RETAIL ANALYTICS

SALES, PROFITABILITY & OPERATIONAL PERFORMANCE ANALYSIS

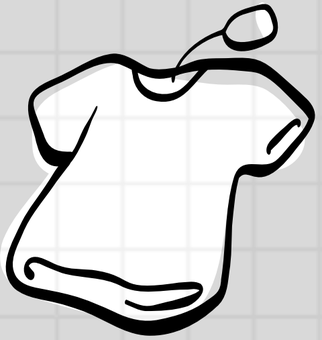
Tool Used: Google Sheets , Google Colab
Techniques: Pivot Tables, Charts, Dashboard

PROJECT DESCRIPTION

This project focuses on analyzing retail transaction data to understand sales performance, profitability, discount impact, channel efficiency, and operational behavior.

The aim is to convert raw transactional data into meaningful insights using Excel pivot tables and visual dashboards, helping businesses make better decisions related to pricing, promotions, logistics, and product mix.

Data Description

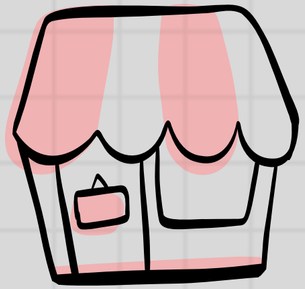


This dataset includes information related to sales, pricing, discounts, profitability, delivery performance, sales channels, and geographic location.

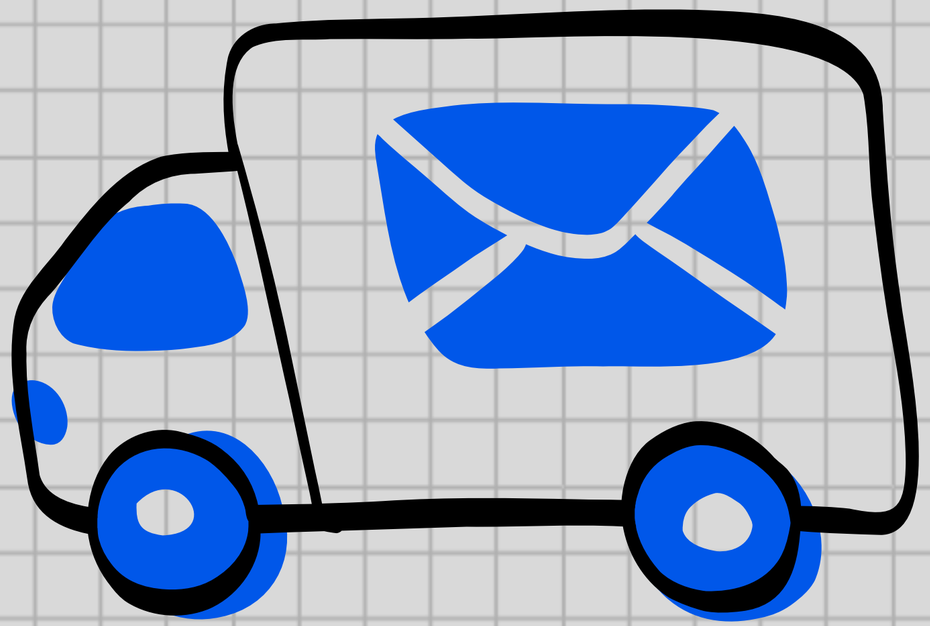
Key Fields Include:

- Transaction details: DateTime, TxnID, CustomerID
- Product details: ItemID, ItemName, Category, Quantity
- Pricing & profit: UnitPrice, Discount, Cost, TotalSales, ProfitPerUnit
- Operations: Channel, DeliveryDate, DeliveryTimeDays, Return
- Geography: State, Country

Data Type: Synthetic Data(Generated)
Usage: Sales analysis, profitability assessment, channel comparison, and operational performance evaluation using pivot tables and dashboards.



Key Performance Indicators
-RETAIL ANALYTICS



1. TOTAL SALES REVENUE – TOTAL REVENUE GENERATED FROM ALL TRANSACTIONS
2. TOTAL PROFIT – NET PROFIT EARNED AFTER COSTS AND DISCOUNTS
3. AVERAGE ORDER VALUE (AOV) – AVERAGE SALES VALUE PER TRANSACTION
4. PROFIT MARGIN (%) – PERCENTAGE OF REVENUE CONVERTED INTO PROFIT
5. RETURN RATE (%) – PERCENTAGE OF TRANSACTIONS RESULTING IN RETURNS
6. CATEGORY-WISE PROFIT PER UNIT – AVERAGE PROFIT GENERATED PER UNIT BY CATEGORY
7. REVENUE CONTRIBUTION BY CHANNEL – SHARE OF TOTAL REVENUE FROM EACH SALES CHANNEL
8. PROFIT PER TRANSACTION (CHANNEL-WISE) – AVERAGE PROFIT EARNED PER TRANSACTION BY CHANNEL
9. DISCOUNT IMPACT ON SALES VOLUME – RELATIONSHIP BETWEEN DISCOUNT LEVEL AND QUANTITY SOLD
10. HIGH-DISCOUNT PROFITABILITY – PROFITABILITY OF TRANSACTIONS WITH DISCOUNTS ABOVE 20%
11. INVENTORY TURNOVER INDICATOR – TOTAL UNITS SOLD BY PRODUCT CATEGORY
12. WEEKEND VS WEEKDAY PERFORMANCE – COMPARISON OF SALES AND PROFIT ACROSS DAY TYPES
13. MONTHLY SALES VS PROFIT TREND – IDENTIFICATION OF HIGH-SALES BUT LOW-MARGIN MONTHS
14. DELIVERY TIME EFFICIENCY – AVERAGE DELIVERY TIME BY SALES CHANNEL
15. REGIONAL REVENUE CONTRIBUTION – REVENUE DISTRIBUTION ACROSS STATES AND REGIONS

