

# ZUDIO RETAIL PERFORMANCE ANALYSIS REPORT

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# BUSINESS OBJECTIVE

- I created this Power BI dashboard to help Zudio understand its overall business performance and identify opportunities for improvement across store operations, sales, customer behavior, and product profitability. The goal was to transform raw transactional data into actionable insights that management can use to make smarter strategic decisions.



Ingoude Company

# DATA OVERVIEW

The dataset provides a comprehensive view of Zudio's retail operations, including store infrastructure, product performance, and customer behavior. It captures key aspects such as store locations, types, sizes, and opening dates, along with sales transactions including order dates, quantities, prices, and profits. Additionally, it includes customer demographics, clothing categories, and staff details like manager names and security features. With over 7,000 recorded transactions across various cities and product lines, the dataset enables rich, multi-dimensional analysis to uncover patterns in sales, operations, and customer engagement.

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# DATA PREPARATION

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To ensure a smooth and accurate analysis, I cleaned and prepared the dataset using Power Query. I removed null values, standardized data types (like dates and prices), created necessary DAX measures such as total sales, average order value, and profit margins, and established relationships between relevant tables (store, product, sales, and customer).

## WHY THIS PROJECT?

This project helps me gain hands-on experience in retail analytics by working with real-world sales, customer, and store data. It improves my understanding of business performance, customer trends, and operational efficiency, while also strengthening my Power BI and DAX skills through practical, decision-driven dashboard creation.



# BUSINESS QUESTIONS

1. What is the Average Order Value?
2. Which Product Categories Bring the Most Revenue?
3. Which Products Are Low-Profit Despite High Volume?
4. Which Cities or States Perform the Best?
5. Who Are Our Top Customers?
6. Are Bigger Stores More Profitable?
7. Do Stores With Parking Perform Better?
8. Which Store Managers Perform Best?
9. Are High-Quantity Products Also High-Profit?
10. Are Any Categories Dragging Performance?
11. How Can Operations Be Optimized?



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# AVERAGE ORDER VALUE

I calculated the average order value to understand how much customers typically spend per transaction. It came out to ₹3000, reflecting healthy customer purchasing behavior.

3K

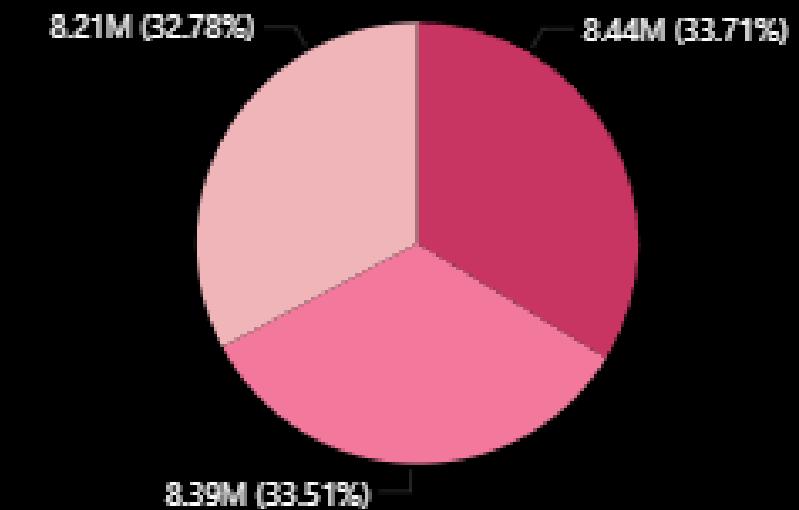
Average order value

# REVENUE BY CATEGORY

If we look at this pie chart, women's fashion leads with about 34% of total sales, followed by men's and kids'.

That means women's clothing is driving revenue. So we can think of expanding that line or running special campaigns for that audience."

