RETAIL STORES SALES INSIGHTS DASHBOARD

FILTER PANEL

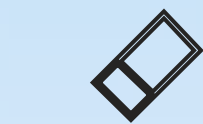**Outlet Location**
All

Outlet Size
All

Outlet Type
All

Clear Filters

Dashboard

ReadMe

Insights

TOTAL SALES
$1.2M

AVERAGE SALES
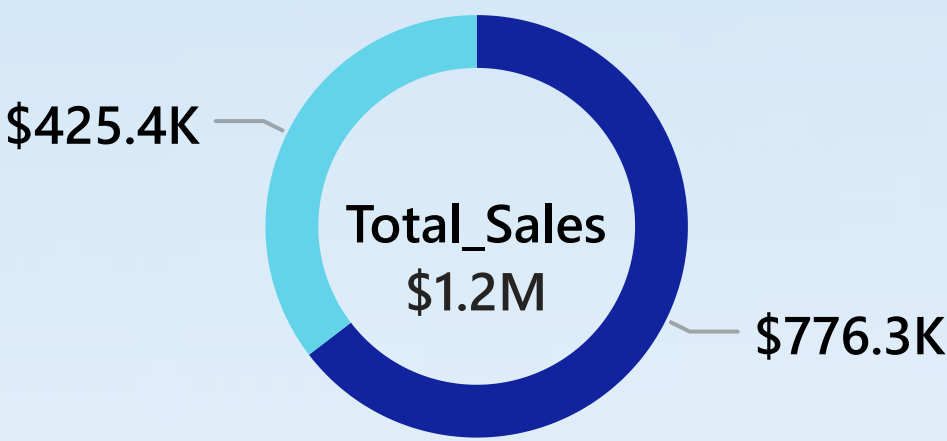$141

NUMBER OF ITEMS
9K

AVERAGE RATING
3.9/5.0

Total_Sales	Avg_Sales	Number_Of_Item

Total Sales by Item Fat Content
● Low Fat ● Regular

$425.4K
Total_Sales
$1.2M
$776.3K

Total Sales by Item Type

Item Type	Total Sales
Fruits ...	$0.2M
Snack ...	$0.2M
House...	$0.1M
Frozen...	$0.1M
Dairy	$0.1M
Canned	$0.1M
Baking...	$0.1M
Health ...	$0.1M
Meat	$0.1M
Soft Dr...	$0.1M
Breads	$0.0M
Hard D...	$0.0M
Others	$0.0M
Starch...	$0.0M
Breakf...	$0.0M
Seafood	$0.0M

Total Sales (Outlet & Fat Content)
● Low Fat ● Regular

Tier	
Tier 3	$0.31M / $0.17M
Tier 2	$0.25M / $0.14M
Tier 1	$0.22M / $0.12M
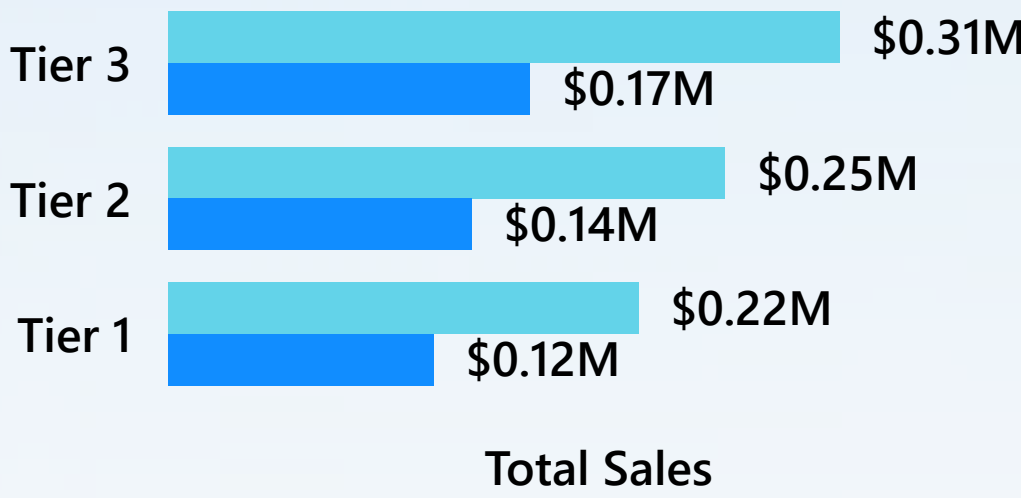
Total Sales