Process - Steps taken

GENERATED DATA

DATA CLEANING AND FORMATTING IN EXCEL

CREATION OF CALCULATED FIELDS SUCH AS PROFIT AND DISCOUNT BUCKETS

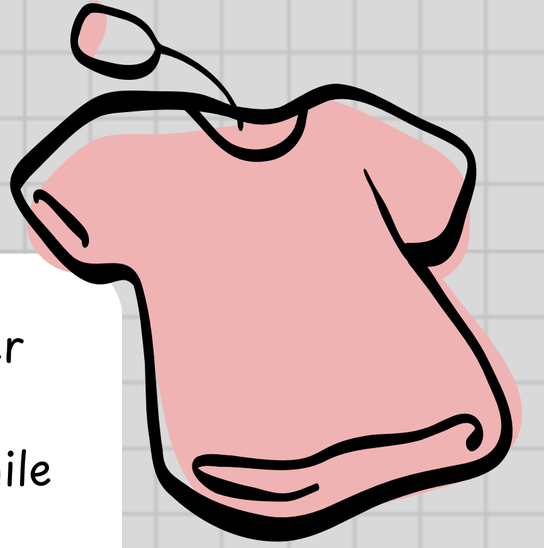
PIVOT TABLE CREATION FOR KPI ANALYSIS

CHART GENERATION FOR TRENDS AND COMPARISONS

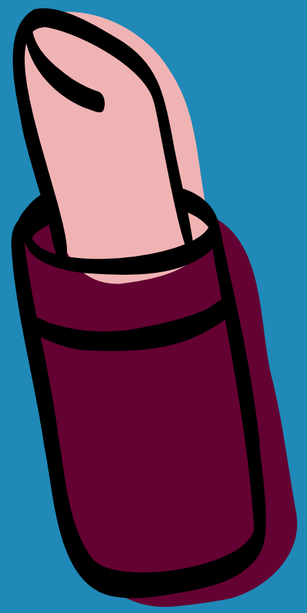
DASHBOARD CREATION WITH SLICERS FOR INTERACTIVITY

INTERPRETATION OF INSIGHTS FOR BUSINESS DECISIONS

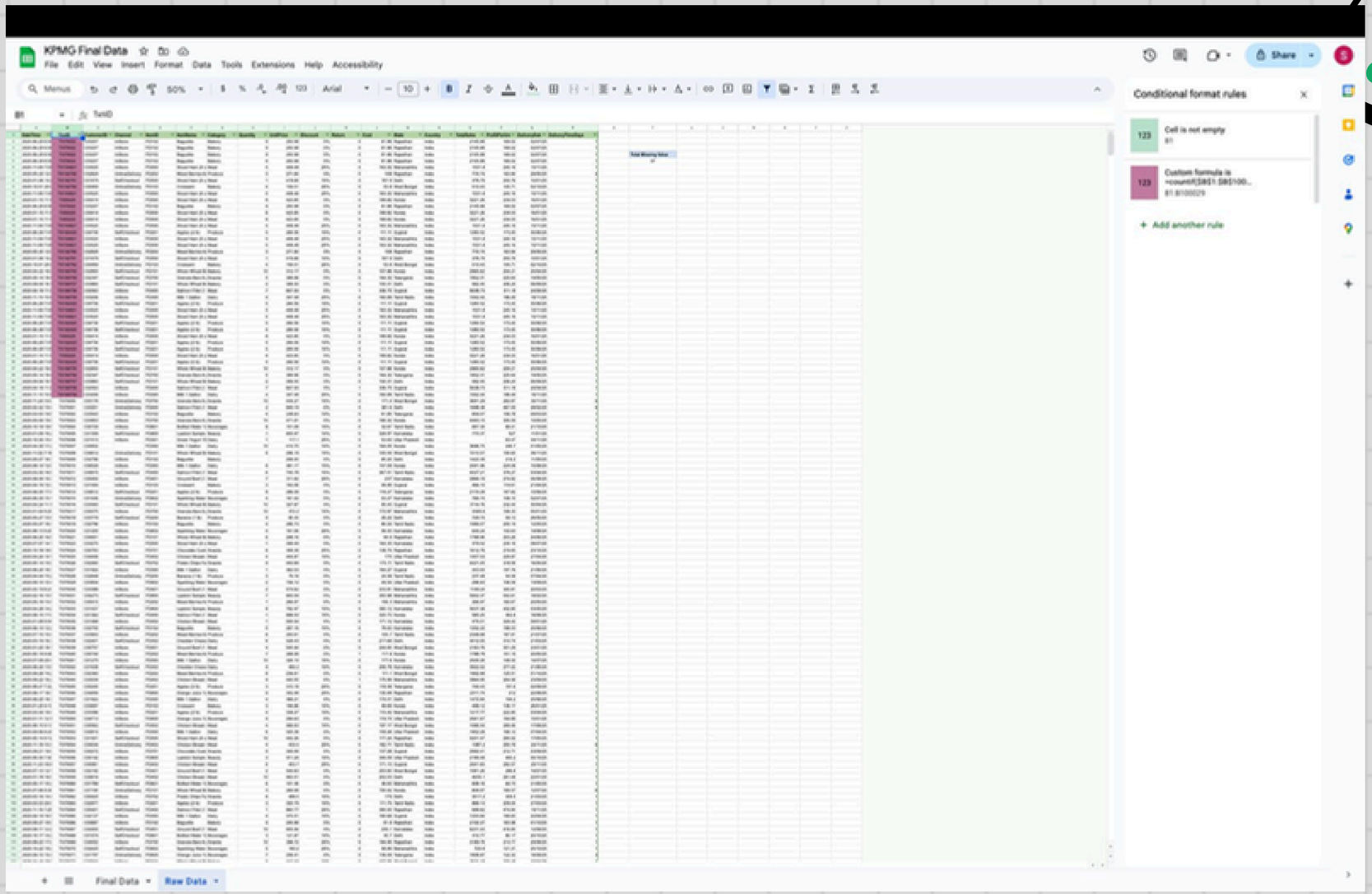
KEY INSIGHTS



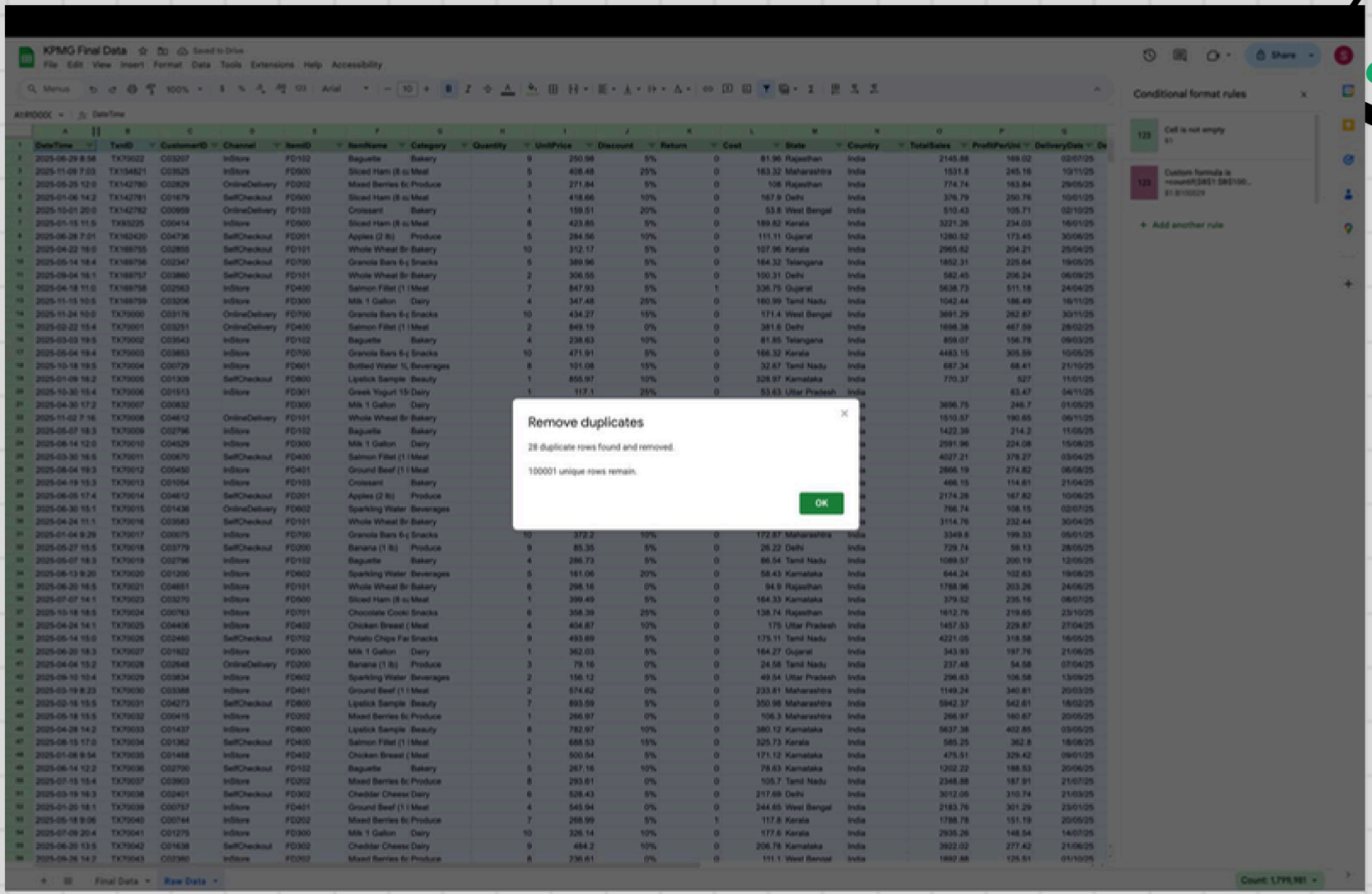
- Category Profitability: Beauty products show the highest profit per unit compared to daily essentials.
- Channel Performance: InStore contributes the highest revenue, while SelfCheckout shows strong efficiency.
- Discount Impact: Moderate discounts (5–15%) increase volume without major margin loss.
- Average Order Value: Premium items significantly improve AOV even at low quantities.
- Regional Performance: Southern states contribute the highest share of revenue.
- Operational Efficiency: Most transactions are fulfilled within one day through offline channels.
- Inventory Turnover: Bakery and Dairy products act as regular traffic drivers.
- Margin Stability: Certain products remain profitable even at higher discount levels.



