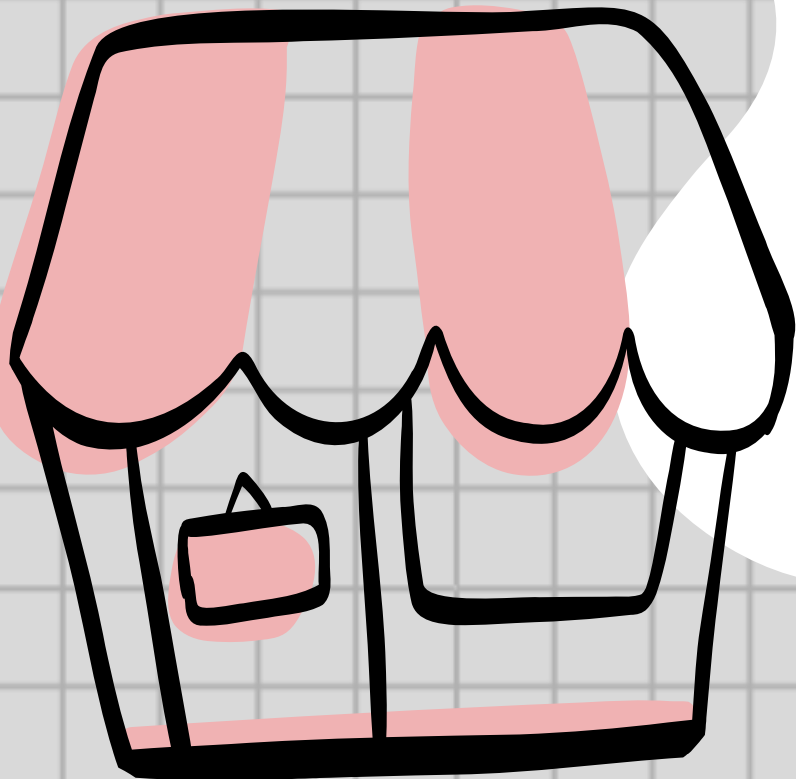


RETAIL ANALYTICS

SALES, PROFITABILITY & OPERATIONAL
PERFORMANCE ANALYSIS

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

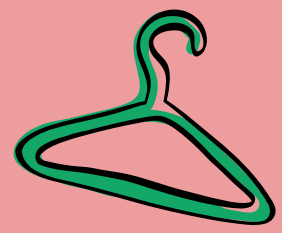


PROJECT DESCRIPTION

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



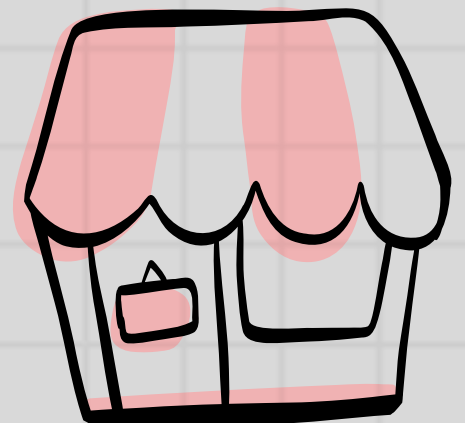
This dataset includes information related to sales, pricing, discounts, profitability, delivery performance, sales channels, and geographic location.

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

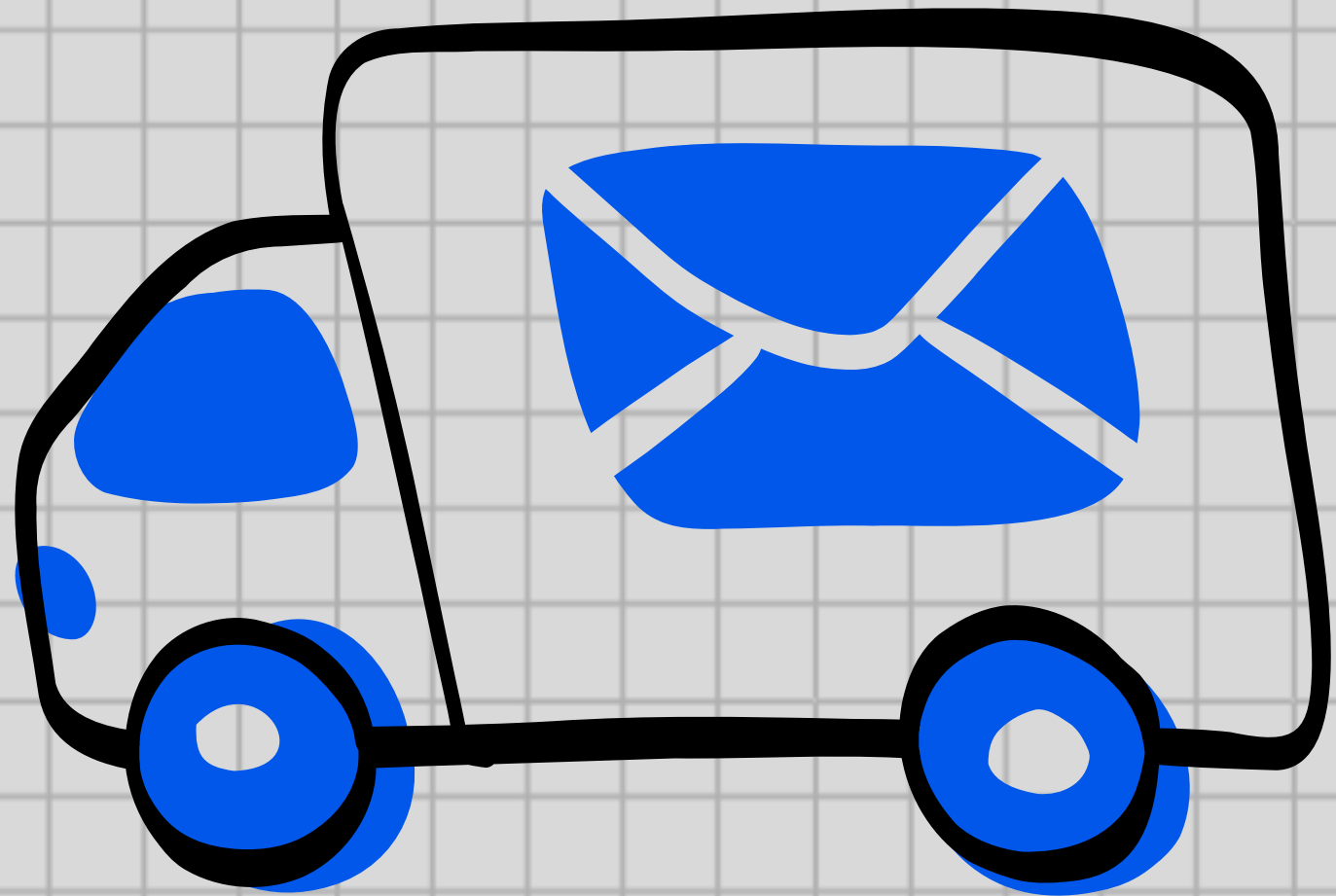
Data Type: Synthetic Data(Generated)