Outlet Establishment vs Total Sales

$0.2M
$0.1M

$0.08M $0.13M $0.13M $0.13M $0.13M $0.20M $0.13M
$0.13M

2010   2015   2020

Year
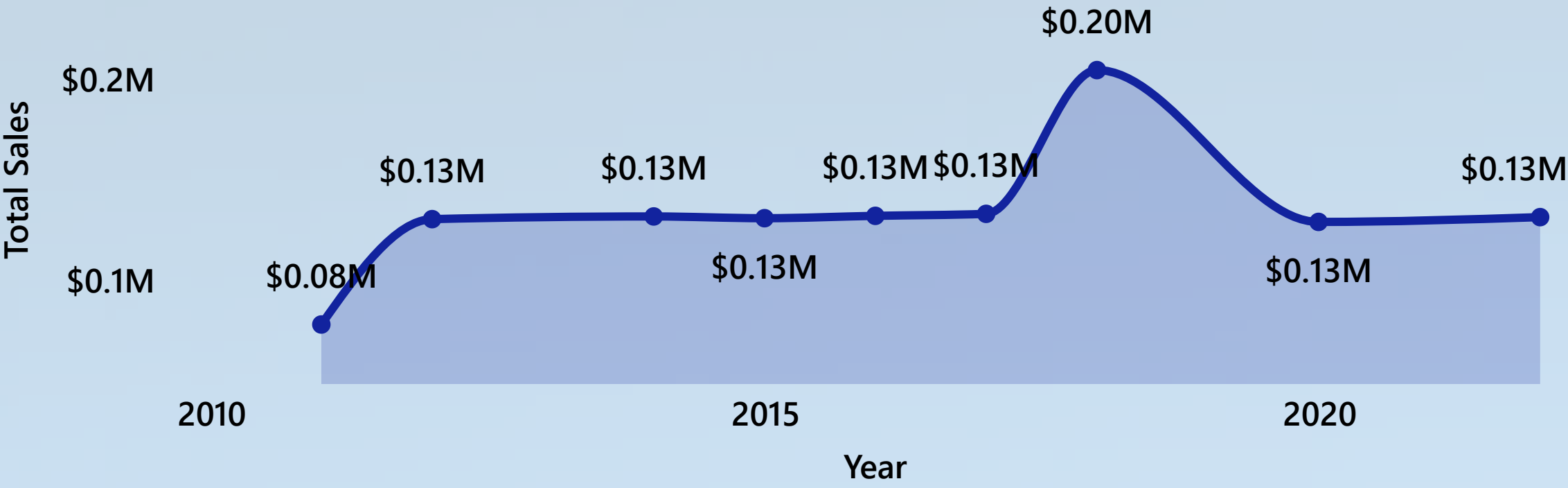
Total Sales by Outlet Size
● Medium ● Small ● Large

$249.0K
$507....
$444.8K
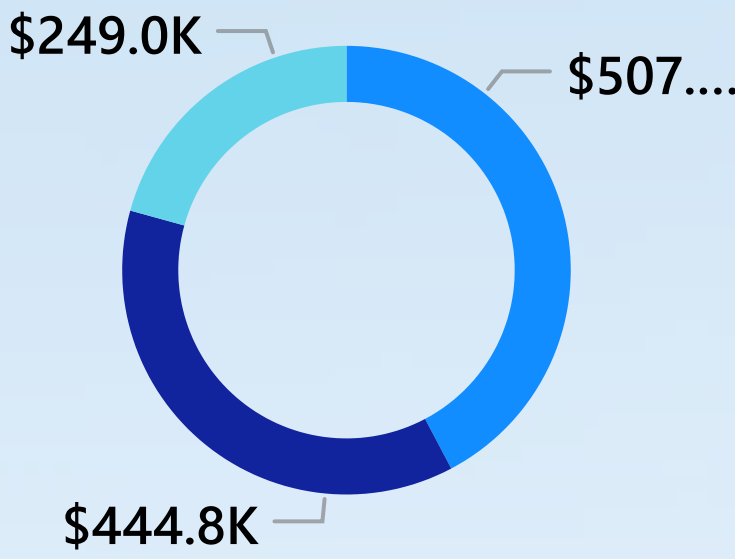
Total Sales vs Outlet Location Type
100%