Sum of Sales by Category

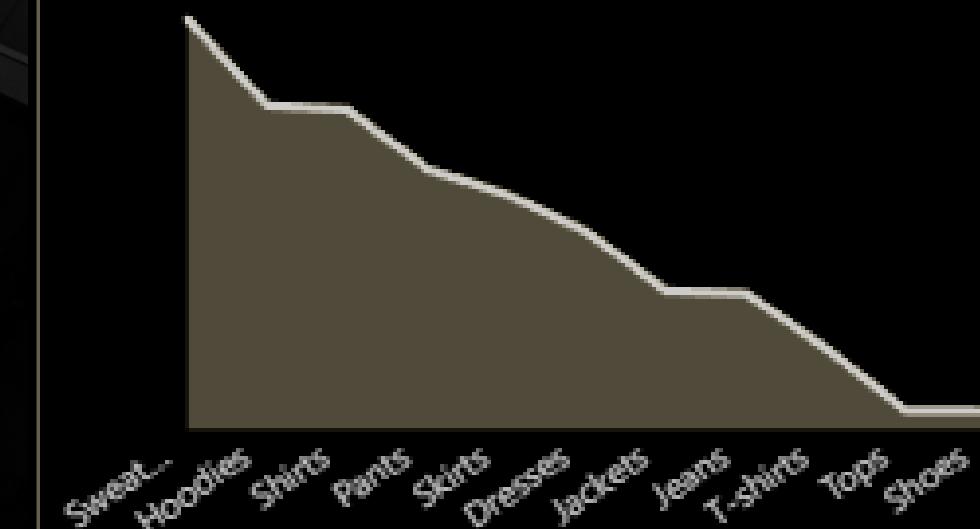


# AVERAGE SALES BY CLOTHING TYPE

This line graph shows that sweaters, hoodies, and pants are top contributors, while shoes and tops are lower.

We might want to reduce slow movers and stock up on bestsellers

Average Sales by Clothing Type



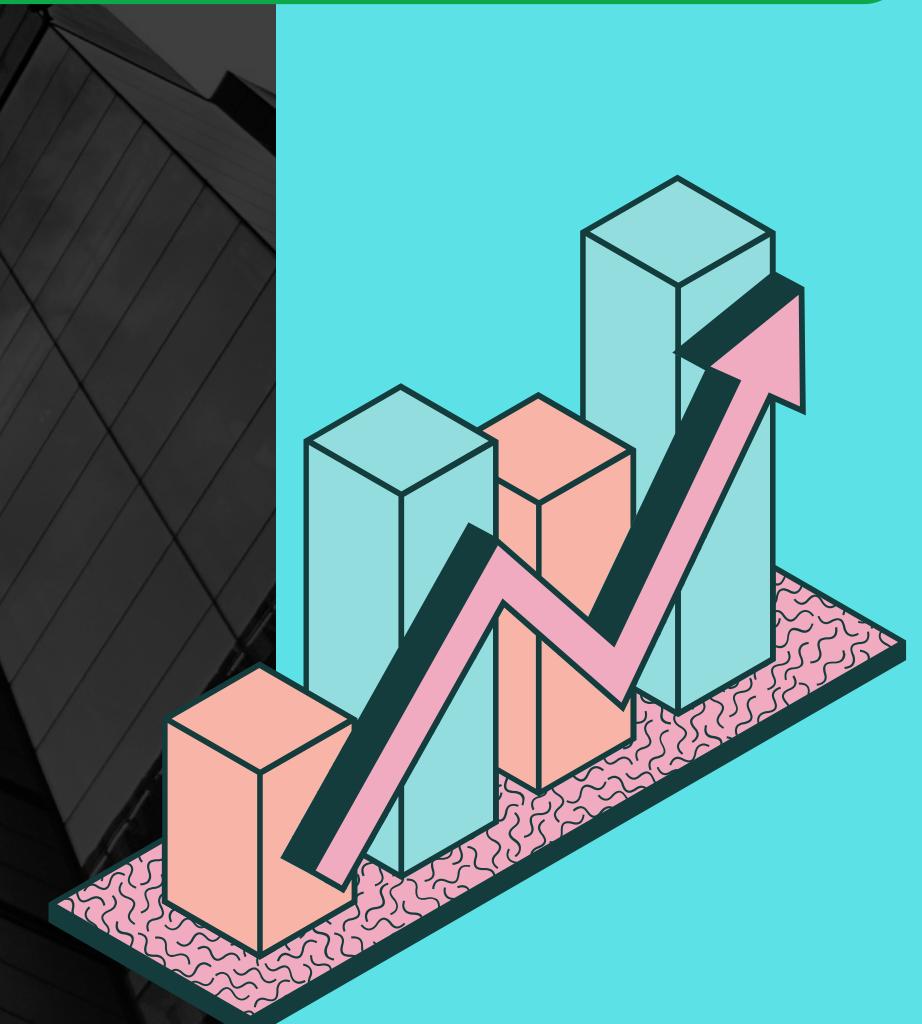
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# TOTAL ORDERS BY CLOTHING TYPES

Now this tree map shows the volume of orders. Dresses, T-shirts, and skirts have the most orders – but these are cheaper items, so it's not contributing as much to revenue.