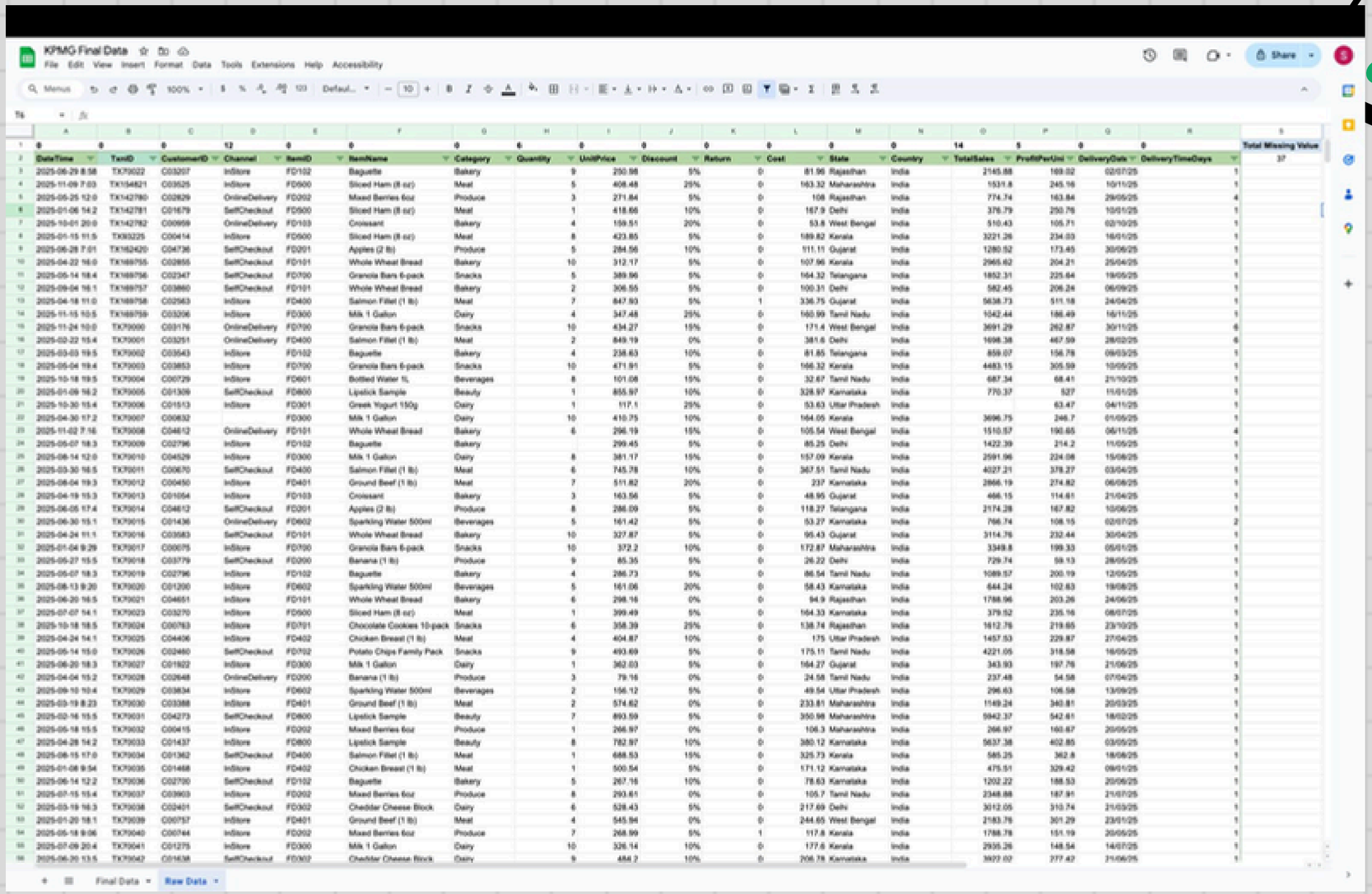
DUPLICATE VALUES



DUPLICATE VALUES SEPARATED



MISSING VALUES



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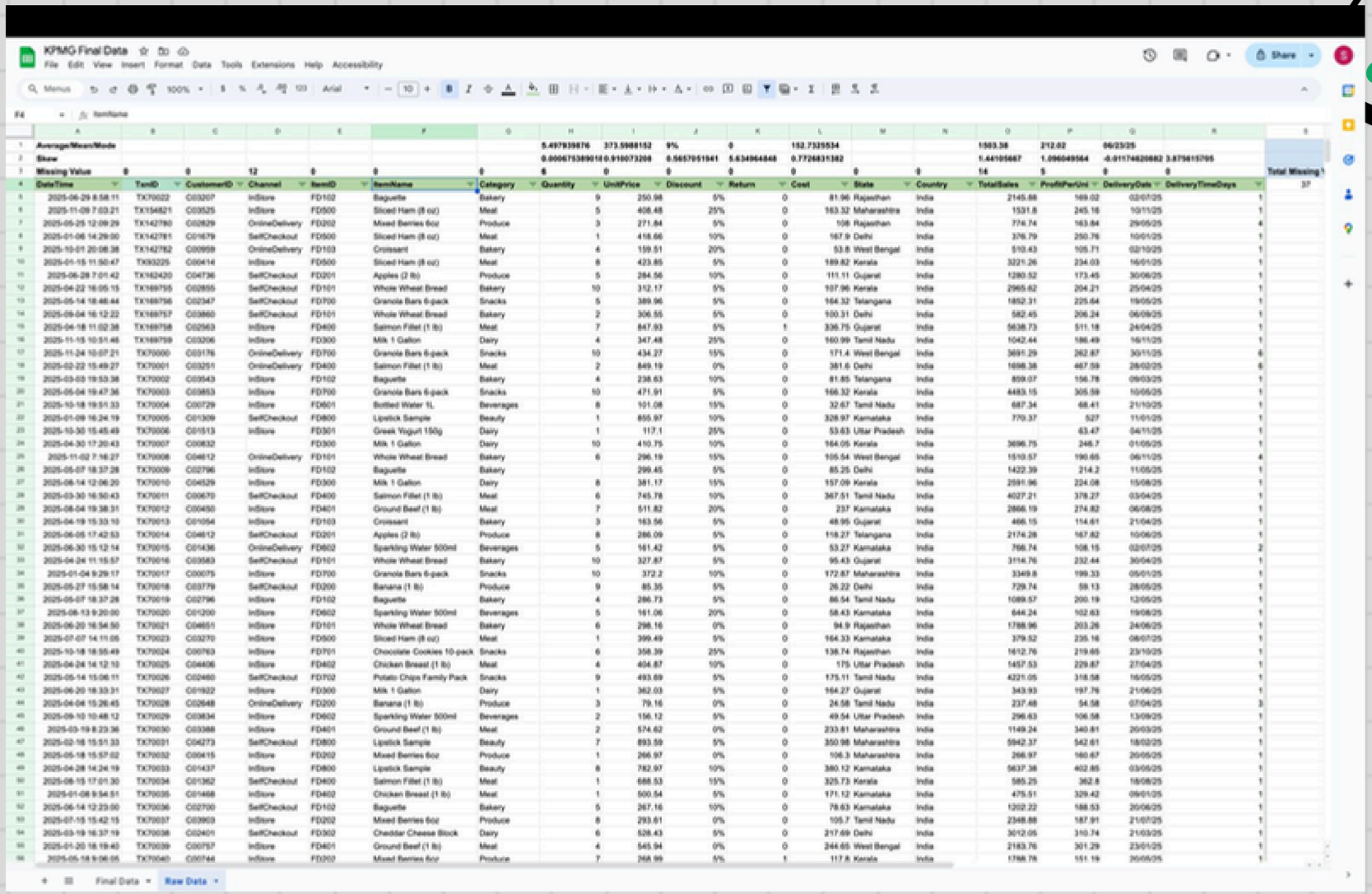
2	DateTime	TxnID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUnit	DeliveryDate	DeliveryTimeDays	37
3	2025-06-29 8:58	TXT9022	C03207	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.96	Rajasthan	India	2145.88	169.02	02/07/25	1	
4	2025-11-09 7:03	TXT154621	C03525	InStore	FD500	Sliced Ham (8 oz)	Meat	5	408.48	25%	0	163.32	Maharashtra	India	1531.8	245.16	10/11/25	1	
5	2025-05-25 12:0	TXT142780	C02829	OnlineDelivery	FD202	Mixed Berries 6oz	Produce	3	271.84	5%	0	108	Rajasthan	India	774.74	163.84	29/05/25	4	
6	2025-01-06 14:2	TXT142781	C01679	SelfCheckout	FD500	Sliced Ham (8 oz)	Meat	1	418.66	10%	0	167.9	Delhi	India	376.79	250.76	10/01/25	1	
7	2025-10-01 20:0	TXT142782	C00959	OnlineDelivery	FD103	Croissant	Bakery	4	159.51	20%	0	53.8	West Bengal	India	510.43	105.71	02/10/25	1	
8	2025-01-15 11:5	TXT83225	C00414	InStore	FD500	Sliced Ham (8 oz)	Meat	8	423.85	5%	0	189.82	Kerala	India	3221.26	234.03	16/01/25	1	
9	2025-06-28 7:01	TXT162420	C04736	SelfCheckout	FD201	Apples (2 lb)	Produce	5	284.56	10%	0	111.11	Gujarat	India	1280.52	173.45	30/06/25	1	
10	2025-04-22 16:0	TXT169755	C02855	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	312.17	5%	0	107.96	Kerala	India	2965.62	204.21	25/04/25	1	
11	2025-05-14 18:4	TXT169756	C02347	SelfCheckout	FD700	Granola Bars 6-pack	Snacks	5	389.96	5%	0	164.32	Telangana	India	1852.31	225.64	19/05/25	1	
12	2025-09-04 16:1	TXT169757	C03860	SelfCheckout	FD101	Whole Wheat Bread	Bakery	2	306.55	5%	0	100.31	Delhi	India	582.45	206.24	06/09/25	1	
13	2025-04-18 11:0	TXT169758	C02563	InStore	FD400	Salmon Fillet (1 lb)	Meat	7	847.93	5%	1	336.75	Gujarat	India	5638.73	511.18	24/04/25	1	
14	2025-11-15 10:5	TXT169759	C03206	InStore	FD300	Milk 1 Gallon	Dairy	4	347.48	25%	0	160.99	Tamil Nadu	India	1042.44	186.49	16/11/25	1	
15	2025-11-24 10:0	TXT9000	C03176	OnlineDelivery	FD700	Granola Bars 6-pack	Snacks	10	434.27	15%	0	171.4	West Bengal	India	3691.29	262.87	30/11/25	6	
16	2025-02-22 15:4	TXT9001	C03251	OnlineDelivery	FD400	Salmon Fillet (1 lb)	Meat	2	849.19	0%	0	381.6	Delhi	India	1698.38	467.59	28/02/25	6	
17	2025-03-03 19:5	TXT9002	C03543	InStore	FD102	Baguette	Bakery	4	258.63	10%	0	81.85	Telangana	India	859.07	156.78	09/03/25	1	
18	2025-05-04 19:4	TXT9003	C03853	InStore	FD700	Granola Bars 6-pack	Snacks	10	471.91	5%	0	166.32	Kerala	India	4483.15	305.59	10/05/25	1	
