

RETAIL ANALYTICS

SALES, PROFITABILITY & OPERATIONAL
PERFORMANCE ANALYSIS

Tool Used: Google Sheets , Google Colab

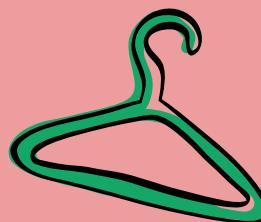
Techniques: Pivot Tables, Charts, Dashboard

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

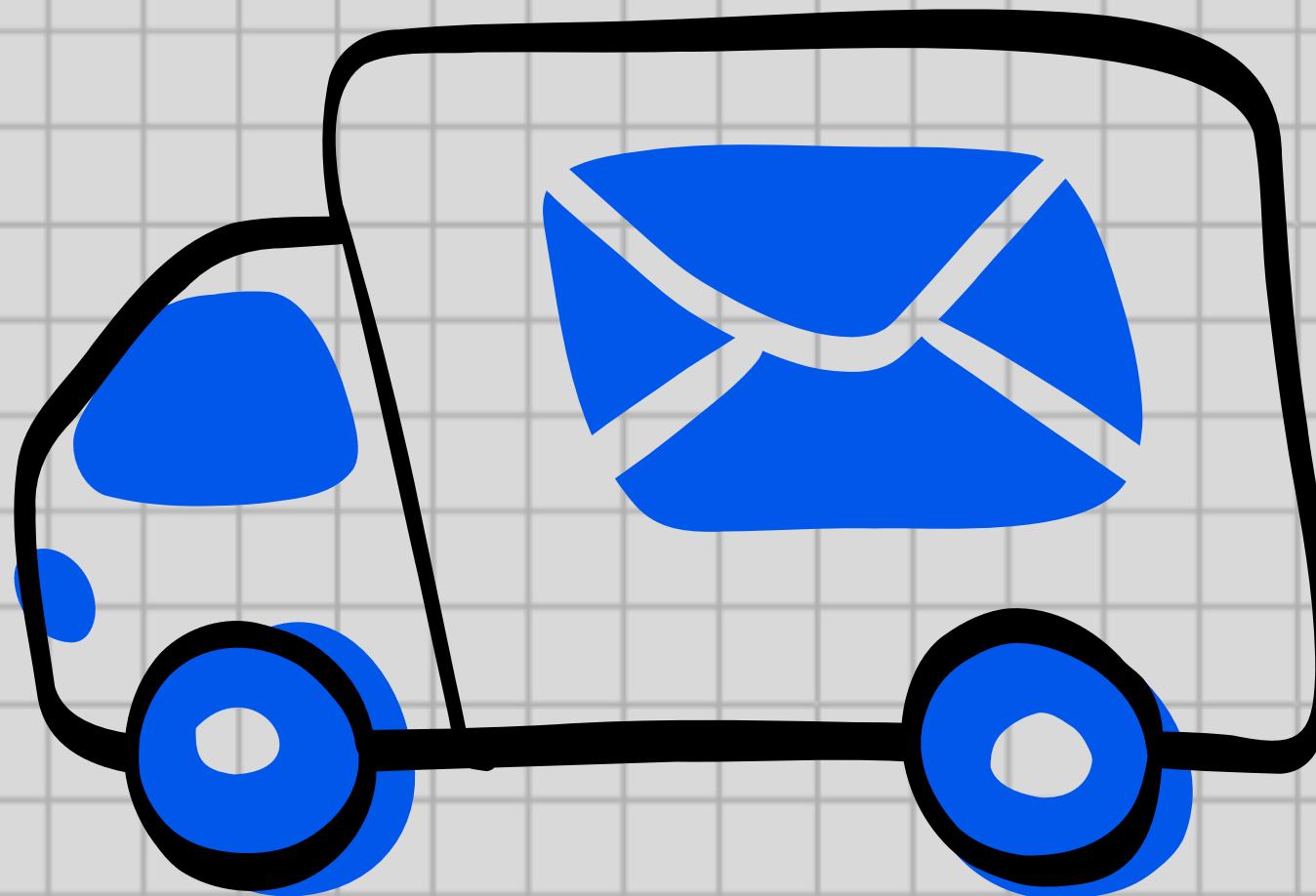
Data Type: Synthetic Data(Generated)

Usage: Sales analysis, profitability assessment, channel comparison, and operational performance evaluation using pivot tables and dashboards.



