



Electro-Mart Retail sales analysis

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Introduction

Electro-Mart is a global electronics retailer. The sales data of 6 years; before and after the covid-19 pandemic is given. Analyse the data and find how the pandemic affected the sales.

Sales data including tables containing information about transactions, products, customers and stores are given.

Tools Used

Power Query for data cleaning, PowerBI for data analysis and dashboard making, Canva for report making.

Steps Involved in Building the Project

Sales data of electro-mart is collected and transformed the data using Power Query. In this step, we added new columns like year and month from 'order_date' column, removed unwanted columns and other changes. After cleaning and modifying data we imported data to PowerBI to analyse and create dashboard. The insights from the dashboard is given below;

Insights Generated

1. The pandemic has affected the sales of the store negatively. The store lost around 97% of it's customers and 98% of it's sales.
2. Offline and Online sales where growing from 2016 to 2018. But the effect of pandemic is visible in the sales reduction from 2019 to 2021.
3. Most of the customers and revenue is from United States and least is from France.

4. 'Adventure works' and 'Contoso'; the brands which mainly sells computers, home-appliances and music/videos are the top 2 revenue building brands. The least revenue making brand is 'Tailspin Toys' which is the brand for toys and games.
5. Most revenue making category of products is 'Computers' and 'Home-appliances'. And the least revenue generating category is 'Toys/Games'. But the most net profit percentage making category is 'Music, Movies and Audio Books'.
6. Sales graph shows a seasonal trend. Every year on March and April the sales go down.
7. Half of the customers are Women and the rest is Men.

Recommendations

1. In the months of March and April, promote more home-appliances like Air conditioner, fans and Refrigerator for summer.
2. Do promotions and offers like 'Exchange offer'.
3. Give publicity and advertisings through Social media.
4. Promote more online sales option for the customers.
5. Take necessary actions like providing handwash and water for the customers to make feel them welcomed without fear of spreading the virus.
6. Provide good customer service.

Conclusion

The COVID-19 pandemic has significantly impacted Electro-Mart's operations, sales, and customer behaviour. The insights from the sales data of 6 years shows the loss of the company. But a few recommendations are provided to adapt and innovate in this period to ensure business continuity and customer satisfaction. With the help of these recommendations and expert opinions, the sales and the customers of the company can be regained.