19	2025-10-18 19:5	TXT9004	C00729	InStore	FD601	Bottled Water 1L	Beverages	8	101.08	15%	0	32.67	Tamil Nadu	India	687.34	68.41	21/10/25	1	
20	2025-01-09 16:2	TXT9005	C01309	SelfCheckout	FD800	Lipstick Sample	Beauty	1	855.97	10%	0	328.97	Karnataka	India	770.37	527	11/01/25	1	
21	2025-10-30 15:4	TXT9006	C01513	InStore	FD301	Greek Yogurt 150g	Dairy	1	117.1	25%	0	53.63	Uttar Pradesh	India		63.47	04/11/25	1	
22	2025-04-30 17:2	TXT9007	C00832		FD300	Milk 1 Gallon	Dairy	10	410.75	10%	0	164.05	Kerala	India	3696.75	246.7	01/05/25	1	
23	2025-11-02 7:16	TXT9008	C04612	OnlineDelivery	FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	105.54	West Bengal	India	1510.57	190.65	08/11/25	4	
24	2025-05-07 18:3	TXT9009	C02796	InStore	FD102	Baguette	Bakery		299.45	5%	0	85.25	Delhi	India	1422.39	214.2	11/05/25	1	
25	2025-08-14 12:0	TXT9010	C04529	InStore	FD300	Milk 1 Gallon	Dairy	8	381.17	15%	0	157.09	Kerala	India	2591.96	224.08	15/08/25	1	
26	2025-03-30 16:5	TXT9011	C00670	SelfCheckout	FD400	Salmon Fillet (1 lb)	Meat	6	745.78	10%	0	367.51	Tamil Nadu	India	4027.21	378.27	03/04/25	1	
27	2025-08-04 19:3	TXT9012	C00450	InStore	FD401	Ground Beef (1 lb)	Meat	7	511.82	20%	0	237	Karnataka	India	2866.19	274.82	06/08/25	1	
28	2025-04-19 15:3	TXT9013	C01054	InStore	FD103	Croissant	Bakery	3	163.56	5%	0	48.95	Gujarat	India	466.15	114.61	21/04/25	1	
29	2025-06-05 17:4	TXT9014	C04612	SelfCheckout	FD201	Apples (2 lb)	Produce	8	286.09	5%	0	118.27	Telangana	India	2174.28	167.82	10/06/25	1	
30	2025-06-30 15:1	TXT9015	C01436	OnlineDelivery	FD602	Sparkling Water 500ml	Beverages	5	161.42	5%	0	53.27	Karnataka	India	766.74	108.15	02/07/25	2	
31	2025-04-24 11:1	TXT9016	C03583	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	327.87	5%	0	95.43	Gujarat	India	3114.76	232.44	30/04/25	1	
32	2025-01-04 9:29	TXT9017	C00075	InStore	FD700	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.87	Maharashtra	India	3348.8	199.33	05/01/25	1	
33	2025-05-27 15:5	TXT9018	C03779	SelfCheckout	FD200	Banana (1 lb)	Produce	9	85.35	5%	0	26.22	Delhi	India	729.74	59.13	28/05/25	1	
34	2025-05-07 18:3	TXT9019	C02796	InStore	FD102	Baguette	Bakery	4	286.73	5%	0	86.54	Tamil Nadu	India	1089.57	200.19	12/05/25	1	
35	2025-08-13 9:20	TXT9020	C01200	InStore	FD602	Sparkling Water 500ml	Beverages	5	161.06	20%	0	58.43	Karnataka	India	644.24	102.63	19/08/25	1	
36	2025-06-20 16:5	TXT9021	C04651	InStore	FD101	Whole Wheat Bread	Bakery	6	298.16	0%	0	94.9	Rajasthan	India	1788.96	203.26	24/06/25	1	
37	2025-07-07 14:1	TXT9023	C03270	InStore	FD500	Sliced Ham (8 oz)	Meat	1	399.49	5%	0	164.33	Karnataka	India	379.52	235.16	08/07/25	1	
