

RETAIL SALES FORECAST DASHBOARD

Data Analysis & Forecasting for
Strategic Retail Decisions

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Dionte Capleton • DC Analytics

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March 2025

BUSINESS PROBLEM

- A national retail company wants to understand its revenue drivers, track monthly performance, and use sales forecasts to make proactive decisions.
- Key Question:
- How can we identify revenue trends, customer segments, and future projections to inform inventory and marketing strategy?

PROJECT OVERVIEW

- Performed sales data analysis using Python, SQL, and Tableau

- Forecasted monthly revenue using Facebook Prophet

- Built an interactive dashboard to explore trends by state, category, month, and gender

Links:

Tableau Dashboard:
[Dionte18Cape]

LinkedIn: [Dionte
Capleton]

FORECAST MODEL

- Forecast indicates a declining revenue trend unless action is taken.

Confidence intervals highlight the importance of monitoring state and category segments.

Key Fields:

- Date
- State
- Gender
- Product Category
- Quantity
- Price
- Total Amount

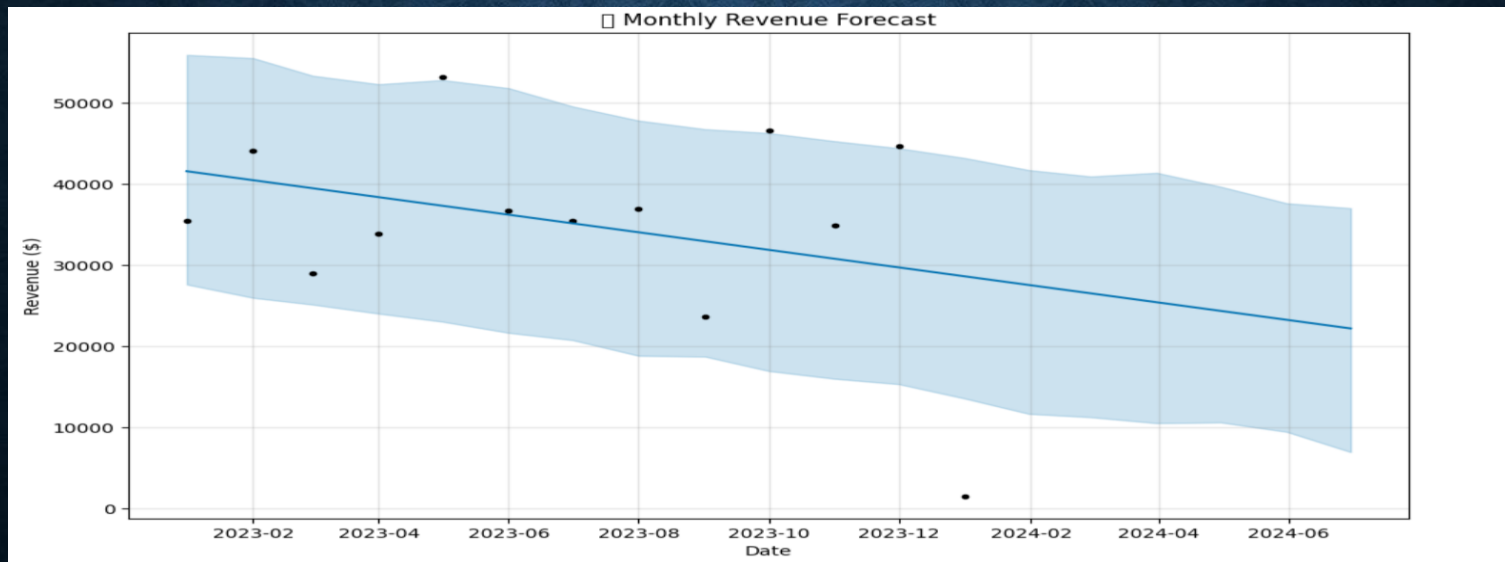


TABLEAU DASHBOARD

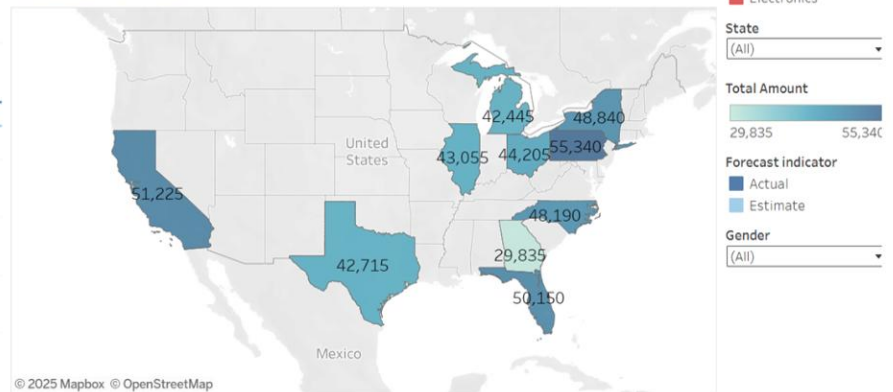
Retail Sales Forecast Dashboard

Key Metrics • Category Insights • Sales Projections

SALES FORECAST



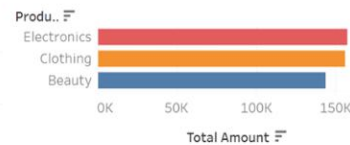
SALES BY STATE



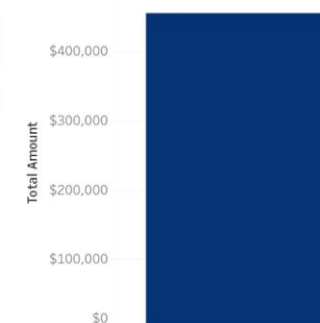
MONTHLY REVENUE TREND



CATEGORY BREAKDOWN



TOTAL REVENUE



This dashboard highlights regional performance, category trends, and projected revenue to support retail strategy decisions.

BUSINESS RECOMMENDATIONS

- • Focus marketing in top-performing states (CA, NY, TX)
- • Optimize inventory allocation based on forecasts
- • Use gender-based promotion strategies
- • Invest in high-margin categories like Electronics

TOOLS & SKILLS USED

- Tools:
 - Python (Pandas, Prophet, SQLite)
 - SQL (via pandasql or sqlite3)
 - Tableau Public
- Skills:
 - Data Cleaning
 - Time Series Forecasting
 - Dashboard Design
 - SQL Analysis

THANK YOU



Atlanta, GA



Portfolio:
<https://github.com/Dionte18Cape>



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<https://www.linkedin.com/in/dionte-capleton-54074524a/>



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