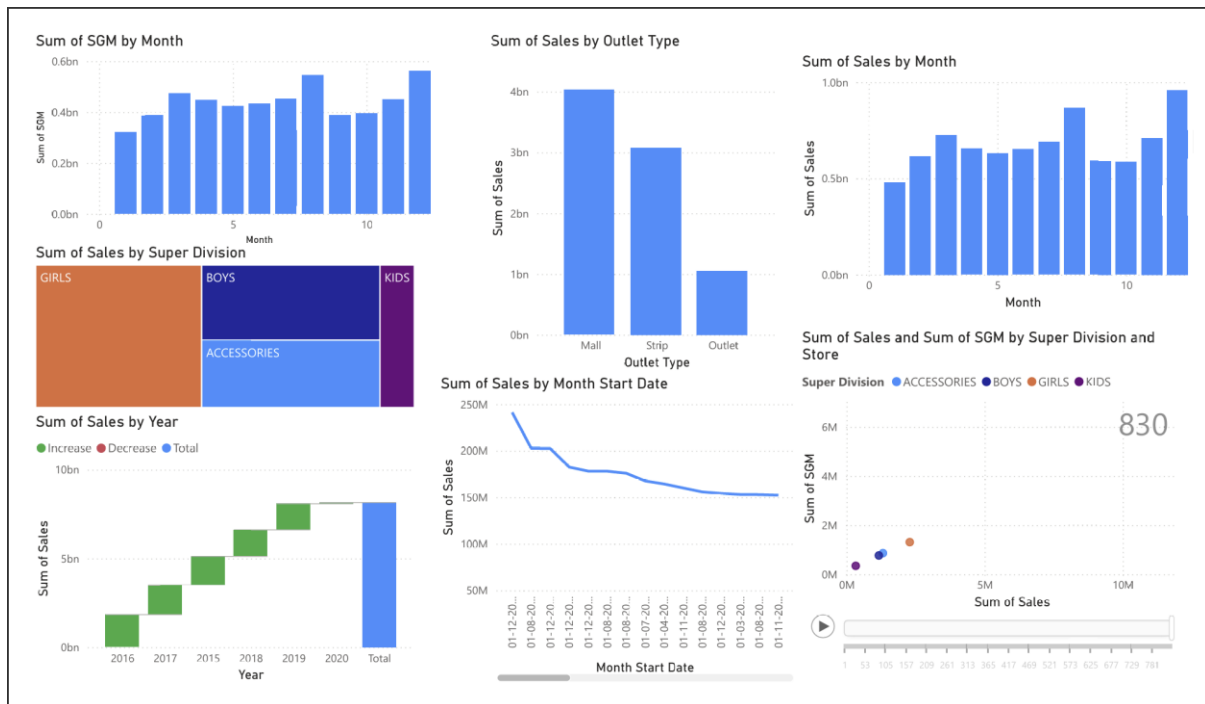


# Market Sales Analysis for Client ABC: BI Dashboards



## Power BI Dashboard Report

**Objective:** To analyze and compare sales, gross margin (SGM), and performance by store, time, division, and outlet type to support strategic decision-making.

### 1. Sum of SGM by Month (Top-Left)

- **Chart Type:** Column Chart
- **Insight:** Shows the monthly distribution of SGM (presumably Gross Margin) throughout the year.
- **Observation:** Month 12 (December) shows the highest margin, which may indicate seasonal trends or promotional periods.
- **Use Case:** Plan marketing and stocking strategies for peak months.

## 2. Sum of Sales by Outlet Type (Top-Center)

- **Chart Type:** Column Chart
- **Insight:** Compares sales performance across different store types – Mall, Strip, and Outlet.
- **Observation:** Malls perform the best, followed by Strip stores. Outlets underperform.
- **Use Case:** Helps in investment decisions on store expansion or consolidation.

## 3. Sum of Sales by Month (Top-Right)

- **Chart Type:** Column Chart
- **Insight:** Monthly sales distribution over a year.
- **Observation:** Month 12 (December) again has the highest sales, reinforcing the seasonality found in SGM.
- **Use Case:** Confirmed seasonal sales patterns — helpful for demand forecasting.

## 4. Sum of Sales by Super Division (Middle-Left)

- **Chart Type:** Treemap
- **Insight:** Shows contribution of each Super Division (e.g., GIRLS, BOYS, ACCESSORIES, KIDS) to total sales.
- **Observation:** GIRLS category dominates.
- **Use Case:** Allocate inventory, discounts, and promotions to high-performing categories.

## 5. Sum of Sales by Year (Middle-Bottom Left)

- **Chart Type:** Waterfall Chart
- **Insight:** Year-over-year change in sales.
- **Observation:** Sales have grown steadily from 2016 to 2019, but possibly declined or stabilized in 2020.
- **Use Case:** Monitor overall company growth; adjust strategies during stagnant or declining years.

## 6. Sum of Sales by Month Start Date (Bottom-Center)

- **Chart Type:** Line Chart
- **Insight:** Time series view of monthly sales (likely across all years).
- **Observation:** Downward trend — potential concern needing root cause analysis.
- **Use Case:** Time-based decision-making, anomaly detection.

## 7. Sum of Sales and SGM by Super Division and Store (Bottom-Right Bubble Chart)

- **Chart Type:** Scatter Plot with Bubble Size
- **Insight:** Compares sales (X-axis) vs SGM (Y-axis) per store and super division.
- **Observation:** Stores vary significantly; some have high sales but low SGM or vice versa.
- **Use Case:** Identify underperforming or overperforming stores; helps in optimization planning.

### Key Insights Summary:

1. **December is peak month** for both Sales and SGM.
2. **Malls outperform** other store types in sales.
3. **GIRLS** Super Division dominates sales.
4. **Sales increased till 2019**, followed by a **decline or stagnation**.
5. **Bubble Chart** reveals store-level inefficiencies or opportunities.