

RetailX Sales & Returns Dashboard

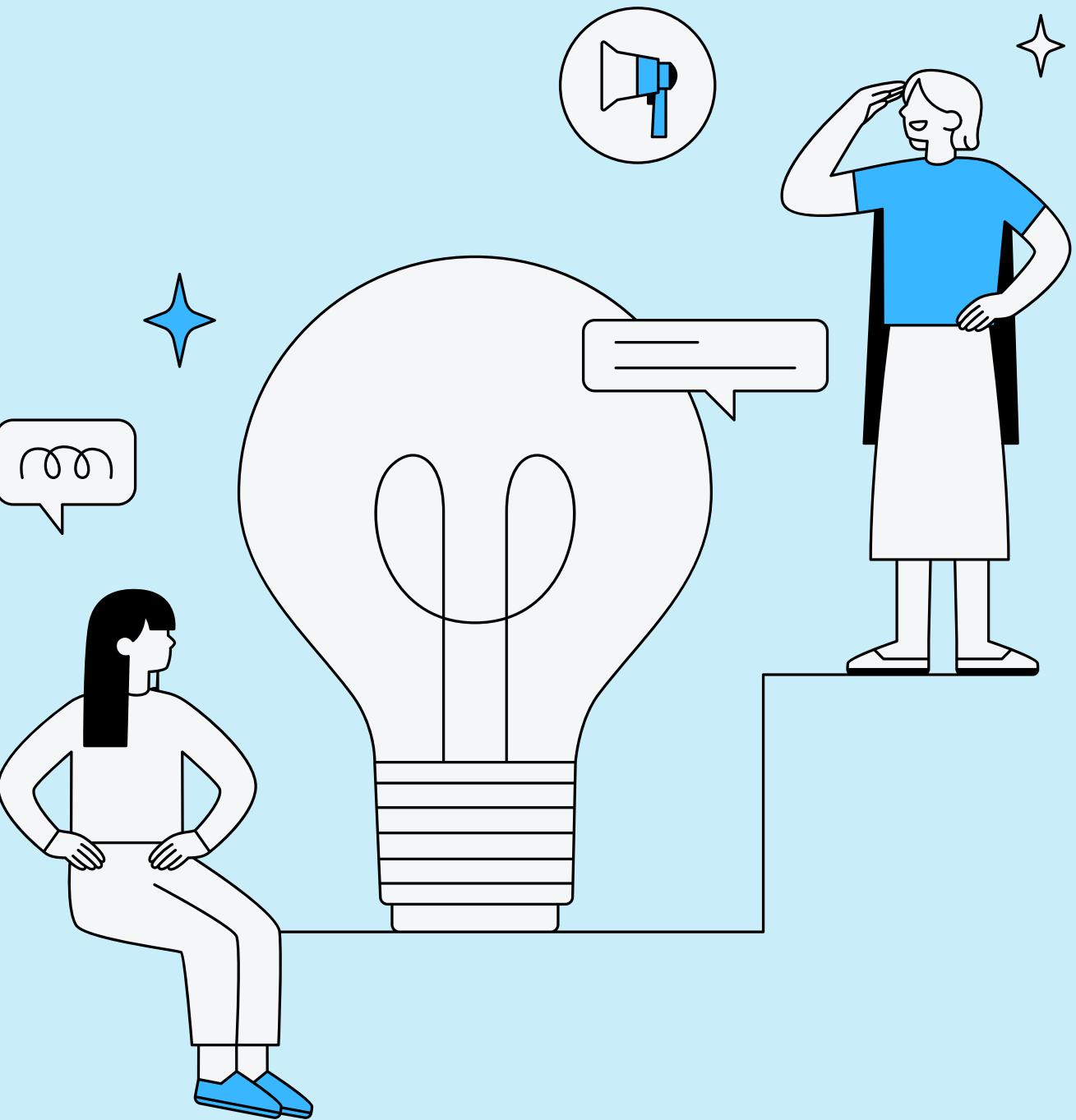
Capstone Project

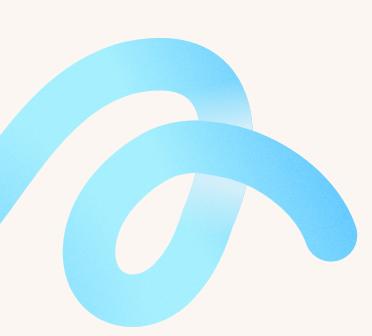
Presented by Fouzia Ashfaq



Agenda

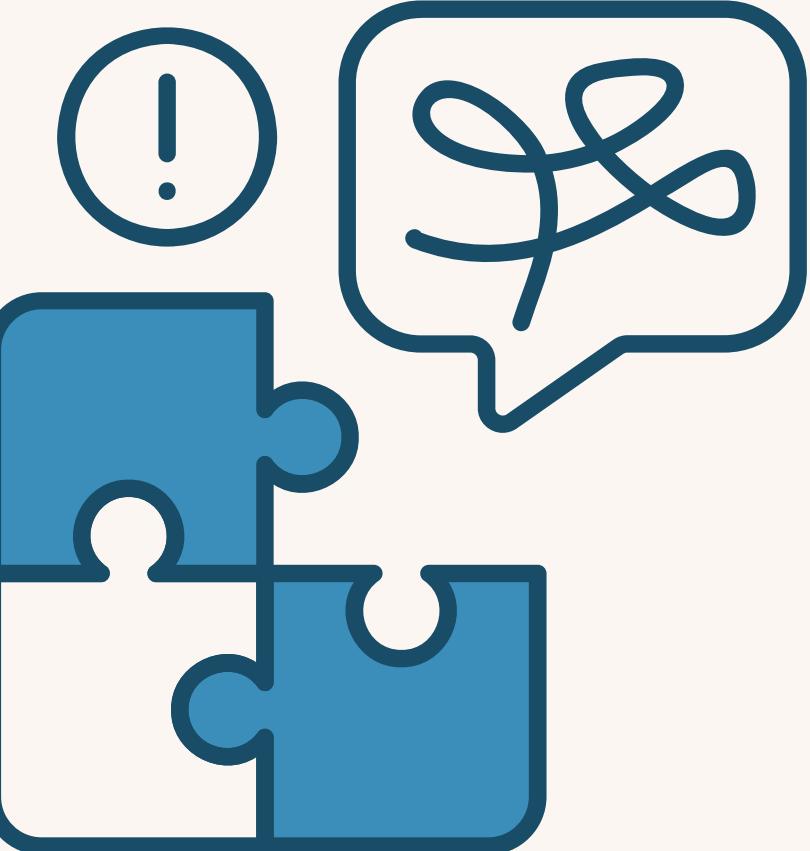
- Project Background and Objectives
- Data Overview
- Key Performance Indicators (KPIs)
- Revenue and Return Rate Analysis
- Strategic Recommendations
- Conclusion and Next Steps





Project Background

- **Objective:**
Transform RetailX sales data into actionable insights to boost revenue and reduce returns.
- **Approach:**
Leverage data cleaning, visualization, and strategic frameworks (e.g., SWOT analysis) from the masterclass.
- **Dataset:**
RetailX_Sales_Data_Cleaned.csv (July 2024 transactions across 4 regions and 3 categories).