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

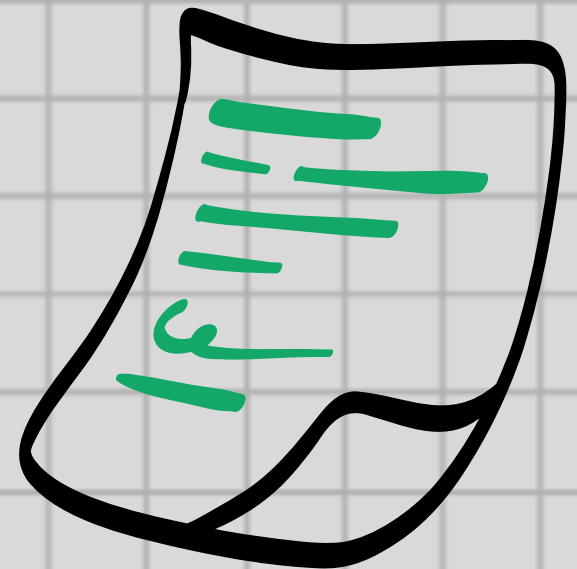
CREATION OF CALCULATED FIELDS SUCH
AS PROFIT AND DISCOUNT BUCKETS

PIVOT TABLE CREATION FOR KPI
ANALYSIS

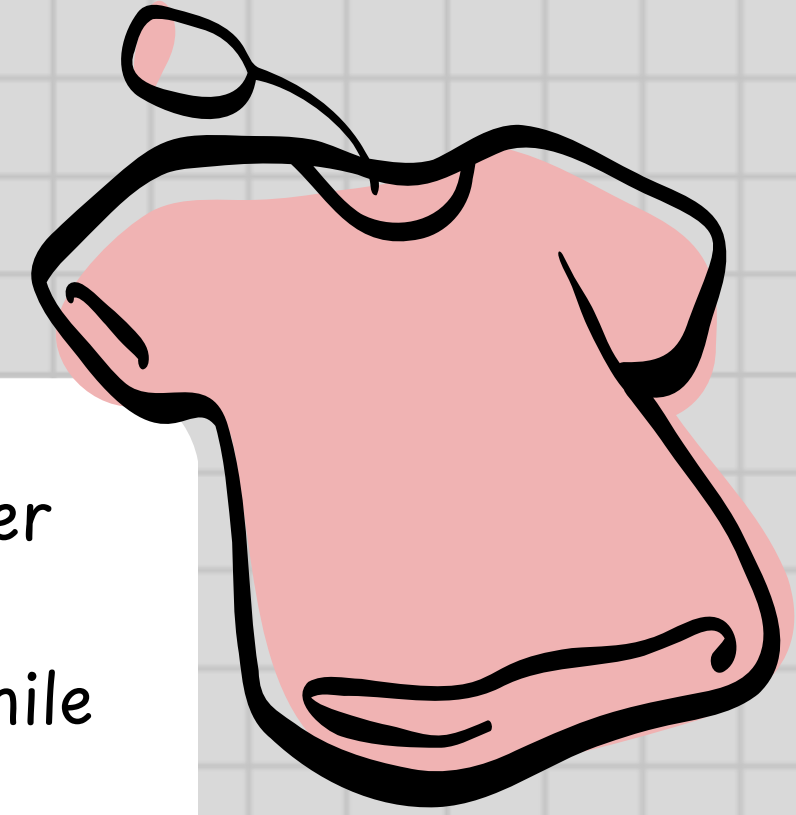
CHART GENERATION FOR TRENDS AND
COMPARISONS

DASHBOARD CREATION WITH SLICERS FOR
INTERACTIVITY

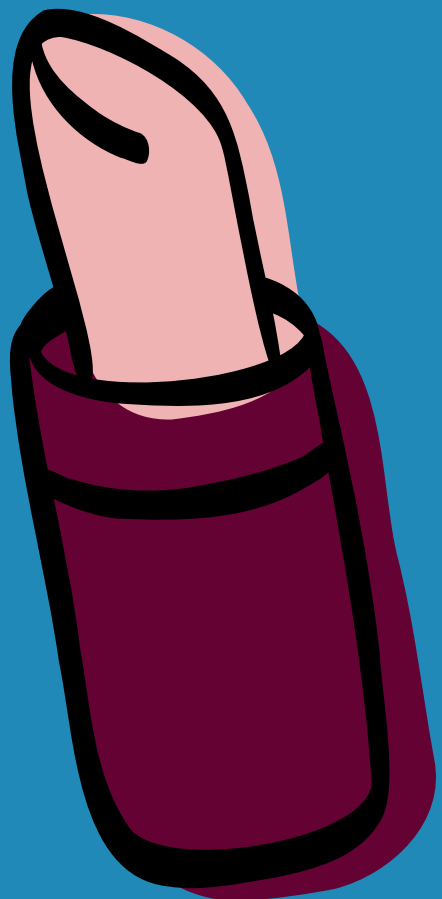
INTERPRETATION OF INSIGHTS FOR
BUSINESS DECISIONS



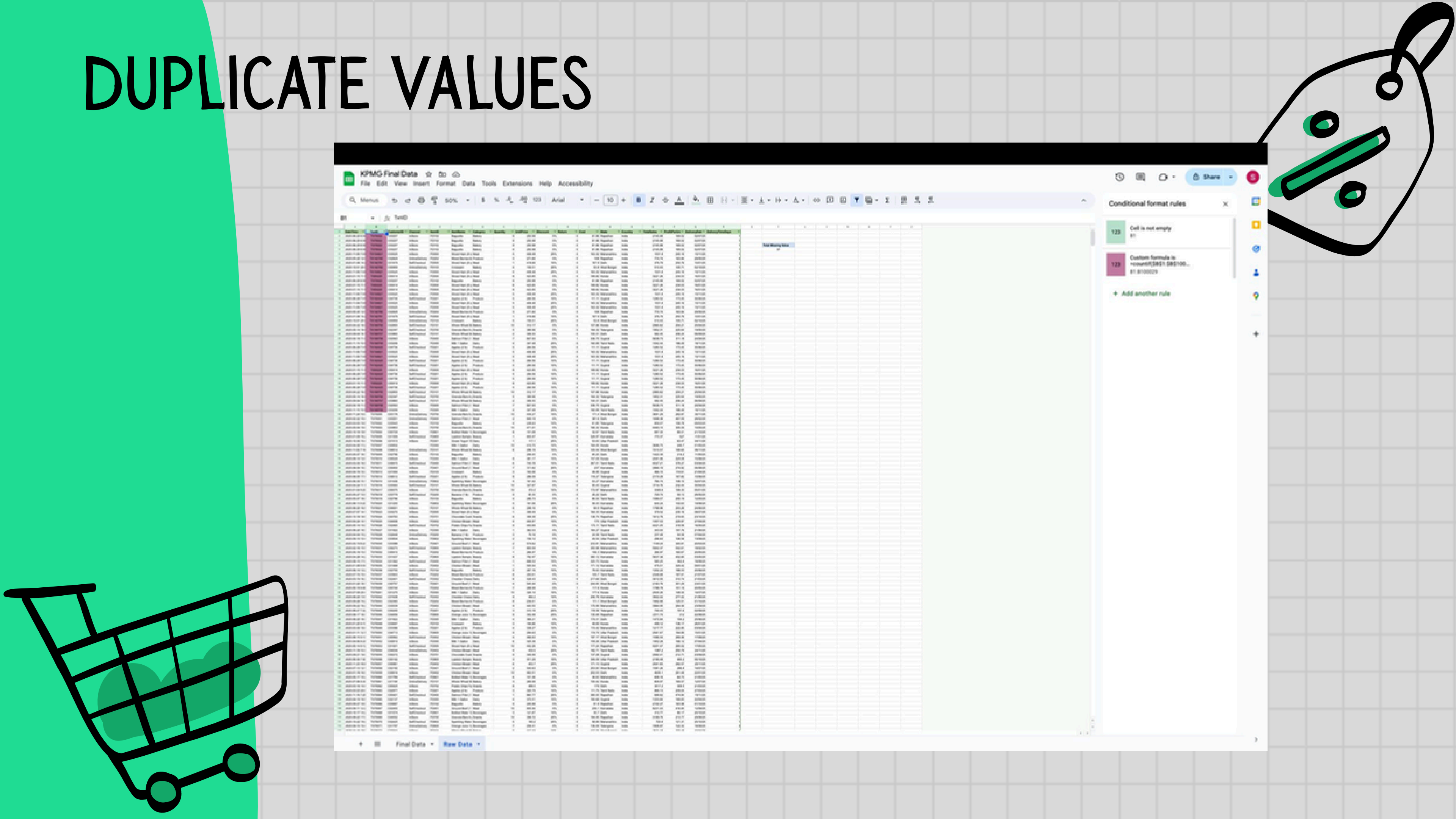
KEY INSIGHTS



- 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.

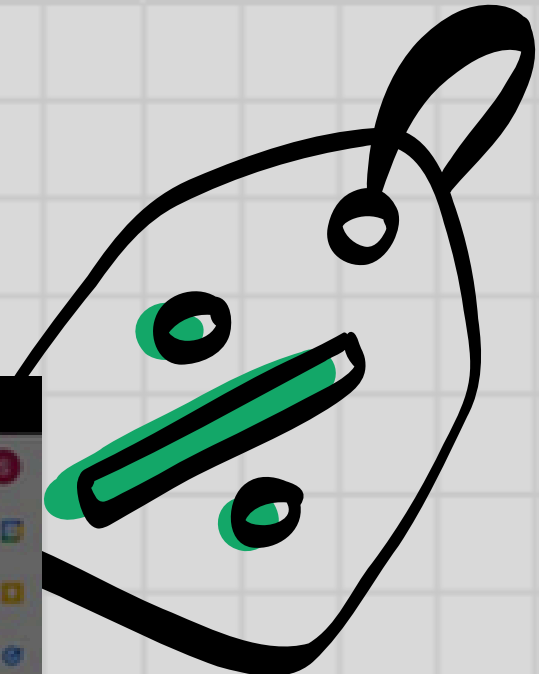


The image is a presentation slide titled "DUPLICATE VALUES" in large, bold, black capital letters on a green background. The main content area has a grey grid background and displays a screenshot of a Google Sheet. The sheet, titled "KPMG-Final Data", contains a large table with multiple columns and rows, many of which contain identical text values, illustrating the concept of duplicate data. To the right of the sheet, a sidebar shows "Conditional format rules" with two rules: "Cell is not empty" and "Custom formula is". On the far left, a black shopping cart icon is partially visible on the green background. On the far right, a black lightbulb icon is partially visible on the grey grid background.



The image is a presentation slide titled "DUPLICATE VALUES". The left side of the slide has a solid green background, while the right side has a light grey grid pattern. On the far left, there is a red shopping cart icon. On the far right, there is a red lightbulb icon. The central part of the slide displays a screenshot of a Google Sheet titled "KPMG-Final Data". The spreadsheet shows a large table with many columns and rows. A red box highlights a column of dates, indicating that there are many duplicate values in this column. The right sidebar of the Google Sheet shows the "Conditional format rules" panel, which is currently empty. The overall layout is clean and professional, with a clear focus on the data duplication issue.

