RETAIL BUSINESS PERFORMANCE & PROFITABILITY

Prepared by: **Dr. Laxmi Singh**

1. INTRODUCTION

This report provides a comprehensive analysis of the Sales Dashboard designed for a supermarket shop. The dashboard visualizes key performance indicators (KPIs) such as Total Sales, Total Profit, and Profit Percentage. It also dissects sales performance across various dimensions including time (monthly and daily), product categories, sales types, and payment modes.

2. ABSTRACT

The Sales Dashboard provides a detailed overview of supermarket sales using interactive visualizations. It integrates sales, product, and transactional data to derive meaningful insights. The dashboard highlights total revenue, profit, and profit margin. It helps decision-makers understand customer preferences, peak sales periods, and the best-selling products and categories. The report supports improved strategic planning and operational performance.

3. TOOLS USED

- Microsoft Excel (for data preparation)
- SQL (for data querying and manipulation)
- Tableau (for data visualization and dashboard creation)

4. STEPS INVOLVED IN SQL AND DASHBOARD

A. SQL Steps:

- Created relational tables for Products and Sales.
- Joined tables to calculate KPIs such as Total Sales, Total Profit, and Profit Percentage.
- Used aggregate functions and grouping to derive insights by month, product, and category.
- Sample queries were written for trend analysis, top product/category, sales types, and payment modes.

B. Tableau Dashboard Steps:

- Connected Tableau to the SQL database.
- Created calculated fields for KPIs.
- Built charts for monthly and daily sales trends, category-wise and product-wise sales.
- Designed KPI big number cards, bar charts, line graphs, pie charts, and treemaps.
- Integrated all visualizations into a single dashboard layout for comprehensive analysis.

5. CONCLUSION

The sales dashboard is a powerful decision-support tool that aids organizations in multiple strategic areas.

It enables strategic decision-making by highlighting best-performing products and categories, allowing businesses to focus marketing and stock investments accordingly. By tracking monthly and daily fluctuations, it helps optimize staffing and promotional efforts. The dashboard offers valuable insights into customer behaviour, revealing preferences in sales channels (online, direct, wholesale) and payment modes (cash or online), thus enabling the creation of more tailored customer experiences. In terms of profitability, it helps identify high-margin products, supporting better pricing strategies and supplier negotiations. Operational efficiency is enhanced by pinpointing underperforming areas and adjusting inventory or operations based on high-sales periods. Furthermore, with interactive filters for year, month, sale type, and payment mode, the dashboard provides real-time, customizable views suited to the needs of various stakeholders such as sales managers, finance officers, and supply chain teams. Overall, it enhances visibility, boosts agility, and empowers data-driven decision-making to improve business performance and customer satisfaction.