38	2025-10-18 18:5	TXT9024	C00763	InStore	FD701	Chocolate Cookies 10-pack	Snacks	6	358.39	25%	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25	1	
39	2025-04-24 14:1	TXT9025	C04406	InStore	FD402	Chicken Breast (1 lb)	Meat	4	404.87	10%	0	175	Uttar Pradesh	India	1457.53	229.87	27/04/25	1	
40	2025-05-14 15:0	TXT9026	C02460	SelfCheckout	FD702	Potato Chips Family Pack	Snacks	9	493.69	5%	0	175.11	Tamil Nadu	India	4221.05	318.58	16/05/25	1	
41	2025-06-20 18:3	TXT9027	C01922	InStore	FD300	Milk 1 Gallon	Dairy	1	362.03	5%	0	164.27	Gujarat	India	343.93	197.76	21/06/25	1	
42	2025-04-04 15:2	TXT9028	C02648	OnlineDelivery	FD200	Banana (1 lb)	Produce	3	79.16	0%	0	24.58	Tamil Nadu	India	237.48	54.58	07/04/25	3	
43	2025-09-10 10:4	TXT9029	C03834	InStore	FD602	Sparkling Water 500ml	Beverages	2	156.12	5%	0	49.54	Uttar Pradesh	India	296.63	106.58	13/09/25	1	
44	2025-03-19 8:23	TXT9030	C03088	InStore	FD401	Ground Beef (1 lb)	Meat	2	574.82	0%	0	233.81	Maharashtra	India	1149.24	340.81	20/03/25	1	
45	2025-02-16 15:5	TXT9031	C04273	SelfCheckout	FD800	Lipstick Sample	Beauty	7	893.59	5%	0	350.98	Maharashtra	India	5942.37	542.61	18/02/25	1	
46	2025-05-18 15:5	TXT9032	C00415	InStore	FD202	Mixed Berries 6oz	Produce	1	266.97	0%	0	106.3	Maharashtra	India	266.97	160.67	20/05/25	1	
47	2025-04-28 14:2	TXT9033	C01437	InStore	FD800	Lipstick Sample	Beauty	8	782.97	10%	0	380.12	Karnataka	India	5637.38	402.85	03/05/25	1	
48	2025-08-15 17:0	TXT9034	C01362	SelfCheckout	FD400	Salmon Fillet (1 lb)	Meat	1	688.53	15%	0	325.73	Kerala	India	585.25	362.8	18/08/25	1	
49	2025-01-08 9:54	TXT9035	C01468	InStore	FD402	Chicken Breast (1 lb)	Meat	1	500.54	5%	0	171.12	Karnataka	India	475.51	329.42	09/01/25	1	
50	2025-06-14 12:2	TXT9036	C02700	SelfCheckout	FD102	Baguette	Bakery	5	267.16	10%	0	78.63	Karnataka	India	1202.22	188.53	20/06/25	1	
51	2025-07-15 15:4	TXT9037	C03903	InStore	FD202	Mixed Berries 6oz	Produce	8	293.61	0%	0	105.7	Tamil Nadu	India	2348.88	187.91	21/07/25	1	
52	2025-03-19 16:3	TXT9038	C02401	SelfCheckout	FD302	Cheddar Cheese Block	Dairy	6	528.43	5%	0	217.69	Delhi	India	3012.05	310.74	21/03/25	1	
53	2025-01-20 18:1	TXT9039	C00757	InStore	FD401	Ground Beef (1 lb)	Meat	4	545.84	0%	0	244.65	West Bengal	India	2183.76	301.29	23/01/25	1	
54	2025-05-18 9:06	TXT9040	C00744	InStore	FD202	Mixed Berries 6oz	Produce	7	268.99	5%	1	117.8	Kerala	India	1788.78	151.19	20/05/25	1	
55	2025-07-09 20:4	TXT9041	C01275	InStore	FD300	Milk 1 Gallon	Dairy	10	326.14	10%	0	177.6	Kerala	India	2935.26	148.54	14/07/25	1	
56	2025-06-20 13:5	TXT9042	C01638	SelfCheckout	FD302	Cheddar Cheese Block	Dairy	9	484.7	10%	0	206.78	Karnataka	India	3923.02	277.42	21/06/25	1	