Data Overview

Timeframe: July 1–25, 2024

Regions: East Zone, North Zone, South Zone, West Zone

Categories: Apparel, Electronics, Fitness

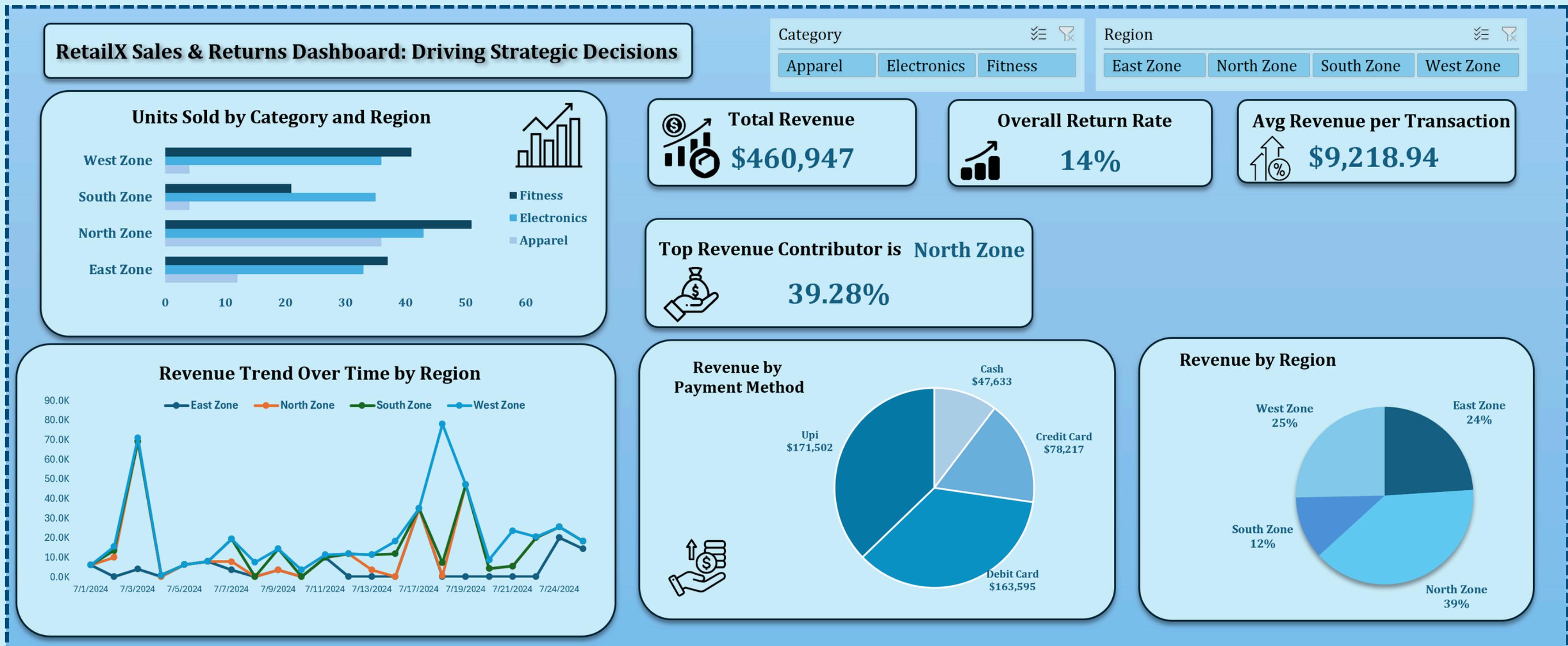
Transactions: 56 total, with \$460,947 in revenue and 8 returns (14.29% return rate)

Payment Types: Cash, Credit Card, Debit Card, UPI

Snapshot of Dataset

A	B	C	D	E	F	G	H	I	J
Date	Store ID	Product	Category	Units Sold	Unit Price	Revenue	Region	Payment Type	Return (Y/N)
7/1/2024	101	T-Shirt	Apparel	12	499	5988	East Zone	Debit Card	N
7/2/2024	102	Earphones	Electronics	11	899	9889	North Zone	UPI	N
7/2/2024	101	Earphones	Electronics	4	899	3596	South Zone	Credit Card	N
7/2/2024	102	Resistance Band	Fitness	4	499	1996	West Zone	Cash	N
7/3/2024	102	Resistance Band	Fitness	6	499	2994	East Zone	Debit Card	N
7/3/2024	103	Earphones	Electronics	2	899	1798	West Zone	Credit Card	N
7/3/2024	103	Smartwatch	Electronics	13	4999	64987	North Zone	UPI	Y
7/3/2024	101	Resistance Band	Fitness	2	499	998	East Zone	Cash	N
7/4/2024	102	Earphones	Electronics	1	899	899	South Zone	Cash	N
7/5/2024	102	Earphones	Electronics	7	899	6293	East Zone	UPI	N
7/6/2024	103	Yoga Mat	Fitness	6	1299	7794	East Zone	Debit Card	Y

Dashboard Snapshot



Key Performance Indicators

Total Revenue:
\$460,947 (driven by
North Zone)

Overall Return Rate:
14.29% (high in Electronics
and UPI/Debit)