That means we could explore pricing strategies to improve profit on high-order items.

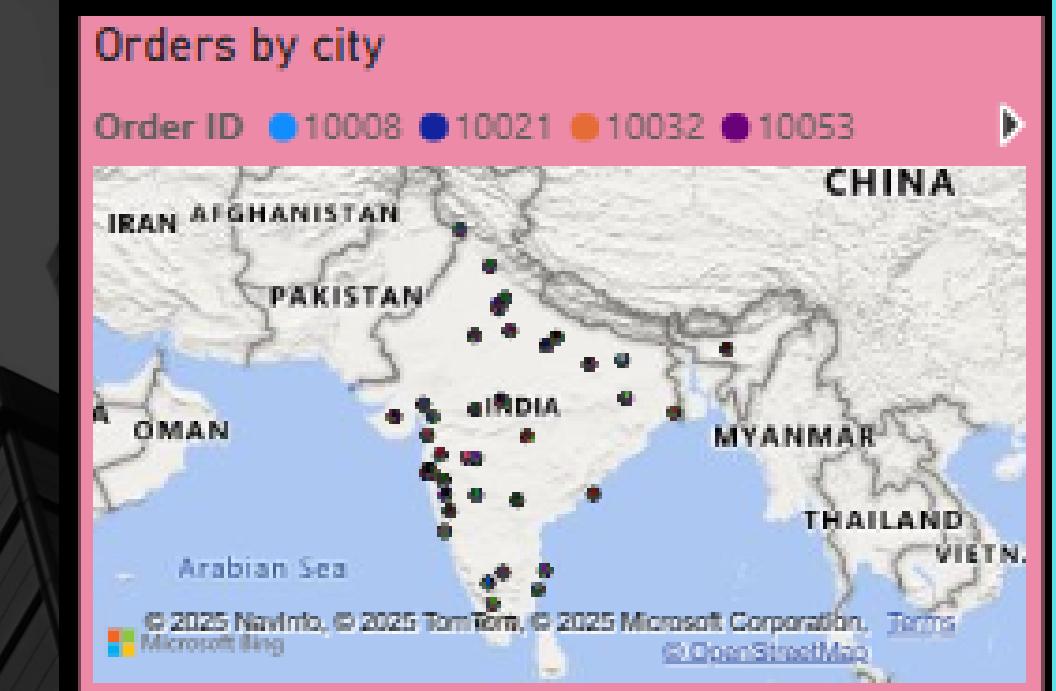


Total Orders by clothing types

Dresses	T-shirts	Tops	Shirts	Jeans	Sweatshirts
Jackets	Skirts	Pants	Hoodies	Shoes	

# ORDERS BY CITY (MAP)

You'll see from this map that we have a lot of customer concentration in the southern and central regions of India. That's where we can focus more marketing or consider opening new stores.



# ORDERS BY CITY (MAP)

Our highest sales profits come from cities like Jalna, Mysuru, and Jammu.

Even though they're not metro cities, they're performing strongly – this could be an opportunity to explore more Tier 2 & 3 cities



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# STORE TYPE – OWNED VS RENTED