Tier 3	$472.1K
Tier 2	$393.2K
Tier 1	$336.4K

71.3%
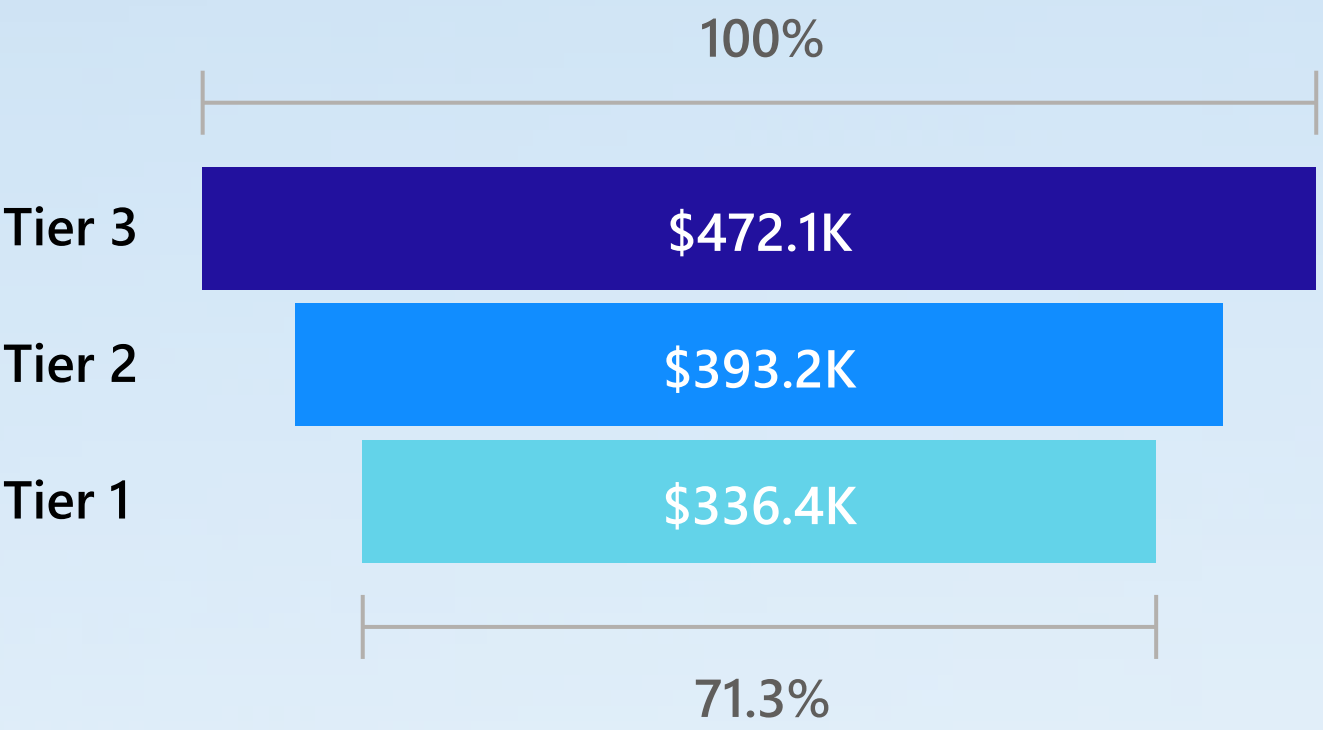
Outlet Type	Total_Sales	Avg_Sales	Number_Of_Item	Item Visibility
Grocery Store	$151.9K	$140.3	1083	113.6
Supermarket Type1	$787.5K	$141.2	5577	338.7
Supermarket Type2	$131.5K	$141.7	928	56.6
Supermarket Type3	$130.7K	$139.8	935	54.8

RETAIL STORES SALES INSIGHTS DASHBOARD

DASHBOARD BUSINESS OBJECTIVES:

- The "Retail Stores Sales Insights Dashboard" details the sales operations and yearly sales analysis of a chain of retail convenience stores in United States.

- The dashboard requirements is to identify the KPIs and metrics essential to understand and take data driven action to increase sales and for the growth of the business.

- Client has identified the KPIs as Total Sales, Average Sales, Total Numbers of items in the stores and average rating of the overall business operations including delivery, stoke piles and customer services for each stores from 2011 till 2022.

- The dashboard details the total sales and average sales by item category which are "Low Fat" and "Regular" using a doughnut chart and total sales by item type with a horizontal bar chart.

- Furthermore the dashboard presents an idea how the total sales are influenced by year of establishment of the stores using a line and area chart.

- Audience: The dashboard can be utilized by SalesOps, Marketing, Supply Chain, Operations, Store Managers and C-Suite employees for making data driven decisions for the next fiscal year.

RETAIL STORES SALES INSIGHTS DASHBOARD

BUSINESS INSIGHTS:

- Combined average rating over the years for all stores under the retail chain is 3.9 out of 5 which is an indication of good customer satisfaction.

- Low Fat items are bringing in more sales than regular items. Top sold items in any store are fruits and vegetables, then snacks followed by household goods.

- Most sales is attributed to medium and small size outlets in Tier 2 and Tier 3 locations compared to Large Outlets and Tier 1 locations. It can be assumed that most large outlets are in Tier 1 locations where there is competition from other institutions is attributing to lower total sales.

- The store opened in 2018 had the highest sales of approximately $205K compared to other stores. Deep diving on this store's operational method can help reciprocate the same for other stores to drive sales in future.

- Future Scope: The report can be enhanced with individual store sales analysis, YoY, MoM and WoW store sales analysis. Furthermore the report can use machine learning models like SARIMAX to perform Time Series forecasting of individual store sales to back order items/products and increase overall business performance. Checkout my GitHub for a sample time series analysis project.

Dashboard

ReadMe

Insights