**North Zone Revenue
Contribution:**
39.28% (key market)

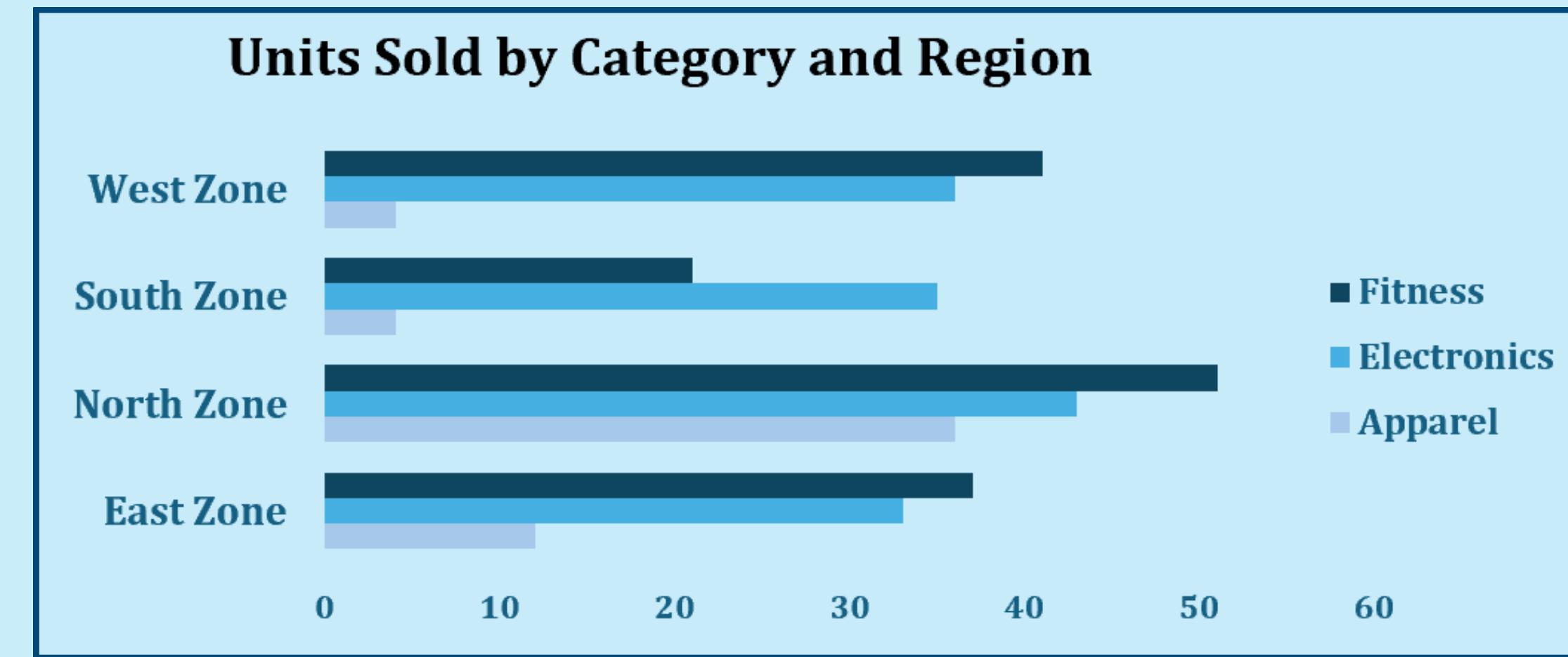
Average Revenue per Transaction
\$5,431.14
(opportunity for upselling)