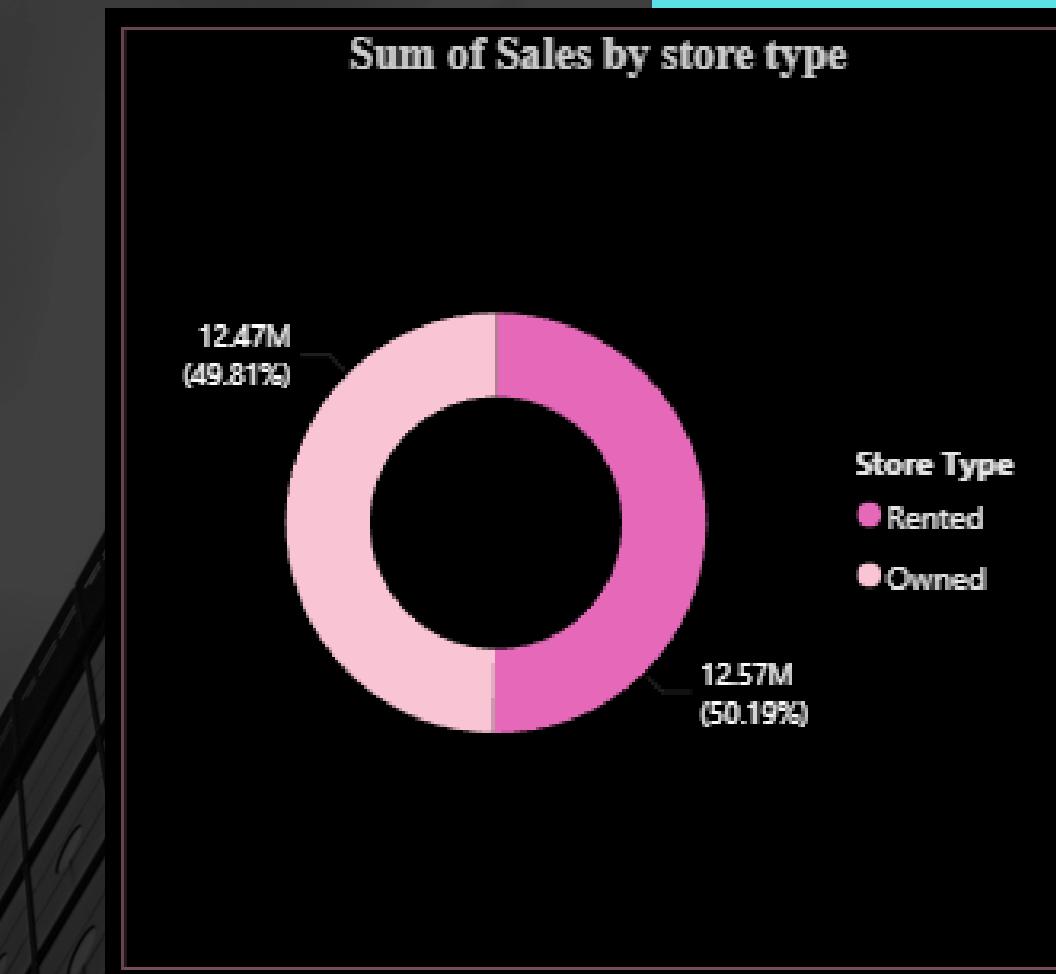
This donut chart shows an even split between owned and rented stores – performance is almost equal.

This tells us we don't necessarily have to invest in new properties – rented stores are working just as well.

# STORE MANAGER PERFORMANCE

Here we see David Jones leads with \$20.6K in sales.

Maybe he's using better customer service techniques – we can share his best practices with other managers