SKEWNESS AND AVERAGE



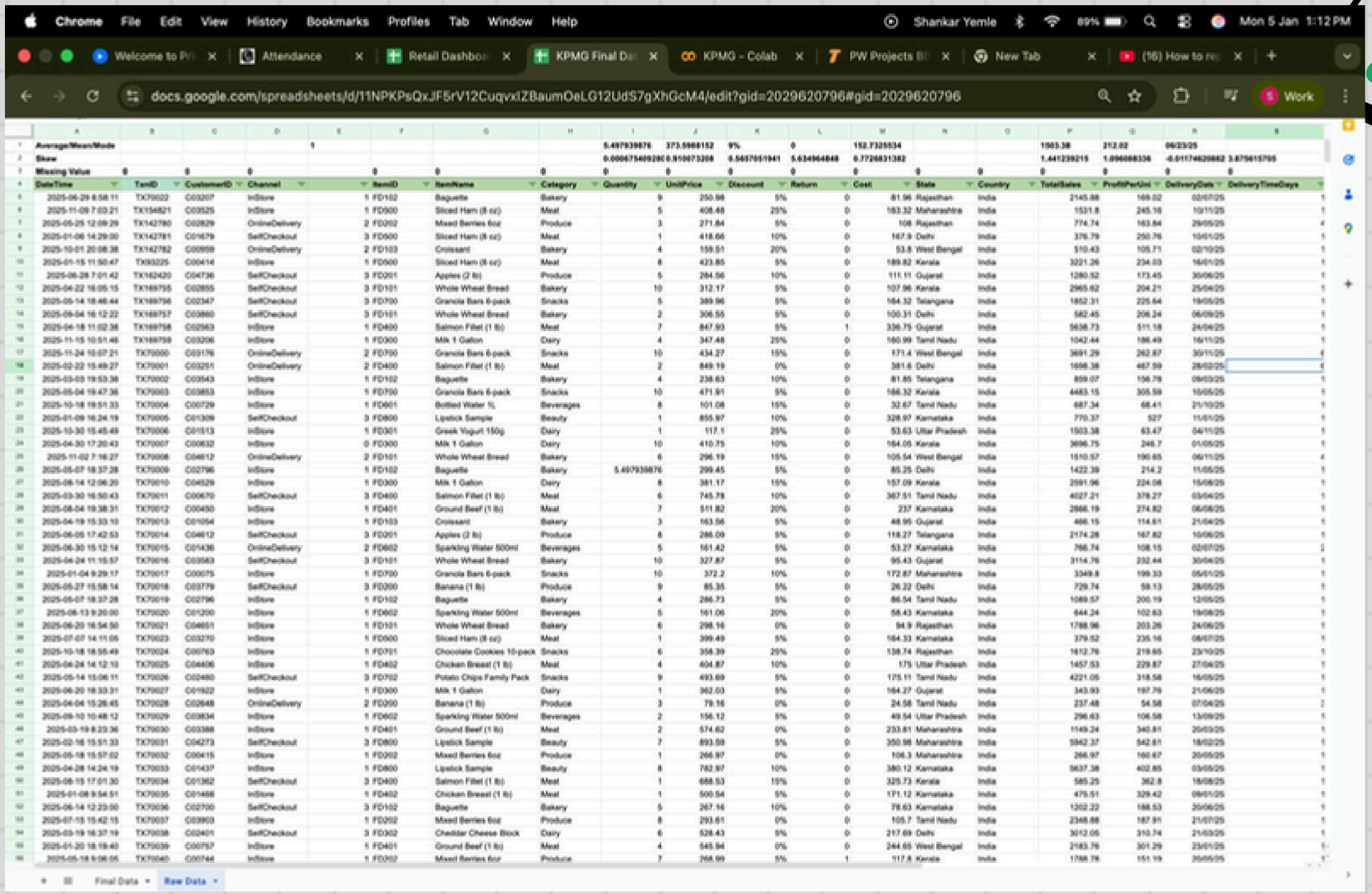
KPMG Final Data

File Edit View Insert Format Data Tools Extensions Help Accessibility

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Average/Mean/Mode							5.497939876	373.5988152	9%	0	152.7325534			1503.38	212.02	06/23/25		
2	Skew							0.000675389018	0.910073208	0.5657051941	5.634964848	0.7726831382			1.44105667	1.096049564	-0.011746208824	3.875615705	
3	Missing Value	0		0	12	0	0	0	6	0	0	0	0	0	14	5	0	0	Total Missing Values
4	DateTime	TxnID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUnit	DeliveryDate	DeliveryTimeDays	37
5	2025-06-29 8:58:11	TX70022	C03207	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.96	Rajasthan	India	2145.88	169.02	02/07/25	1	
6	2025-11-09 7:03:21	TX154821	C03525	InStore	FD500	Sliced Ham (8 oz)	Meat	5	408.48	25%	0	163.32	Maharashtra	India	1531.8	245.16	10/11/25	1	
7	2025-05-25 12:09:29	TX142780	C02829	OnlineDelivery	FD202	Mixed Berries 6oz	Produce	3	271.84	5%	0	108	Rajasthan	India	774.74	163.84	29/05/25	4	
8	2025-01-06 14:29:00	TX142781	C01679	SelfCheckout	FD500	Sliced Ham (8 oz)	Meat	1	418.66	10%	0	167.9	Delhi	India	376.79	250.76	10/01/25	1	
9	2025-10-01 20:08:38	TX142782	C00959	OnlineDelivery	FD103	Croissant	Bakery	4	159.51	20%	0	53.8	West Bengal	India	510.43	105.71	02/10/25	1	
10	2025-01-15 11:50:47	TX93225	C00414	InStore	FD500	Sliced Ham (8 oz)	Meat	8	423.85	5%	0	189.82	Kerala	India	3221.26	234.03	16/01/25	1	
11	2025-06-28 7:01:42	TX162420	C04736	SelfCheckout	FD201	Apples (2 lb)	Produce	5	284.56	10%	0	111.11	Gujarat	India	1280.52	173.45	30/06/25	1	
12	2025-04-22 16:05:15	TX169755	C02855	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	312.17	5%	0	107.96	Kerala	India	2965.62	204.21	25/04/25	1	
13	2025-05-14 18:46:44	TX169756	C02347	SelfCheckout	FD700	Granola Bars 6-pack	Snacks	5	389.96	5%	0	164.32	Telangana	India	1852.31	225.64	19/05/25	1	
14	2025-09-04 16:12:22	TX169757	C03860	SelfCheckout	FD101	Whole Wheat Bread	Bakery	2	306.55	5%	0	100.31	Delhi	India	582.45	206.24	06/09/25	1	
15	2025-04-18 11:02:38	TX169758	C02563	InStore	FD400	Salmon Fillet (1 lb)	Meat	7	847.93	5%	1	336.75	Gujarat	India	5638.73	511.18	24/04/25	1	
16	2025-11-15 10:51:46	TX169759	C03206	InStore	FD300	Milk 1 Gallon	Dairy	4	347.48	25%	0	160.99	Tamil Nadu	India	1042.44	186.49	16/11/25	1	
17	2025-11-24 10:07:21	TX70000	C03176	OnlineDelivery	FD700	Granola Bars 6-pack	Snacks	10	434.27	15%	0	171.4	West Bengal	India	3691.29	262.87	30/11/25	6	
18	2025-02-22 15:49:27	TX70001	C03251	OnlineDelivery	FD400	Salmon Fillet (1 lb)	Meat	2	849.19	0%	0	381.6	Delhi	India	1698.38	467.59	28/02/25	6	
19	2025-03-03 19:53:38	TX70002	C03543	InStore	FD102	Baguette	Bakery	4	238.63	10%	0	81.85	Telangana	India	859.07	156.78	09/03/25	1	
20	2025-05-04 19:47:36	TX70003	C03853	InStore	FD700	Granola Bars 6-pack	Snacks	10	471.91	5%	0	166.32	Kerala	India	4483.15	305.59	10/05/25	1	
21	2025-10-18 19:51:33	TX70004	C00729	InStore	FD601	Bottled Water 1L	Beverages	8	101.08	15%	0	32.67	Tamil Nadu	India	687.34	68.41	21/10/25	1	
22	2025-01-09 16:24:19	TX70005	C01309	SelfCheckout	FD800	Lipstick Sample	Beauty	1	855.97	10%	0	328.97	Karnataka	India	770.37	527	11/01/25	1	
23	2025-10-30 15:45:49	TX70006	C01513	InStore	FD301	Greek Yogurt 150g	Dairy	1	117.1	25%	0	53.63	Uttar Pradesh	India		63.47	04/11/25	1	
24	2025-04-30 17:20:43	TX70007	C00832		FD300	Milk 1 Gallon	Dairy	10	410.75	10%	0	164.05	Kerala	India	3696.75	246.7	01/05/25	1	
25	2025-11-02 7:16:27	TX70008	C04612	OnlineDelivery	FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	105.54	West Bengal	India	1510.57	190.65	09/11/25	4	
26	2025-05-07 18:37:28	TX70009	C02796	InStore	FD102	Baguette	Bakery		299.45	5%	0	85.25	Delhi	India	1422.39	214.2	11/05/25	1	
27	2025-08-14 12:06:20	TX70010	C04529	InStore	FD300	Milk 1 Gallon	Dairy	8	381.17	15%	0	157.09	Kerala	India	2591.96	224.08	15/08/25	1	
28	2025-03-30 16:50:43	TX70011	C00670	SelfCheckout	FD400	Salmon Fillet (1 lb)	Meat	6	745.78	10%	0	367.51	Tamil Nadu	India	4027.21	378.27	03/04/25	1	
29	2025-08-04 19:38:31	TX70012	C00450	InStore	FD401	Ground Beef (1 lb)	Meat	7	511.82	20%	0	237	Karnataka	India	2866.19	274.82	06/08/25	1	
30	2025-04-19 15:33:10	TX70013	C01054	InStore	FD103	Croissant	Bakery	3	163.56	5%	0	48.95	Gujarat	India	466.15	114.61	21/04/25	1	