Revenue Analysis

01. Total Revenue by Region (Bar Chart):

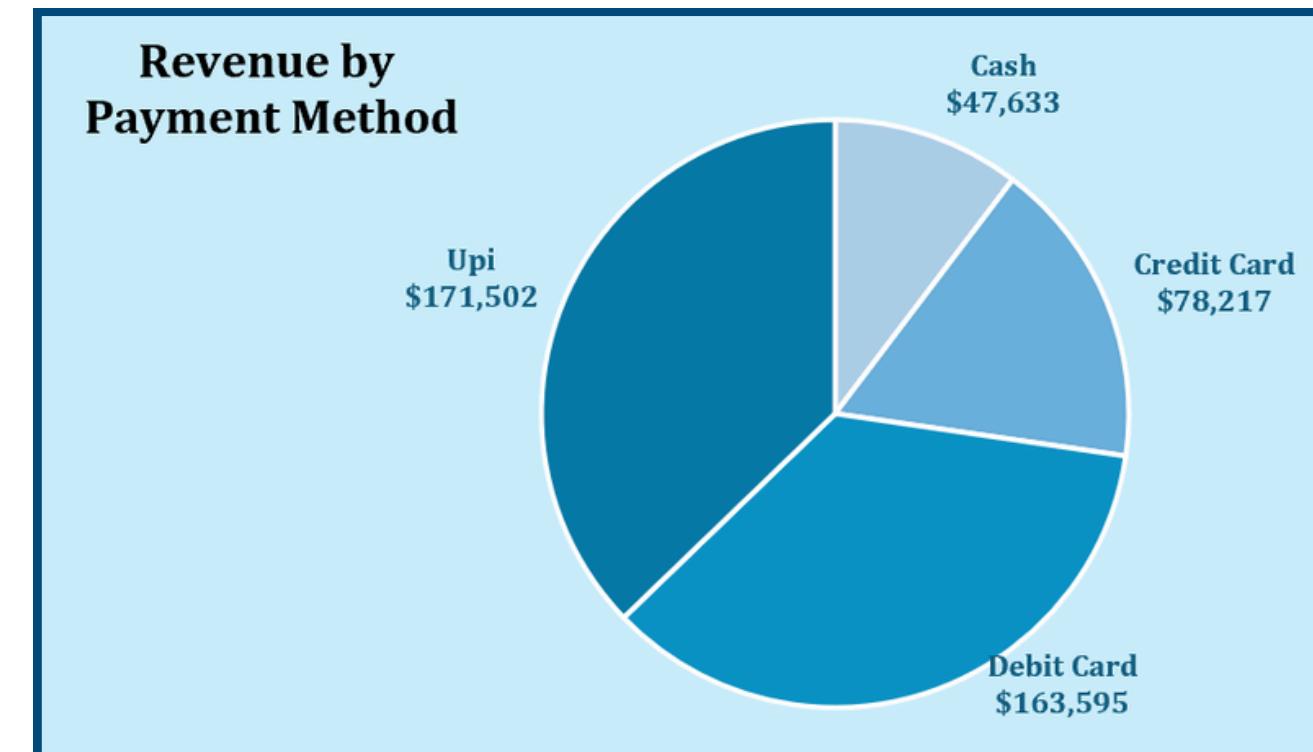
- North Zone: \$181,070 (39.28%)
- East Zone: \$110,418 (23.95%)
- West Zone: \$116,719 (25.33%)
- South Zone: \$52,740 (11.44%)



Insight:
North Zone's leading revenue of \$181,070 (39.28%) suggests a prime region for targeted investment and expansion.

02. Revenue by Payment Method:

- UPI: 52.94% (~\$243,982)
- Debit Card: 24.27% (~\$111,842)
- Credit Card: 18.01% (~\$82,955)
- Cash: 4.81% (~\$22,168)

