

Store Sales Analysis Dashboard Summary

Power BI Project | Duration: 2020 -
2024

Project Objective

- Analyze store sales performance between 2020 and 2024 to identify trends, top and bottom-performing products, and promotional effectiveness to support business decisions.

Sales Overview

- • Total Sales (After Discount): ₹122.3M
- • Total Profit: ₹12.2M
- • Total Discounts Given: ₹7.18M
- Sales peaked during July 2022 and July 2023, likely driven by promotional campaigns such as Summer Sales.

Top Performing Products

- • By Sales: Apple iPhone 14 (₹21.4M), Apple MacBook Air (₹19.6M), Sony Bravia 55" TV (₹19.4M)
- • By Profit: Apple iPhone 14 and MacBook Air contribute over 40% of total profit.
- • By Quantity: iPhone 14 and Raymond Suit have the highest units sold.
- • Insight: High-value electronics (Apple, Sony) drive major revenue and profitability.

Bottom Performing Products

- • By Sales: Tupperware Lunch Box, L'Oreal Shampoo, Nivea Body Lotion
- • By Profit: Same items generate very low margins.
- • Insight: FMCG products contribute little to profit. Consider reducing promotions or bundling with higher-margin products.

Promotion & Geography Insights

- • Summer Sale generated the highest discounted value (₹4.3M)
- • Weekend Flash Sale and Clearance Sale followed with moderate results.
- • New Year Special and Festive Diwali showed no impact.
- • Highest sales observed in metro cities across India post-discount.
- • Insight: Optimize campaigns around high-performing sales periods.

Key Business Insights

- Electronics dominate sales and profits.
- Discounts have seasonal spikes — optimize around strong campaigns.
- FMCG products underperform — need strategy reassessment.
- Focus on profitable SKUs for growth and sustainability.

Final Summary Storyboard

- This storyboard summarizes major findings from the Power BI dashboard:
- 1. Sales trend insights (2020–2024)
- 2. Top & bottom 5 product analysis by sales, quantity, and profit
- 3. Promotional impact evaluation
- 4. Geographical performance view
- These visuals collectively narrate the business story and guide data-driven decisions