**Dillard Department Store**

**Description of KPIs used**

We have used various kinds of KPIs throughout this project. Some of the major ones are: -

* **Net Sales:** Net Sales is an accounting term used to analyze a company’s performance. It is the sum of a company’s gross sales minus its return, allowances, and discounts. As we know Net Sales is the real amount that the company keeps from its sales, it is a more accurate indicator of sales revenue. We used this KPI to understand how much we are making from our sales.
* **Total Return %:** This indicator calculates how much worth of products are getting returned from the sales we made. Since one of our main targets was to maintain a total return % to be under 12.5%, we have used this indicator to see which months we have performed well and which months we have not.
* **Markdown %:** A price reduction from the original selling price of the merchandise is known as a markdown. Like total return%, we were tasked to maintain our markdown % to be below 33%, so we have used this indicator to see where we stand.
* **Top Returned Product:** We decided to see why some of the products were getting returned and what type of products. We noticed that many products returned which had minimal values, so decided to focus on only the products worth more than $50,000 (sum).
* **Sales by Month:** We used this indicator to see which month was our busiest month and why was that month that busy. Using this indicator, we could find what product were sold the most and prepare ourselves for the future (having enough stock for that busy month).

**Key Findings and recommendation**

**Findings**

* Holiday Season had the most sales like Black Friday, New Year, and Christmas.
* The most returned products were dresses that could only be worn on special occasions.

**Recommendation**

* Using this dashboard, we can prepare ourselves for the busiest months (holiday season) like November, December, and January. We can find out which product was sold the most and keep those products in stock for next month.
* Most of the returned items were dresses that can only be worn on special occasions, why not open the Dress Rental Service? Doing this we could increase our revenue as well.
* Maybe some of the dresses were returned because it was not the perfect size, how about we open our own tailoring service which would provide them with alteration service or even provide them with custom made dresses.