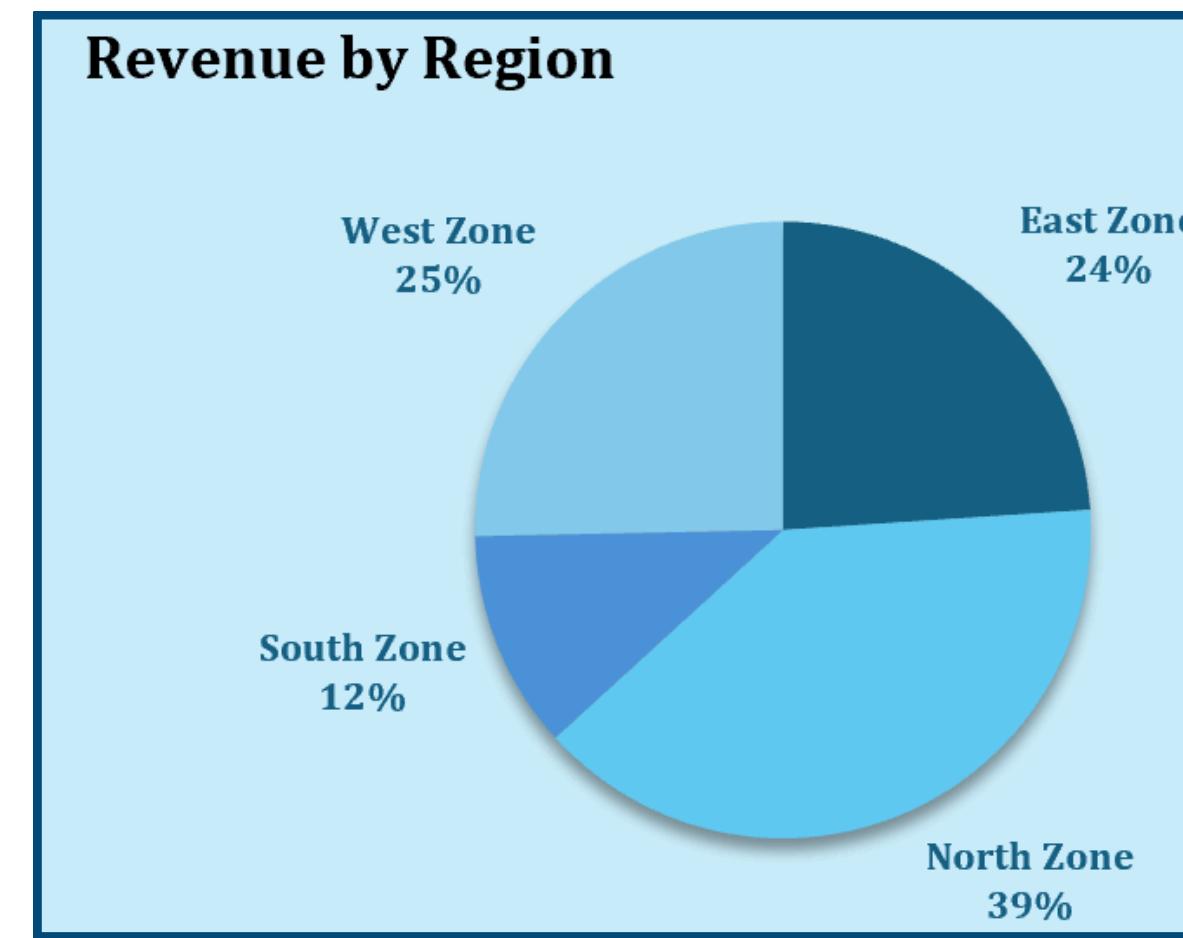


Insight:

UPI's high revenue share (52.94%) with a 16% return rate warrants process review.

03. Revenue by Region:

- North Zone: 39.28% (\$181,070)
- East Zone: 23.95% (\$110,418)
- West Zone: 25.33% (\$116,719)
- South Zone: 11.44% (\$52,740)

