

# Sales-Customer-Funnel-Report

## Objective

This project aims to uncover insights from sales data using **Power BI**, focusing on customer behavior, transaction performance, and regional sales trends. The dashboard enables stakeholders to make data-driven decisions based on real-time, visual insights.

## About the Project

By analyzing detailed sales data, I built an interactive dashboard that answers key business questions around customer retention, payment preferences, product performance, and geographical sales distribution.

This project follows a complete BI workflow:

- Business Understanding & Requirement Gathering
- Data Cleaning, Modeling & Transformation in Power BI
- DAX Calculations for KPIs and Trends
- Dashboard Design & Insights Generation

## Key Features

- Sales & Customer Funnel Analysis Filters
- **KPI Analysis:** Net Sales, Quantity, Total Customers & Repeat Customers
- **Payment Method Breakdown** to reveal transaction preferences
- **Hourly Net Sales Trends** for time-of-day analysis
- **Product Type Performance** by revenue and quantity
- **City and Province-wise Sales Distribution** via maps and bar charts
- **Customer Segmentation** (One-time vs. Repeat Buyers)
- **Customer Lifetime Value Metrics:** Repeat Rate & Purchase Frequency

## Key Insights from the Dashboard

- Nearly **46%** of customers are **repeat buyers**, indicating strong retention.
- **Shoes** is the top-performing category, dominating sales volume and revenue.
- **Shopify Payments** is the most used payment method, accounting for nearly **60%** of transactions.
- **Washington** tops in total customers, net sales, and repeat customer count.
- Peak purchasing hours reveal valuable marketing & operational optimization windows.

## Data:

Includes order-level data such as:

- Product category

- Payment method
- Timestamps (date & hour)
- Customer ID (for repeat tracking)
- City, Province, Country
- Net Sales, Quantity

### **Key Business Questions Addressed**

- What is the **overall sales performance** by region, product, and hour of the day?
- Which **payment methods** are most preferred by customers?
- What's the **repeat purchase rate**, and how does it vary by region or product?
- Which **cities/provinces** drive the most sales?
- What's the **lifetime value** and **purchase frequency** of repeat customers?

### **Business Impact & Highlights**

- Supports **data-driven marketing** by revealing peak hours and high-LTV segments
- Enables **inventory planning** by identifying top-selling product types
- Guides **customer retention strategy** through repeat customer behavior tracking
- Highlights **regional performance**, assisting in location-specific promotions

### **Tools & Technologies Used**

- **Power BI** for data visualization
- **Excel** for raw data preparation and formatting
- **DAX** for calculated columns & KPIs