DUPLICATE VALUES SEPARATED



KPMG Final Data

File Edit View Insert Format Data Tools Extensions Help Accessibility

Menu 100% Arial 10

DateTime

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	DateTime	TransID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUnit	DeliveryDate
2	2025-06-29 8:58	TX104022	C03207	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.96	Rajasthan	India	2145.88	189.02	02/07/25
3	2025-11-09 7:03	TX104821	C03525	InStore	FD000	Sliced Ham (8 cu Meat		5	408.48	25%	0	183.32	Maharashtra	India	1531.8	245.16	10/11/25
4	2025-05-25 12:0	TX142780	C03529	OnlineDelivery	FD002	Mixed Berries &c Produce		3	271.84	5%	0	108	Rajasthan	India	774.74	183.84	29/05/25
5	2025-01-08 14:2	TX142781	C01679	SelfCheckout	FD000	Sliced Ham (8 cu Meat		1	418.66	10%	0	167.9	Delhi	India	376.79	250.79	10/01/25
6	2025-10-01 20:0	TX142782	C00959	OnlineDelivery	FD103	Croissant	Bakery	4	159.51	20%	0	53.8	West Bengal	India	510.43	105.71	02/10/25
7	2025-01-15 11:5	TX83225	C00414	InStore	FD000	Sliced Ham (8 cu Meat		8	423.85	5%	0	189.82	Kerala	India	3221.26	234.03	18/01/25
8	2025-06-28 7:01	TX140420	C04736	SelfCheckout	FD001	Apples (2 B)	Produce	5	284.56	10%	0	111.11	Gujarat	India	1280.52	173.45	30/06/25
9	2025-04-22 16:0	TX188755	C02855	SelfCheckout	FD101	Whole Wheat Br Bakery		10	312.17	5%	0	107.96	Kerala	India	2965.62	204.21	25/04/25
10	2025-05-14 18:4	TX188756	C02347	SelfCheckout	FD700	Granola Bars &c Snacks		5	389.96	5%	0	164.32	Telangana	India	1852.31	225.64	19/05/25
11	2025-09-04 16:1	TX188757	C03860	SelfCheckout	FD101	Whole Wheat Br Bakery		2	306.55	5%	0	100.31	Delhi	India	582.45	206.24	06/09/25
12	2025-04-18 11:0	TX188758	C02563	InStore	FD400	Salmon Fillet (1 l Meat		7	847.93	5%	1	326.75	Gujarat	India	5638.73	511.18	24/04/25
13	2025-11-15 10:5	TX188759	C03206	InStore	FD300	Milk 1 Gallon	Dairy	4	347.48	25%	0	160.99	Tamil Nadu	India	1042.44	186.49	16/11/25
14	2025-11-24 10:0	TX70000	C03176	OnlineDelivery	FD700	Granola Bars &c Snacks		10	434.27	15%	0	171.4	West Bengal	India	5691.29	262.87	30/11/25
15	2025-02-22 15:4	TX70001	C03251	OnlineDelivery	FD400	Salmon Fillet (1 l Meat		2	849.19	0%	0	381.6	Delhi	India	1698.38	487.59	28/02/25
16	2025-03-03 19:5	TX70002	C03543	InStore	FD102	Baguette	Bakery	4	238.63	10%	0	81.85	Telangana	India	859.07	156.78	09/03/25
17	2025-05-04 19:4	TX70003	C03853	InStore	FD700	Granola Bars &c Snacks		10	471.91	5%	0	166.32	Kerala	India	4483.15	305.59	10/05/25
18	2025-10-18 18:5	TX70004	C00729	InStore	FD601	Bottled Water 1L Beverages		8	101.08	15%	0	32.67	Tamil Nadu	India	687.34	66.41	21/10/25
19	2025-01-09 16:2	TX70005	C01309	SelfCheckout	FD800	Lipstick Sample Beauty		1	855.97	10%	0	328.97	Karnataka	India	770.37	527	11/01/25
20	2025-10-30 15:4	TX70006	C01513	InStore	FD301	Greek Yogurt 15 Dairy		1	117.1	25%	0	53.63	Uttar Pradesh	India		63.47	04/11/25
21	2025-04-30 17:2	TX70007	C00632		FD300	Milk 1 Gallon	Dairy								3696.75	246.7	01/09/25
22	2025-11-02 7:16	TX70008	C04612	OnlineDelivery	FD101	Whole Wheat Br Bakery									1510.57	190.65	06/11/25
23	2025-06-07 18:3	TX70009	C02796	InStore	FD102	Baguette	Bakery								1422.39	214.2	11/06/25
24	2025-06-14 12:0	TX70010	C04529	InStore	FD300	Milk 1 Gallon	Dairy								2591.96	224.08	15/06/25
25	2025-03-30 16:5	TX70011	C00670	SelfCheckout	FD400	Salmon Fillet (1 l Meat									4037.21	378.27	03/04/25
26	2025-08-04 19:3	TX70012	C00450	InStore	FD401	Ground Beef (1 l Meat									2866.19	274.82	06/08/25
27	2025-04-19 15:3	TX70013	C01054	InStore	FD103	Croissant	Bakery								466.15	114.61	21/04/25
28	2025-06-05 17:4	TX70014	C04612	SelfCheckout	FD001	Apples (2 B)	Produce								2174.28	167.82	10/06/25
29	2025-06-30 15:1	TX70015	C01436	OnlineDelivery	FD802	Sparkling Water Beverages									766.74	108.15	02/07/25
30	2025-04-24 11:1	TX70016	C03583	SelfCheckout	FD101	Whole Wheat Br Bakery									3114.76	232.44	30/04/25
31	2025-01-04 9:29	TX70017	C00075	InStore	FD700	Granola Bars &c Snacks		10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25
32	2025-05-27 15:5	TX70018	C03779	SelfCheckout	FD000	Banana (1 B)	Produce	9	85.35	5%	0	26.22	Delhi	India	729.74	58.13	26/05/25
33	2025-06-07 18:3	TX70019	C02796	InStore	FD102	Baguette	Bakery	4	286.73	5%	0	86.54	Tamil Nadu	India	1089.57	200.19	12/06/25
34	2025-08-13 9:20	TX70020	C01200	InStore	FD602	Sparkling Water Beverages		5	161.06	20%	0	58.43	Karnataka	India	644.24	102.63	19/08/25
35	2025-06-20 16:5	TX70021	C04851	InStore	FD101	Whole Wheat Br Bakery		6	298.16	0%	0	94.9	Rajasthan	India	1788.96	203.26	24/06/25
36	2025-07-07 14:1	TX70023	C03270	InStore	FD000	Sliced Ham (8 cu Meat		1	399.49	5%	0	164.33	Karnataka	India	379.52	235.16	08/07/25
37	2025-10-18 18:5	TX70024	C00793	InStore	FD701	Chocolate Cookie Snacks		6	358.39	25%	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25
38	2025-04-24 14:1	TX70025	C04406	InStore	FD402	Chicken Breast (l Meat		4	404.87	10%	0	175	Uttar Pradesh	India	1457.53	229.87	27/04/25
39	2025-05-14 15:0	TX70026	C02480	SelfCheckout	FD702	Potato Chips 16 Snacks		9	493.69	5%	0	175.11	Tamil Nadu	India	4221.05	318.58	16/05/25
40	2025-06-20 18:3	TX70027	C01802	InStore	FD300	Milk 1 Gallon	Dairy	1	362.03	5%	0	164.27	Gujarat	India	343.93	197.76	21/06/25
41	2025-04-04 15:2	TX70028	C02648	OnlineDelivery	FD000	Banana (1 B)	Produce	3	79.16	0%	0	24.58	Tamil Nadu	India	237.48	54.58	07/04/25
42	2025-09-10 10:4	TX70029	C03834	InStore	FD602	Sparkling Water Beverages		2	156.12	5%	0	49.54	Uttar Pradesh	India	296.63	106.58	13/09/25
43	2025-03-19 8:23	TX70030	C03388	InStore	FD401	Ground Beef (1 l Meat		2	574.62	0%	0	233.61	Maharashtra	India	1149.24	340.61	20/03/25
44	2025-02-16 15:5	TX70031	C04273	SelfCheckout	FD800	Lipstick Sample Beauty		7	893.59	5%	0	350.98	Maharashtra	India	5942.37	542.61	18/02/25
45	2025-05-18 15:5	TX70032	C00415	InStore	FD002	Mixed Berries &c Produce		1	266.97	0%	0	106.3	Maharashtra	India	266.97	160.67	20/05/25
46	2025-04-28 14:2	TX70033	C01437	InStore	FD800	Lipstick Sample Beauty		8	782.97	10%	0	380.12	Karnataka	India	5637.38	402.85	03/05/25
47	2025-08-15 17:0	TX70034	C01362	SelfCheckout	FD400	Salmon Fillet (1 l Meat		1	688.53	15%	0	325.73	Kerala	India	585.25	362.8	18/08/25
48	2025-01-08 9:14	TX70035	C01488	InStore	FD402	Chicken Breast (l Meat		1	900.54	5%	0	171.12	Karnataka	India	475.51	329.42	09/01/25
49	2025-06-14 12:2	TX70036	C02790	SelfCheckout	FD102	Baguette	Bakery	5	267.16	10%	0	78.63	Karnataka	India	1202.22	188.53	20/06/25
50	2025-07-15 15:4	TX70037	C03953	InStore	FD002	Mixed Berries &c Produce		8	293.61	0%	0	105.7	Tamil Nadu	India	2348.88	187.91	21/07/25
51	2025-03-19 16:3	TX70038	C02491	SelfCheckout	FD002	Cheddar Cheese Dairy		6	628.43	5%	0	217.89	Delhi	India	3012.06	310.74	21/03/25
52	2025-01-20 18:1	TX70039	C00757	InStore	FD401	Ground Beef (1 l Meat		4	545.94	0%	0	244.65	West Bengal	India	2183.76	301.29	23/01/25
53	2025-05-18 9:06	TX70040	C00764	InStore	FD002	Mixed Berries &c Produce		7	268.99	5%	1	117.8	Kerala	India	1788.78	151.19	20/05/25
54	2025-07-08 20:4	TX70041	C01275	InStore	FD300	Milk 1 Gallon	Dairy	10	326.14	10%	0	177.6	Kerala	India	2935.26	148.54	14/07/25
55	2025-06-20 13:5	TX70042	C01638	SelfCheckout	FD002	Cheddar Cheese Dairy		9	484.2	10%	0	206.78	Karnataka	India	3622.02	277.42	21/06/25
56	2025-04-26 14:2	TX70043	C02380	InStore	FD002	Mixed Berries &c Produce		8	736.61	0%	0	111.1	West Bengal	India	1892.88	128.51	01/09/25

Count: 1,779,981



MISSING VALUES



KPMG-Final Data

File Edit View Insert Format Data Tools Extensions Help Accessibility

100% Default...