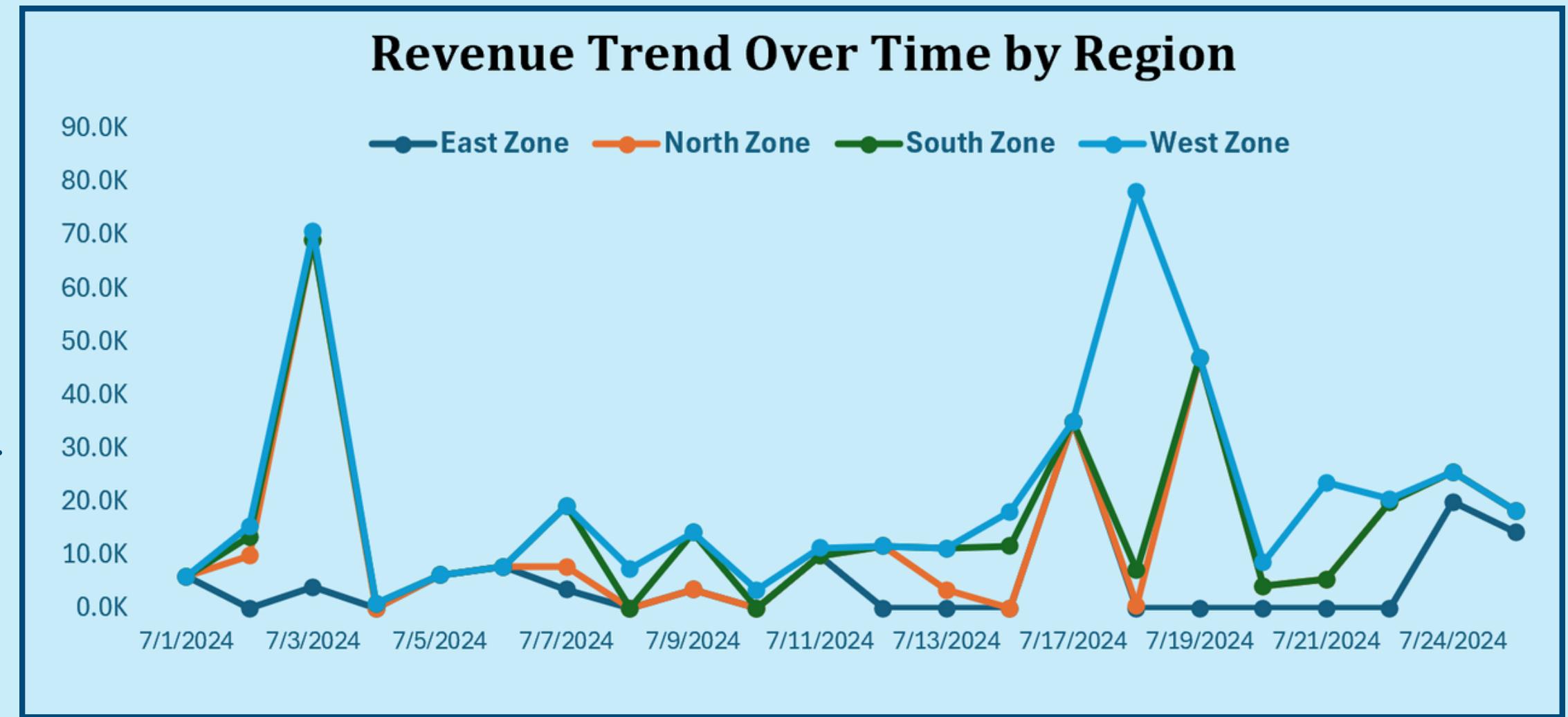


Insight:

North Zone's dominance suggests a focus for expansion.

03. Revenue Over Time by Region (Line Chart):

- Peak: North Zone ~\$64,987 (65.0K) on July 3, 2024
- Trend: Consistent North Zone leadership with mid-July peaks



Insight:

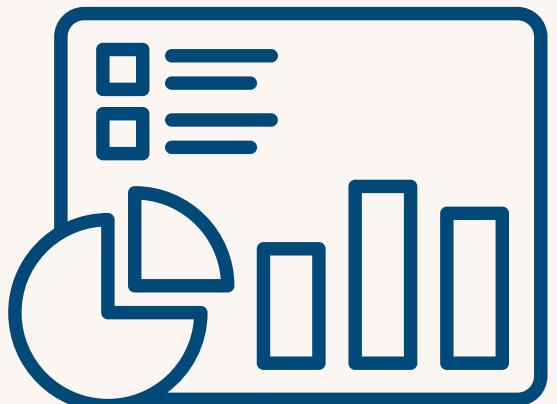
North Zone's mid-July revenue peak (~\$64,987) indicates seasonal marketing opportunities to maximize sales.



Strategic Recommendations



- Increase Investment: Focus on North Zone Apparel (0% return rate, 39.28% revenue share) for expansion.
- Quality Improvement: Investigate Electronics' 19% return rate and implement quality controls.
- Process Review: Analyze UPI/Debit Card transactions (16% return rate) to reduce returns and optimize payments.
- Marketing Strategy: Leverage mid-July revenue peaks in North Zone for seasonal campaigns.



Conclusion

Data-driven insights from \$460,947 in revenue and 14.29% return rate guide RetailX toward growth.

Strategic focus on North Zone and Apparel, with action on Electronics and UPI, will enhance profitability.

Next Steps: Implement recommendations and monitor monthly performance starting September 2025.