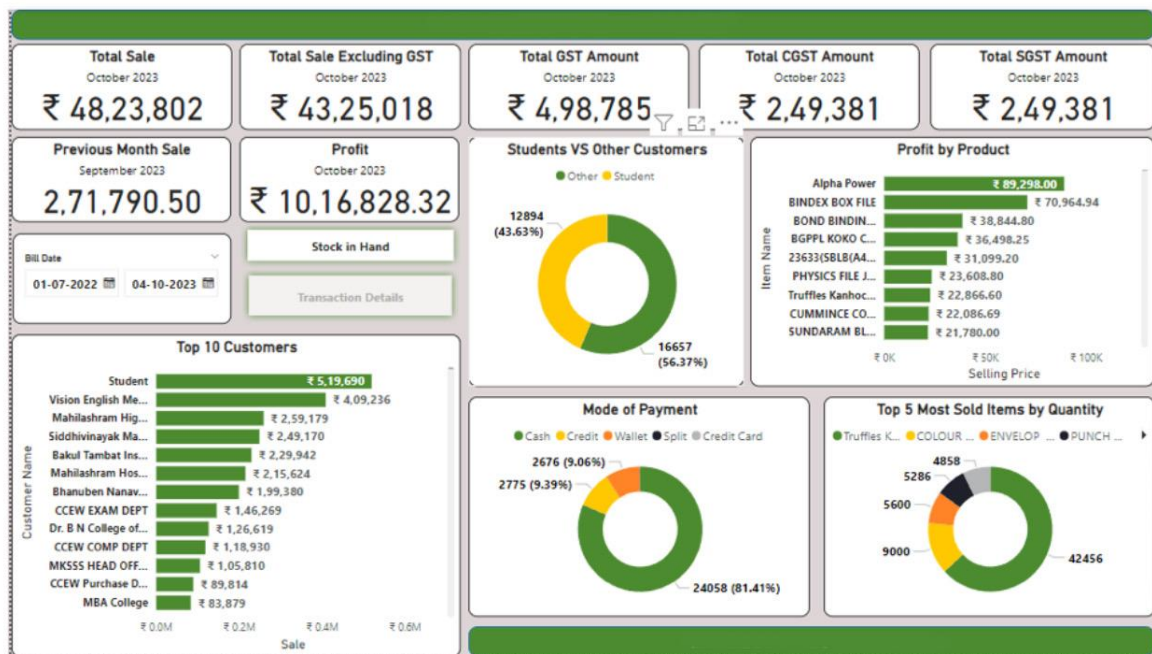


# Vastu Bhandar Project

## Project Overview

The Vastu Bhandar Power BI project aims to analyse sales and inventory data to provide insights into the store's performance. The project involves visualizing key metrics such as total sales, profit, customer segmentation, and stock levels. The goal is to identify trends, patterns, and actionable insights to support informed business decisions.

## Dashboard



## Data Sources

The data for this project was obtained from Vastu Bhandar's transaction records and inventory management system. The primary datasets include:

- Transaction Details
- Sales Details
- Stock in Hands Details

These datasets contain information on sales quantities, net amounts, customer details, product details, and stock levels.

## **Tools**

The following tools were used for this project:

- **Power BI:** For data visualization and dashboard creation.
- **Microsoft Excel:** For initial data preparation.
- **DAX (Data Analysis Expressions):** For creating calculated columns and measures in Power BI.

## **Data Cleaning/Preparation**

The data cleaning and preparation process involved the following steps:

- **Data Import:** Imported the raw data files into Power BI.
- **Data Transformation:** Used Power Query to clean and transform the data. This included handling missing values, correcting data types.
- **Data Enrichment:** Added calculated columns and measures using DAX to enhance the data with additional metrics

## **Exploratory Data Analysis (EDA)**

Exploratory Data Analysis was conducted to understand the data and uncover initial insights. Key EDA steps included:

- **Distribution Analysis:** Analysed the distribution of sales quantities and net amounts.
- **Trend Analysis:** Identified sales trends over time, focusing on monthly and yearly patterns.
- **Customer Segmentation:** Segmented customers based on their purchase behaviour and total spend.

## **Data Analysis**

The data analysis phase focused on answering specific business questions and testing hypotheses. Key analysis included:

- **Sales Performance:** Analysed total sales, profit, and growth rates.
- **Customer Analysis:** Examined top customers by total spend and purchase frequency.
- **Product Analysis:** Identified top-performing products and categories.
- **Inventory Analysis:** Assessed stock levels and identified items needing restock.

## **Results/Findings**

The analysis revealed several key insights:

- **Top Customers:** The top 10 customers contributed significantly to the total sales, with the highest spender being "Vision English Medium."

- **Profitable Products:** Products like "Alpha Power" and "BINDEX BOX FILE" were the most profitable.
- **Sales Trends:** October 2023 showed a significant increase in sales compared to the previous month.

## Recommendations

Based on the findings, the following recommendations are proposed:

- **Customer Loyalty Programs:** Implement loyalty programs for top customers to retain and increase their spend.
- **Product Promotion:** Promote high-margin products like "Alpha Power" to boost profitability.
- **Inventory Management:** Improve inventory management processes to ensure timely restocking of popular items.
- **Sales Strategies:** Develop targeted sales strategies for different customer segments to maximize revenue.

As it includes three pages in the Power BI Report, rest of the one is as follow:

<div> </div>		<div> <div>Total Items Sold</div> <div>207080</div> </div>		<div> <div>Stock in Hand: Less than 20</div> <div>Stock in Hand: 20-40</div> </div>	<div> <div>Stock in Hand: 40-60</div> <div>Stock in Hand: Greater than 60</div> </div>	<div> <div>Total Items</div> <div>673</div> </div>
<div> <div>Bill Date</div> <div>01-07-2022</div> <div>04-10-2023</div> </div>		<div> <div>Stock in Hands Details</div> </div>				<div> <div>Order Stock</div> <div> <input type="checkbox"/> Don't Order           <input type="checkbox"/> Order         </div> </div>
Item Name	Total Quantity	Sum of Item Net Amount	Stock in hand	Order Stock		
Poster board - White (white board)	5	₹ 75	7	Order		
HAIR BAND SMALL NEW	15	₹ 150	7	Order		
MEDIKER SHAMPOO SHCHET	6	₹ 570	7	Order		
PUNCH MACHINE 52	13	₹ 676	7	Order		
SMART VVA,PARIABHY:1VIG(M)-5 STD	65	₹ 1,084	7	Order		
Tooth Brush AYUSH	1	₹ 32	7	Don't Order		
VIKAS VIG . KRUTIPUSTIKA (M) - 6 STD	17	₹ 544	7	Order		
VIKAS VIG . KRUTIPUSTIKA (M) - 6 STD	35	₹ 7,000	8	Order		
CAMEL POSTER COLOUR 14 SHADE	4	₹ 48	8	Don't Order		
Card Sheet White	2	₹ 190	8	Don't Order		
D-Ring File Bindex	1	₹ 56	8	Don't Order		
K 1020 N - SCI & TECH ,PRACTICAL BOOK (E) -10 STD	2	₹ 64	8	Don't Order		
PINS LION 100 GM	14	₹ 448	8	Order		
PINS LION 100 GM	2	₹ 140	8	Don't Order		
STAPLER NO.10	4	₹ 1,598	8	Don't Order		
STICKER LABEL MPL						
<b>Total</b>	<b>207080</b>	<b>₹ 48,23,802</b>	<b>6151080</b>			