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	14	P	Q	R	S
	DateTime	TransID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUnit	DeliveryDate	DeliveryTimeDays	Total Missing Value
1	2025-06-29 8:58	TX15622	C03267	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.99	Rajasthan	India	2145.88	189.92	02/07/25	1	37
2	2025-11-09 7:03	TX154821	C03525	InStore	FD090	Sliced Ham (8 oz)	Meat	5	408.48	25%	0	163.32	Maharashtra	India	1531.8	245.16	10/11/25	1	
3	2025-05-25 12:9	TX142780	C02829	OnlineDelivery	FD092	Mixed Berries 6oz	Produce	3	271.84	5%	0	108	Rajasthan	India	774.74	163.84	28/05/25	4	
4	2025-01-08 14:2	TX142781	C01879	SelfCheckout	FD090	Sliced Ham (8 oz)	Meat	1	418.66	10%	0	187.9	Delhi	India	376.79	250.79	10/01/25	1	
5	2025-10-01 20:9	TX142782	C00999	OnlineDelivery	FD103	Croissant	Bakery	4	159.51	20%	0	53.8	West Bengal	India	510.43	105.71	02/10/25	1	
6	2025-01-15 11:5	TX03225	C00414	InStore	FD090	Sliced Ham (8 oz)	Meat	8	423.85	5%	0	189.82	Kerala	India	3221.26	234.03	18/01/25	1	
7	2025-09-28 7:01	TX182420	C04738	SelfCheckout	FD091	Apples (2 lb)	Produce	5	284.06	10%	0	111.11	Gujarat	India	1280.92	173.45	30/09/25	1	
8	2025-04-22 16:9	TX188755	C02855	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	312.17	5%	0	107.96	Kerala	India	2945.62	204.21	25/04/25	1	
9	2025-05-14 18:4	TX188756	C02347	SelfCheckout	FD090	Granola Bars 6-pack	Snacks	5	389.96	5%	0	164.32	Telangana	India	1852.31	235.64	19/05/25	1	
10	2025-09-04 16:1	TX188757	C03880	SelfCheckout	FD101	Whole Wheat Bread	Bakery	2	306.55	5%	0	100.31	Delhi	India	582.45	206.24	06/09/25	1	
11	2025-04-18 11:0	TX188758	C02563	InStore	FD400	Salmon Fillet (1 lb)	Meat	7	847.80	5%	1	336.75	Gujarat	India	5638.73	511.18	24/04/25	1	
12	2025-11-15 10:5	TX188759	C03206	InStore	FD090	Milk 1 Gallon	Dairy	4	347.48	25%	0	160.99	Tamil Nadu	India	1042.44	186.49	16/11/25	1	
13	2025-11-24 10:0	TX79090	C03176	OnlineDelivery	FD090	Granola Bars 6-pack	Snacks	10	434.27	15%	0	171.4	West Bengal	India	3691.29	262.87	30/11/25	6	
14	2025-02-22 15:4	TX79091	C03251	OnlineDelivery	FD400	Salmon Fillet (1 lb)	Meat	2	849.19	0%	0	381.6	Delhi	India	1696.38	487.59	28/02/25	6	
15	2025-03-03 19:5	TX79092	C03543	InStore	FD102	Baguette	Bakery	4	238.63	10%	0	81.85	Telangana	India	859.07	158.78	09/03/25	1	
16	2025-05-04 19:4	TX79093	C03853	InStore	FD090	Granola Bars 6-pack	Snacks	10	471.91	5%	0	166.32	Kerala	India	4483.15	205.59	10/05/25	1	
17	2025-10-18 19:5	TX79094	C00729	InStore	FD601	Bottled Water 1L	Beverages	8	101.08	15%	0	32.87	Tamil Nadu	India	687.34	68.41	21/10/25	1	
18	2025-01-08 16:2	TX79095	C01308	SelfCheckout	FD800	Lipstick Sample	Beauty	1	855.97	10%	0	328.97	Karnataka	India	770.37	527	15/01/25	1	
19	2025-10-30 15:4	TX79096	C01513	InStore	FD301	Greek Yogurt 150g	Dairy	1	117.1	25%	0	53.63	Uttar Pradesh	India	63.47	63.47	04/11/25	1	
20	2025-04-30 17:2	TX79097	C00832	InStore	FD090	Milk 1 Gallon	Dairy	10	410.75	10%	0	164.05	Kerala	India	3696.75	246.7	01/05/25	1	
21	2025-11-02 7:16	TX79098	C04812	OnlineDelivery	FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	105.54	West Bengal	India	1510.57	190.65	08/11/25	4	
22	2025-05-07 18:3	TX79099	C02796	InStore	FD102	Baguette	Bakery	4	299.45	5%	0	85.25	Delhi	India	1422.39	214.2	11/05/25	1	
23	2025-08-14 12:9	TX79100	C04529	InStore	FD090	Milk 1 Gallon	Dairy	8	381.17	15%	0	157.09	Kerala	India	2591.96	234.08	15/08/25	1	
24	2025-03-30 16:5	TX79101	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	
25	2025-08-04 19:3	TX79102	C00450	InStore	FD401	Ground Beef (1 lb)	Meat	7	511.82	20%	0	237	Karnataka	India	2886.19	274.82	06/08/25	1	
26	2025-04-19 15:3	TX79103	C01054	InStore	FD103	Croissant	Bakery	3	163.66	5%	0	48.95	Gujarat	India	486.15	114.61	21/04/25	1	
27	2025-06-05 17:4	TX79104	C04812	SelfCheckout	FD091	Apples (2 lb)	Produce	8	288.09	5%	0	118.27	Telangana	India	2174.28	187.82	10/06/25	1	
28	2025-06-30 15:1	TX79105	C01436	OnlineDelivery	FD602	Sparkling Water 500ml	Beverages	5	161.42	5%	0	53.27	Karnataka	India	766.74	108.15	02/07/25	2	
29	2025-04-24 11:1	TX79106	C03583	SelfCheckout	FD101	Whole Wheat Bread	Bakery	10	327.87	5%	0	90.43	Gujarat	India	3114.76	232.44	30/04/25	1	
30	2025-01-04 9:29	TX79107	C00075	InStore	FD090	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25	1	
31	2025-05-27 15:5	TX79108	C03779	SelfCheckout	FD090	Banana (1 lb)	Produce	9	85.35	5%	0	26.22	Delhi	India	729.74	58.13	28/05/25	1	
32	2025-05-07 18:3	TX79109	C02796	InStore	FD102	Baguette	Bakery	4	286.73	5%	0	88.54	Tamil Nadu	India	1089.57	200.19	12/05/25	1	
33	2025-08-13 9:30	TX79109	C01290	InStore	FD602	Sparkling Water 500ml	Beverages	5	161.06	20%	0	58.43	Karnataka	India	644.34	102.63	19/08/25	1	
34	2025-06-20 16:5	TX79121	C04851	InStore	FD101	Whole Wheat Bread	Bakery	6	298.16	0%	0	94.9	Rajasthan	India	1788.96	203.26	24/06/25	1	
35	2025-07-07 14:1	TX79123	C03270	InStore	FD090	Sliced Ham (8 oz)	Meat	1	399.49	5%	0	164.33	Karnataka	India	379.52	235.16	08/07/25	1	
36	2025-10-18 18:5	TX79124	C00763	InStore	FD091	Chocolate Cookies 10-pack	Snacks	6	358.39	25%	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25	1	
37	2025-04-24 14:1	TX79125	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	
38	2025-05-14 15:0	TX79126	C02480	SelfCheckout	FD092	Potato Chips Family Pack	Snacks	9	493.69	5%	0	175.11	Tamil Nadu	India	4221.05	318.58	16/05/25	1	
39	2025-06-20 18:3	TX79127	C01822	InStore	FD090	Milk 1 Gallon	Dairy	1	362.03	5%	0	164.27	Gujarat	India	343.93	197.76	21/06/25	1	
40	2025-04-04 16:2	TX79128	C02648	OnlineDelivery	FD090	Banana (1 lb)	Produce	3	79.16	0%	0	24.58	Tamil Nadu	India	237.48	54.58	07/04/25	3	
41	2025-09-10 10:4	TX79129	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	
42	2025-03-19 8:23	TX79130	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	
43	2025-02-18 15:5	TX79131	C04273	SelfCheckout	FD800	Lipstick Sample	Beauty	7	893.59	5%	0	350.99	Maharashtra	India	9942.37	542.61	18/02/25	1	
44	2025-05-18 15:5	TX79132	C00415	InStore	FD092	Mixed Berries 6oz	Produce	1	266.97	0%	0	106.3	Maharashtra	India	266.97	160.67	20/05/25	1	
45	2025-04-28 14:2	TX79133	C01437	InStore	FD800	Lipstick Sample	Beauty	8	782.97	10%	0	380.12	Karnataka	India	5637.38	402.85	03/05/25	1	
46	2025-08-15 17:9	TX79134	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	
47	2025-01-08 9:54	TX79135	C01488	InStore	FD402	Chicken Breast (1 lb)	Meat	1	500.54	5%	0	171.12	Karnataka	India	475.51	329.42	09/01/25	1	
48	2025-06-14 12:2	TX79136	C02790	SelfCheckout	FD102	Baguette	Bakery	5	267.16	10%	0	78.63	Karnataka	India	1202.22	188.53	20/06/25	1	
49	2025-07-15 15:4	TX79137	C03903	InStore	FD092	Mixed Berries 6oz	Produce	8	293.81	0%	0	165.7	Tamil Nadu	India	2348.88	187.81	21/07/25	1	
50	2025-03-19 16:3	TX79138	C02401	SelfCheckout	FD302	Cheddar Cheese Block	Dairy	6	528.43	5%	0	217.69	Delhi	India	3012.05	310.74	21/03/25	1	
51	2025-01-20 18:1	TX79139	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	
52	2025-05-18 9:06	TX79140	C00744	InStore	FD092	Mixed Berries 6oz	Produce	7	268.99	5%	1	117.8	Kerala	India	1788.78	151.19	26/05/25	1	
53	2025-07-08 20:4	TX79141	C01275	InStore	FD090	Milk 1 Gallon	Dairy	10	326.14	10%	0	177.8	Kerala	India	2935.26	148.54	14/07/25	1	
54	2025-06-20 13:5	TX79142	C01638	SelfCheckout	FD092	Cheddar Cheese Block	Dairy	9	484.2	10%	0	306.78	Karnataka	India	3897.92	377.47	21/06/25	1	

