

NOVA RETAIL SOLUTIONS

An analysis on sales and profit patterns.

PROBLEM STATEMENT

Nova Retail Solutions faces several challenges in understanding the key drivers behind its sales and profitability. The company needs a clearer picture of **regional sales performance**, the **effectiveness of different shipping modes**, and which **product categories contribute the most to profits**. Without these insights, decision-makers struggle to make informed choices about **resource allocation**, **pricing strategies**, and **customer service improvements**. The lack of a centralized dashboard to track key performance indicators (KPIs) is hindering effective decision-making.



-- Rationale for the Project --

The rationale behind this project is to develop a **comprehensive dashboard** that presents a clear, visual overview of **Nova Retail Solutions' performance**.

By analyzing **sales trends**, **profitability by region**, **shipping modes**, and **product categories**, the dashboard will provide valuable insights that enable better **decision-making**. This will help optimize shipping processes, highlight high-performing regions and product lines, and identify areas needing improvement, ultimately supporting the company's long-term growth objectives.



--Aim of the Project--

The primary aim of this project is to create an interactive dashboard that provides Nova Retail Solutions with key business insights into

Analysis on:

- Sales Trend
- Profit and Sales across different Region
- Shipping performance
- Product profitability and Sales.

KPIs such as:

- Total sales
- Total profit
- The total number of orders
- Profit margins

-- Data Description --

The dataset used for this project consists of key sales and operational data, structured as follows:

- **Order Information:** Order ID, Order Date, Ship Date, Ship Mode
- **Customer Information:** Customer ID, Customer Name, Segment, Country, City, State, Postal Code, Region
- **Product Information:** Product ID, Category, Sub-Category, Product Name
- **Financial Data:** Sales, Quantity, Discount, Profit



TECH STACK

PIVOT TABLES

CHARTS &
VISUALIZATION

SLICERS

EXCEL
FUNCTIONS

PROJECT WORKFLOW



Understand
business
expectations and
objectives



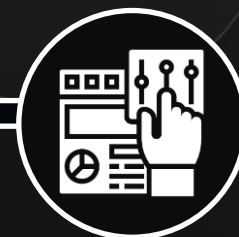
Data Understanding
& Preparation



Building
Visualizations



Designing the
Dashboard



Adding Interactivity
(filters, actions)



Final Review
and Make
Adjustments