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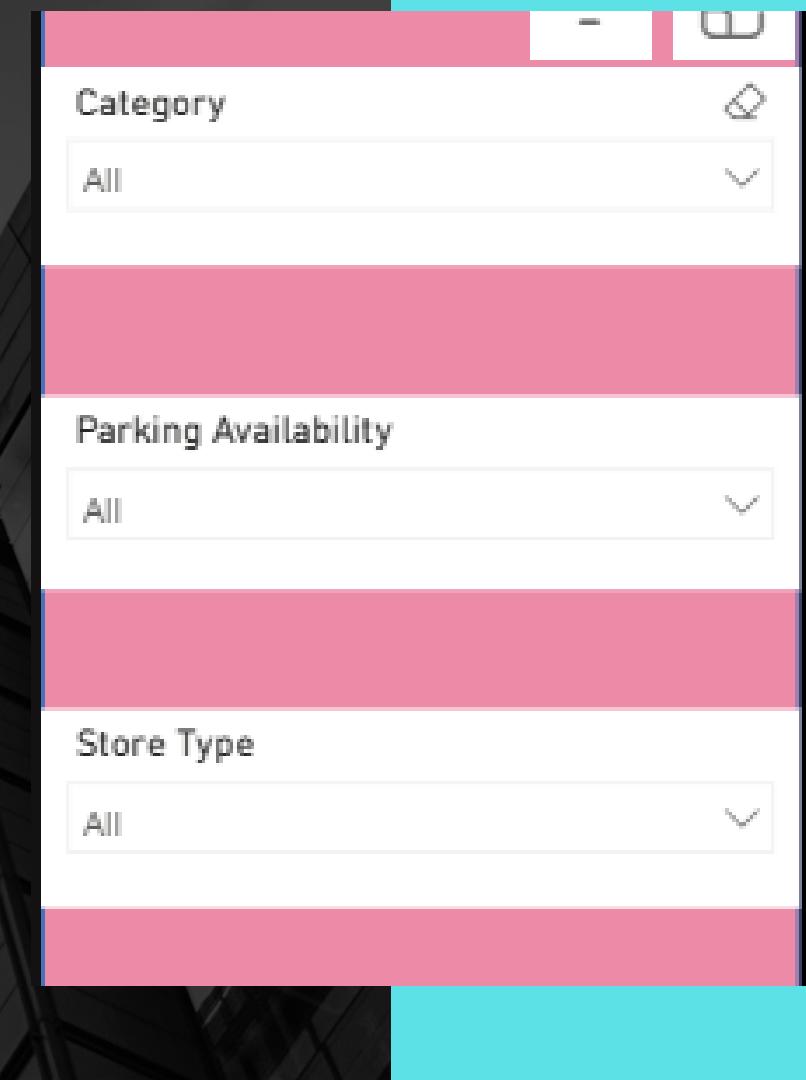
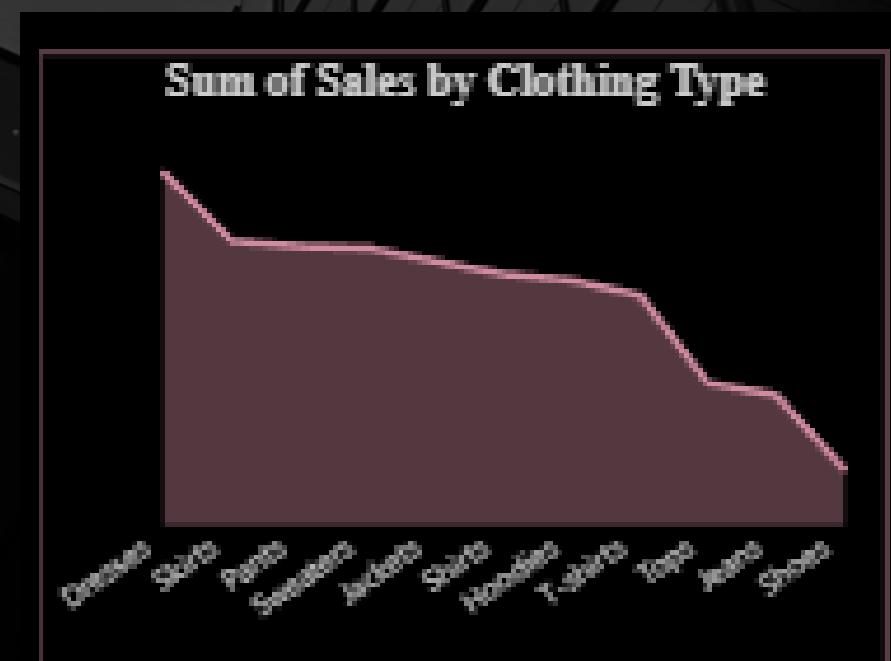


# INTERACTIVE FILTERS AND BOOKMARKS

And finally, we have slicers that let us filter by category, parking, and store type.

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- This chart displays top-selling clothing types by revenue.
- Bookmark Benefit: Users can switch views easily and explore sales from different perspectives, aiding quick decisions.



**Bookmarks** ... >

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Bookmark icon Add Bookmark icon View

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sum of sales by clothi... ...

Average sales by cloth...

# CONCLUSION

I created this dashboard to uncover hidden insights and provide clarity on Zudio's operations. The visual story guides business teams in making informed, data-driven decisions. This project strengthened my understanding of the retail domain while allowing me to apply my analytical skills in a real-world scenario.

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