Final Data Raw Data



A stylized black and white line drawing of a shopping bag with a handle, containing a green rectangular object and three small green circles. The bag is tilted, and the handle is at the top right. The green object is a long, thin rectangle with rounded ends, and the three small green circles are scattered around it. The background is a light gray grid. On the left side, there is a vertical strip of colored squares: black, red, blue, green, yellow, and blue.

A stylized illustration of a shopping cart filled with green produce, symbolizing healthy eating. The cart is tilted, and the produce inside is represented by several green, rounded shapes. The background is a light gray grid pattern.

MISSING VALUES REPLACED



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Work

	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	373.9988192	9%	0	152.7326534			1995.38	212.82	06/03/25	
2	Skew								0.004075409286	0.910073208	0.5657051941	5.434964848	0.7726831382			1.441239215	1.894688326	-0.81174620882	3.879615795
3	Missing Value								0	0	0	0	0	0	0	0	0	0	0
4	DateTime	ItemID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUnit	DeliveryDate	DeliveryTimeDays	
5	2025-06-29 8:58:11	TX19002	C03207	InStore	1 FD102	Baguette	Bakery	9	250.98	9%	0	0	81.96	Rajasthan	India	2145.88	188.02	02/07/25	1
6	2025-11-09 7:03:21	TX158821	C03025	InStore	1 FD000	Sliced Ham (8 oz)	Meat	5	408.48	25%	0	0	103.32	Maharashtra	India	1521.8	245.18	10/11/25	1
7	2025-05-25 12:09:29	TX142780	C02829	OnlineDelivery	2 FD002	Mixed Berries 6oz	Produce	3	271.84	9%	0	0	108	Rajasthan	India	774.74	163.84	28/05/25	4
8	2025-01-06 14:29:00	TX142781	C01679	SelfCheckout	3 FD000	Sliced Ham (8 oz)	Meat	1	418.66	10%	0	0	167.9	Delhi	India	376.79	250.79	10/01/25	1
9	2025-10-01 20:08:38	TX142782	C00959	OnlineDelivery	2 FD103	Coleslaw	Bakery	4	159.51	20%	0	0	53.8	West Bengal	India	910.43	105.71	02/10/25	1
10	2025-01-15 11:50:47	TX03225	C00414	InStore	1 FD000	Sliced Ham (8 oz)	Meat	8	423.85	9%	0	0	189.82	Kerala	India	3221.26	234.85	16/01/25	1
11	2025-06-28 7:01:42	TX162420	C04736	SelfCheckout	3 FD001	Apples (2 lb)	Produce	5	284.56	10%	0	0	111.11	Gujarat	India	1280.52	173.45	30/06/25	1
12	2025-04-22 18:05:15	TX188758	C02855	SelfCheckout	3 FD101	Whole Wheat Bread	Bakery	10	312.17	9%	0	0	107.96	Kerala	India	2985.82	204.27	25/04/25	1
13	2025-05-18 18:48:44	TX188758	C02347	SelfCheckout	3 FD100	Granola Bars 6-pack	Snacks	5	389.96	9%	0	0	164.32	Telangana	India	1852.31	225.64	18/05/25	1
14	2025-09-04 16:12:22	TX188757	C03860	SelfCheckout	3 FD101	Whole Wheat Bread	Bakery	2	306.55	9%	0	0	100.31	Delhi	India	582.45	206.34	06/09/25	1
15	2025-04-18 11:02:38	TX188758	C02943	InStore	1 FD400	Salmon Fillet (1 lb)	Meat	7	847.80	9%	1	0	326.75	Gujarat	India	5638.73	911.18	24/04/25	1
16	2025-11-15 10:51:46	TX188758	C03206	InStore	1 FD000	Milk 1 Gallon	Dairy	4	347.48	25%	0	0	160.99	Tamil Nadu	India	1042.44	186.49	16/11/25	1
17	2025-11-24 10:07:21	TX19000	C03176	OnlineDelivery	2 FD100	Granola Bars 6-pack	Snacks	10	434.27	15%	0	0	171.4	West Bengal	India	3691.29	262.87	30/11/25	4
18	2025-02-22 15:49:27	TX19001	C03251	OnlineDelivery	2 FD400	Salmon Fillet (1 lb)	Meat	2	849.19	0%	0	0	381.6	Delhi	India	1698.38	467.59	28/02/25	4
19	2025-03-03 19:53:38	TX19002	C03543	InStore	1 FD102	Baguette	Bakery	4	238.63	10%	0	0	81.85	Telangana	India	899.07	156.78	08/03/25	1
20	2025-05-04 19:47:56	TX19003	C03853	InStore	1 FD100	Granola Bars 6-pack	Snacks	10	471.91	9%	0	0	168.32	Kerala	India	4483.15	305.59	10/05/25	1
21	2025-10-18 19:51:33	TX19004	C00729	InStore	1 FD001	Bottled Water 5L	Beverages	8	101.08	15%	0	0	32.87	Tamil Nadu	India	687.34	68.41	21/10/25	1
22	2025-01-09 16:24:19	TX19005	C01309	SelfCheckout	3 FD000	Lipstick Sample	Beauty	1	855.97	10%	0	0	328.97	Karnataka	India	770.37	527	11/01/25	1
23	2025-10-30 15:45:49	TX19006	C01013	InStore	1 FD001	Greek Yogurt 150g	Dairy	1	117.1	20%	0	0	53.63	Uttar Pradesh	India	1953.38	63.47	04/11/25	1
24	2025-04-30 17:30:43	TX19007	C00832	InStore	0 FD000	Milk 1 Gallon	Dairy	10	410.75	10%	0	0	164.05	Kerala	India	3696.75	246.7	01/05/25	1
25	2025-11-02 7:18:27	TX19008	C04812	OnlineDelivery	2 FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	0	105.54	West Bengal	India	1510.57	190.65	06/11/25	4
26	2025-05-07 18:37:28	TX19009	C02796	InStore	1 FD102	Baguette	Bakery	5.497939876	299.45	9%	0	0	85.25	Delhi	India	1422.39	214.2	11/05/25	1