31	2025-06-05 17:42:53	TX70014	C04612	SelfCheckout	FD201	Apples (2 lb)	Produce	8	286.09	5%	0	118.27	Telangana	India	2174.28	167.82	10/06/25	1	
32	2025-06-30 15:12:14	TX70015	C01436	OnlineDelivery	FD602	Sparkling Water 500ml	Beverages	5	161.42	5%	0	53.27	Karnataka	India	766.74	108.15	02/07/25	2	
33	2025-04-24 11:15:57	TX70016	C03583	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	327.87	5%	0	95.43	Gujarat	India	3114.76	232.44	30/04/25	1	
34	2025-01-04 9:29:17	TX70017	C00075	InStore	FD700	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.67	Maharashtra	India	3349.8	199.33	05/01/25	1	
35	2025-05-27 15:58:14	TX70018	C03779	SelfCheckout	FD200	Banana (1 lb)	Produce	9	85.35	5%	0	26.22	Delhi	India	729.74	59.13	28/05/25	1	
36	2025-05-07 18:37:28	TX70019	C02796	InStore	FD102	Baguette	Bakery	4	286.73	5%	0	86.54	Tamil Nadu	India	1089.57	200.19	12/05/25	1	
37	2025-08-13 9:20:00	TX70020	C01200	InStore	FD602	Sparkling Water 500ml	Beverages	5	161.06	20%	0	58.43	Karnataka	India	644.24	102.63	19/08/25	1	
38	2025-06-20 16:54:50	TX70021	C04651	InStore	FD101	Whole Wheat Bread	Bakery	6	298.16	0%	0	94.9	Rajasthan	India	1788.96	203.28	24/06/25	1	
39	2025-07-07 14:11:05	TX70023	C03270	InStore	FD500	Sliced Ham (8 oz)	Meat	1	399.49	5%	0	164.33	Karnataka	India	379.52	235.16	08/07/25	1	
40	2025-10-18 18:55:49	TX70024	C00763	InStore	FD701	Chocolate Cookies 10-pack	Snacks	6	358.39	25%	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25	1	
41	2025-04-24 14:12:10	TX70025	C04406	InStore	FD402	Chicken Breast (1 lb)	Meat	4	404.87	10%	0	175	Uttar Pradesh	India	1457.53	229.87	27/04/25	1	
42	2025-05-14 15:06:11	TX70026	C02460	SelfCheckout	FD702	Potato Chips Family Pack	Snacks	9	493.69	5%	0	175.11	Tamil Nadu	India	4221.05	318.58	16/05/25	1	
43	2025-06-20 18:33:31	TX70027	C01922	InStore	FD300	Milk 1 Gallon	Dairy	1	362.03	5%	0	164.27	Gujarat	India	343.93	197.76	21/06/25	1	
44	2025-04-04 15:26:45	TX70028	C02648	OnlineDelivery	FD200	Banana (1 lb)	Produce	3	79.16	0%	0	24.58	Tamil Nadu	India	237.48	54.58	07/04/25	3	
45	2025-09-10 10:48:12	TX70029	C03834	InStore	FD602	Sparkling Water 500ml	Beverages	2	156.12	5%	0	49.54	Uttar Pradesh	India	296.63	106.58	13/09/25	1	
46	2025-03-19 8:23:36	TX70030	C03388	InStore	FD401	Ground Beef (1 lb)	Meat	2	574.62	0%	0	233.81	Maharashtra	India	1149.24	340.81	20/03/25	1	
47	2025-02-16 15:51:33	TX70031	C04273	SelfCheckout	FD800	Lipstick Sample	Beauty	7	893.59	5%	0	350.98	Maharashtra	India	5942.37	542.61	18/02/25	1	
48	2025-05-18 15:57:02	TX70032	C00415	InStore	FD202	Mixed Berries 6oz	Produce	1	266.97	0%	0	106.3	Maharashtra	India	266.97	160.67	20/05/25	1	
49	2025-04-28 14:24:19	TX70033	C01437	SelfCheckout	FD800	Lipstick Sample	Beauty	8	782.97	10%	0	380.12	Karnataka	India	5637.38	402.85	03/05/25	1	
50	2025-08-15 17:01:30	TX70034	C01362	SelfCheckout	FD400	Salmon Fillet (1 lb)	Meat	1	688.53	15%	0	325.73	Kerala	India	585.25	362.8	18/08/25	1	
51	2025-01-08 9:54:51	TX70035	C01468	InStore	FD402	Chicken Breast (1 lb)	Meat	1	500.54	5%	0	171.12	Karnataka	India	475.51	329.42	09/01/25	1	
52	2025-06-14 12:23:00	TX70036	C02700	SelfCheckout	FD102	Baguette	Bakery	5	267.16	10%	0	78.63	Karnataka	India	1202.22	188.53	20/06/25	1	
53	2025-07-15 15:42:15	TX70037	C03903	InStore	FD202	Mixed Berries 6oz	Produce	8	293.61	0%	0	105.7	Tamil Nadu	India	2348.88	187.91	21/07/25	1	
54	2025-03-19 16:37:19	TX70038	C02401	SelfCheckout	FD302	Cheddar Cheese Block	Dairy	6	528.43	5%	0	217.69	Delhi	India	3012.05	310.74	21/03/25	1	
55	2025-01-20 18:19:40	TX70039	C00757	InStore	FD401	Ground Beef (1 lb)	Meat	4	545.94	0%	0	244.65	West Bengal	India	2183.76	301.29	23/01/25	1	
56	2025-05-18 9:06:05	TX70040	C00744	InStore	FD202	Mixed Berries 6oz	Produce	7	268.99	5%	1	117.8	Kerala	India	1788.79	151.19	26/05/25	1	

Final Data | Raw Data

MISSING VALUES REPLACED



DASHBOARD

CONCLUSION

This Retail Analytics project uses Excel dashboards and KPIs to analyze sales, profitability, discounts, channels, and operations. The analysis shows that high sales do not always mean high profit, and efficiency and margins are equally important. Offline channels perform better operationally, while moderate discounts help increase volume without major margin loss. Overall, the project highlights how KPI-based analysis supports better pricing, product, and operational decisions for sustainable growth.

THANK
YOU