RETAIL SALES FORECAST DASHBOARD

Data Analysis & Forecasting for Strategic Retail Decisions

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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

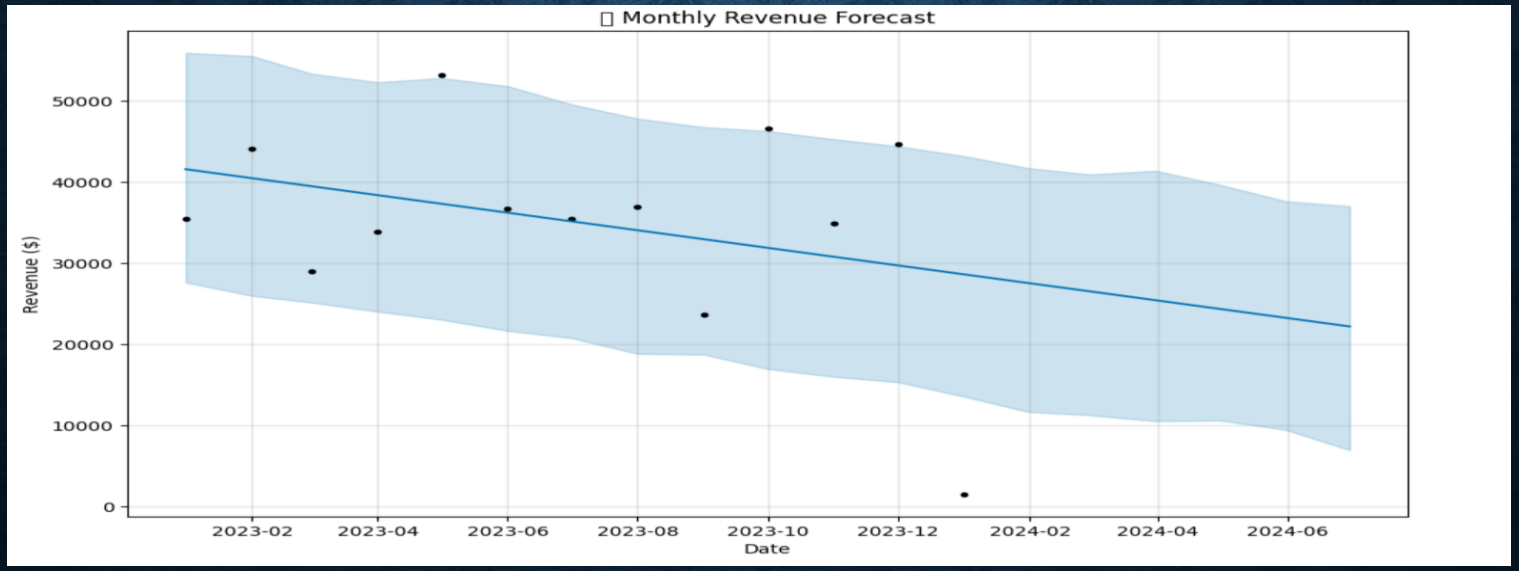
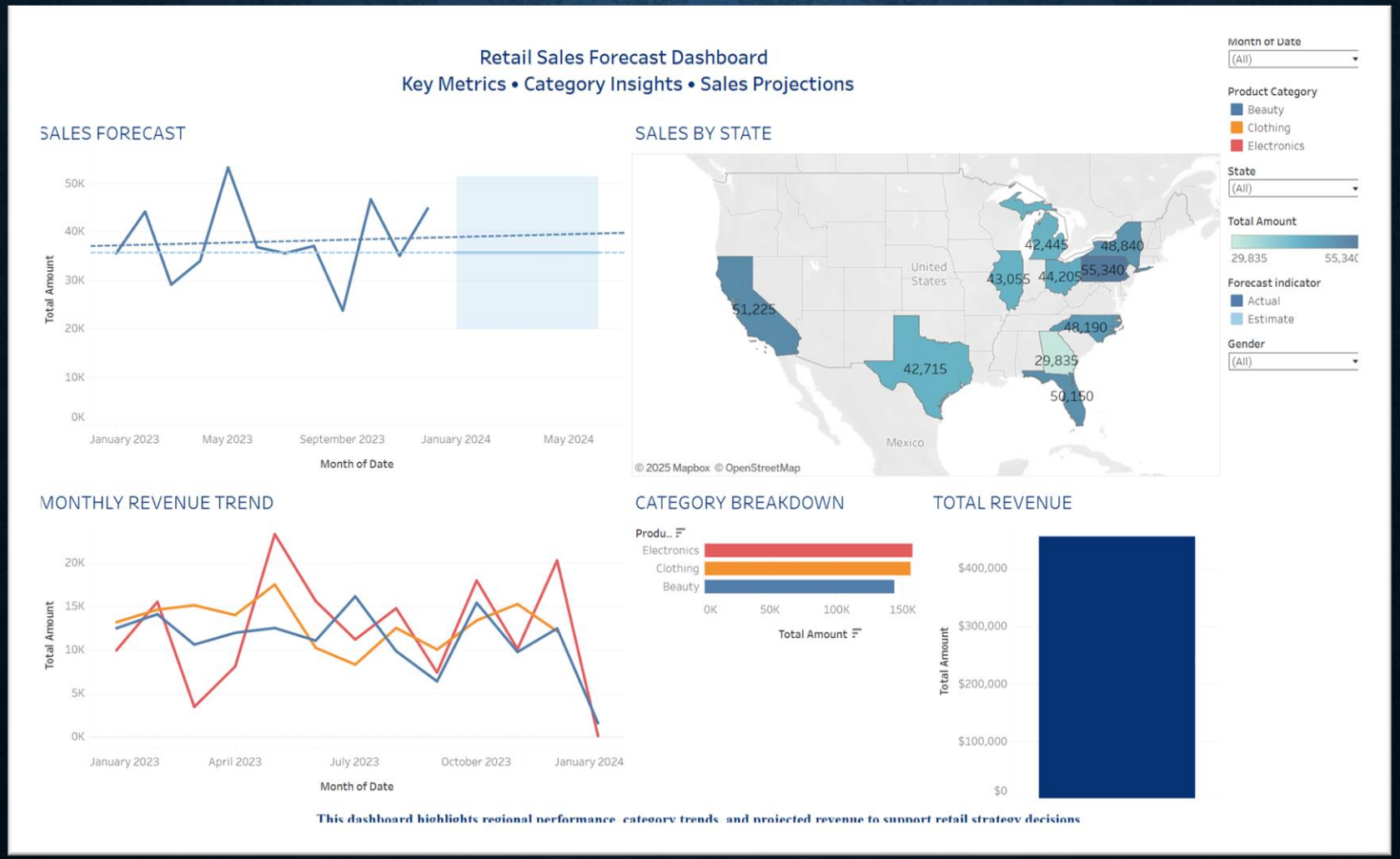


TABLEAU DASHBOARD



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

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Portfolio:
https://github.com/Dionte18Cape

LinkedIn:
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