27	2025-06-14 12:06:20	TX19010	C04529	InStore	1 FD000	Milk 1 Gallon	Dairy	8	381.17	15%	0	0	157.09	Kerala	India	2591.96	224.08	15/06/25	1
28	2025-03-30 16:50:43	TX19011	C00670	SelfCheckout	3 FD400	Salmon Fillet (1 lb)	Meat	6	745.78	10%	0	0	367.51	Tamil Nadu	India	4027.21	378.27	03/04/25	1
29	2025-06-04 19:38:31	TX19012	C00450	InStore	1 FD401	Ground Beef (1 lb)	Meat	7	511.82	20%	0	0	237	Karnataka	India	2866.19	274.82	06/06/25	1
30	2025-04-19 15:33:10	TX19013	C01054	InStore	1 FD103	Coleslaw	Bakery	3	163.56	9%	0	0	48.95	Gujarat	India	466.15	114.81	21/04/25	1
31	2025-06-05 17:42:53	TX19014	C04812	SelfCheckout	3 FD001	Apples (2 lb)	Produce	8	286.09	9%	0	0	118.27	Telangana	India	2174.28	167.82	10/06/25	1
32	2025-06-30 15:12:14	TX19015	C01436	OnlineDelivery	2 FD002	Sparkling Water 500ml	Beverages	5	161.42	9%	0	0	53.27	Karnataka	India	766.74	108.15	02/07/25	2
33	2025-04-04 11:15:57	TX19016	C03583	SelfCheckout	3 FD101	Whole Wheat Bread	Bakery	10	327.87	9%	0	0	95.43	Gujarat	India	3114.76	232.44	30/04/25	1
34	2025-01-04 9:29:17	TX19017	C00075	InStore	1 FD100	Granola Bars 6-pack	Snacks	10	372.2	10%	0	0	172.87	Maharashtra	India	3349.8	199.32	05/01/25	1
35	2025-05-27 15:58:14	TX19018	C03179	SelfCheckout	3 FD000	Banana (1 lb)	Produce	9	85.35	9%	0	0	26.22	Delhi	India	729.74	58.13	28/05/25	1
36	2025-05-07 18:37:28	TX19019	C02796	InStore	1 FD102	Baguette	Bakery	4	286.73	9%	0	0	86.54	Tamil Nadu	India	1089.57	200.19	12/05/25	1
37	2025-06-13 9:20:00	TX19020	C01200	InStore	1 FD002	Sparkling Water 500ml	Beverages	5	161.06	20%	0	0	58.43	Karnataka	India	644.24	102.63	18/06/25	1
38	2025-06-20 16:54:50	TX19021	C04851	InStore	1 FD101	Whole Wheat Bread	Bakery	6	298.16	0%	0	0	94.9	Rajasthan	India	1788.96	203.26	24/06/25	1
39	2025-07-07 14:11:05	TX19023	C03270	InStore	1 FD000	Sliced Ham (8 oz)	Meat	1	399.49	9%	0	0	164.33	Karnataka	India	379.52	235.16	08/07/25	1
40	2025-10-18 18:55:49	TX19024	C00763	InStore	1 FD101	Chocolate Cookies 10-pack	Snacks	6	358.39	25%	0	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25	1
41	2025-04-28 14:12:10	TX19025	C04406	InStore	1 FD402	Chicken Breast (1 lb)	Meat	4	404.87	10%	0	0	175	Uttar Pradesh	India	1457.53	229.87	27/04/25	1
42	2025-05-14 15:06:11	TX19026	C02460	SelfCheckout	3 FD102	Potato Chips Family Pack	Snacks	9	493.69	9%	0	0	175.11	Tamil Nadu	India	4221.05	318.58	18/05/25	1
43	2025-06-20 18:33:31	TX19027	C01922	InStore	1 FD000	Milk 1 Gallon	Dairy	1	362.03	9%	0	0	164.27	Gujarat	India	343.93	197.76	21/06/25	1
44	2025-04-04 15:26:45	TX19028	C02648	OnlineDelivery	2 FD000	Banana (1 lb)	Produce	3	79.16	0%	0	0	24.58	Tamil Nadu	India	237.48	54.58	07/04/25	2
45	2025-06-10 10:48:12	TX19029	C03834	InStore	1 FD002	Sparkling Water 500ml	Beverages	2	156.12	9%	0	0	49.54	Uttar Pradesh	India	296.63	106.58	13/06/25	1
46	2025-03-19 8:23:36	TX19030	C03388	InStore	1 FD401	Ground Beef (1 lb)	Meat	2	574.62	0%	0	0	253.81	Maharashtra	India	1149.24	340.81	26/03/25	1
47	2025-02-18 15:51:33	TX19031	C04273	SelfCheckout	3 FD800	Lipstick Sample	Beauty	7	893.59	9%	0	0	350.98	Maharashtra	India	5942.37	542.81	18/02/25	1
48	2025-05-18 15:57:02	TX19032	C00415	InStore	1 FD002	Mixed Berries 6oz	Produce	1	266.97	0%	0	0	106.3	Maharashtra	India	266.97	160.67	26/05/25	1
49	2025-04-28 14:24:19	TX19033	C01437	InStore	1 FD000	Lipstick Sample	Beauty	8	782.97	10%	0	0	380.12	Karnataka	India	5637.38	402.85	03/05/25	1
50	2025-06-15 17:01:30	TX19034	C01382	SelfCheckout	3 FD400	Salmon Fillet (1 lb)	Meat	1	688.53	15%	0	0	325.73	Kerala	India	585.25	382.8	18/06/25	1
51	2025-01-08 9:54:51	TX19035	C01468	InStore	1 FD402	Chicken Breast (1 lb)	Meat	1	500.54	9%	0	0	171.12	Karnataka	India	475.51	329.42	09/01/25	1
52	2025-06-14 12:23:00	TX19036	C02700	SelfCheckout	3 FD102	Baguette	Bakery	5	267.16	10%	0	0	78.83	Karnataka	India	1202.22	188.53	20/06/25	1
53	2025-07-15 15:42:15	TX19037	C03903	InStore	1 FD002	Mixed Berries 6oz	Produce	8	293.61	0%	0	0	105.7	Tamil Nadu	India	2348.88	187.81	21/07/25	1
54	2025-03-19 16:37:19	TX19038	C02401	SelfCheckout	3 FD002	Cheddar Cheese Block	Dairy	6	528.43	9%	0	0	217.69	Delhi	India	3012.05	310.74	21/03/25	1
55	2025-01-20 18:19:40	TX19039	C00757	InStore	1 FD401	Ground Beef (1 lb)	Meat	4	545.94	0%	0	0	244.65	West Bengal	India	2183.76	301.29	23/01/25	1
56	2025-05-18 9:58:05	TX19040	C03746	InStore	1 FD002	Mixed Berries 6oz	Produce	7	768.99	9%	1	0	117.8	Kerala	India	1788.78	151.19	26/05/25	1

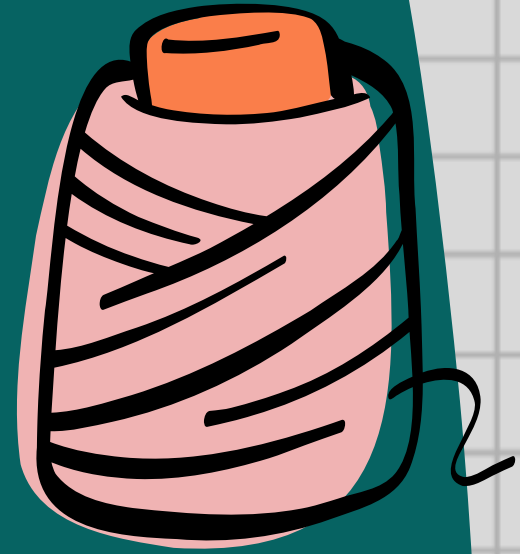
Final Data

New Data



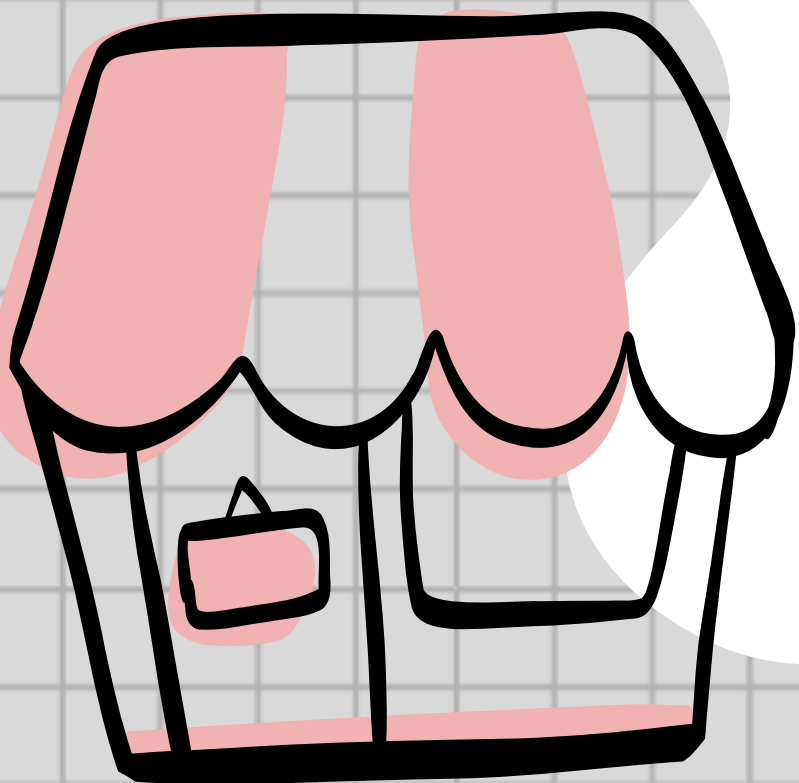
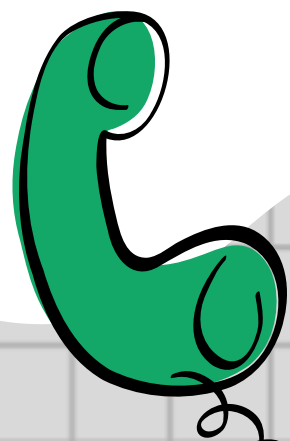
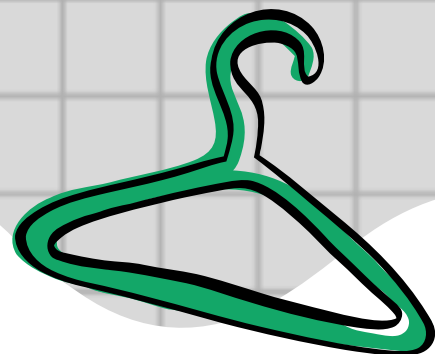
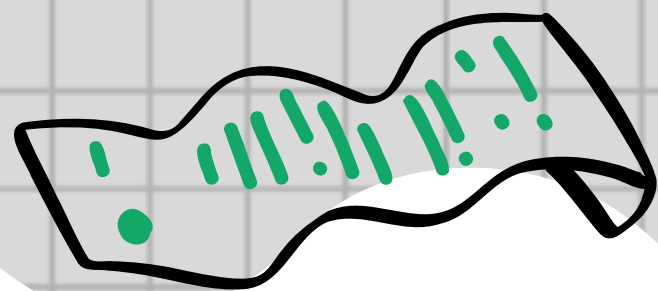
DASHBOARD





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