Key Performance Indicators

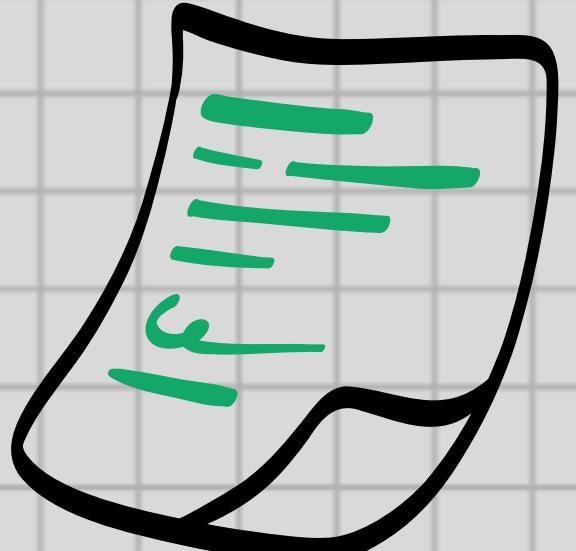
-RETAIL ANALYTICS



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

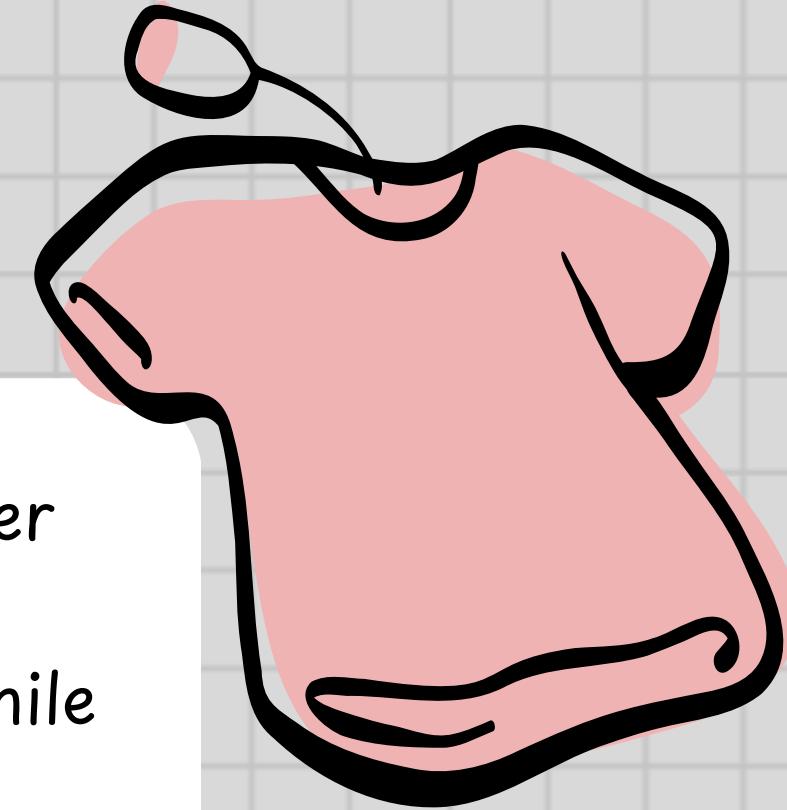
CHART GENERATION FOR TRENDS AND COMPARISONS

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

KPMG Final Data

File Edit View Insert Format Data Tools Help Accessibility

Conditional format rules

Remove duplicates

28 duplicate rows found and removed.

100001 unique rows remain.

OK

Count: 1,799,981

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
DateTime	TxnID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUni	DeliveryDate
2025-06-29 8:58	TX70022	C03207	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.96	Rajasthan	India	2145.88	169.02	02/07/25
2025-11-09 7:03	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	
2025-05-25 12:0	TX142780	C02829	OnlineDelivery	FD202	Mixed Berries 6c Produce	3	271.84	5%	0	108	Rajasthan	India	774.74	163.84	29/05/25	
2025-01-06 14:2	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	
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
2025-01-15 11:5	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	
2025-06-28 7:01	TX162420	C04736	SelfCheckout	FD201	Apples (2 lb)	Produce	5	284.56	10%	0	111.11	Gujarat	India	1280.52	173.45	30/06/25
2025-04-22 16:0	TX169755	C02855	SelfCheckout	FD101	Whole Wheat Br Bakery	10	312.17	5%	0	107.96	Kerala	India	2965.62	204.21	25/04/25	
2025-05-14 18:4	TX169756	C02347	SelfCheckout	FD700	Granola Bars 6-p Snacks	5	389.96	5%	0	164.32	Telangana	India	1852.31	225.64	19/05/25	
2025-09-04 16:1	TX169757	C03860	SelfCheckout	FD101	Whole Wheat Br Bakery	2	306.55	5%	0	100.31	Delhi	India	582.45	206.24	06/09/25	
2025-04-18 11:0	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	
2025-11-15 10:5	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
2025-11-24 10:0	TX70000	C03176	OnlineDelivery	FD700	Granola Bars 6-p Snacks	10	434.27	15%	0	171.4	West Bengal	India	3691.29	262.87	30/11/25	
2025-02-22 15:4	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	
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
2025-05-04 19:4	TX70003	C03853	InStore	FD700	Granola Bars 6-p Snacks	10	471.91	5%	0	166.32	Kerala	India	4483.15	305.59	10/05/25	
2025-10-18 19:5	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	
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
2025-10-30 15:4	TX70006	C01513	InStore	FD301	Greek Yogurt 1l Dairy		1	117.1	25%	0	53.63	Uttar Pradesh	India	63.47	04/11/25	
2025-04-30 17:2	TX70007	C00832		FD300	Milk 1 Gallon	Dairy					3696.75	246.7	01/05/25			
2025-11-02 7:16	TX70008	C04612	OnlineDelivery	FD101	Whole Wheat Br Bakery						1510.57	190.65	06/11/25			
2025-05-07 18:3	TX70009	C02796	InStore	FD102	Baguette	Bakery					1422.39	214.2	11/05/25			
2025-08-14 12:0	TX70010	C04529	InStore	FD300	Milk 1 Gallon	Dairy					2591.96	224.08	15/08/25			
2025-03-30 16:5	TX70011	C00670	SelfCheckout	FD400	Salmon Fillet (1 lb) Meat						4027.21	378.27	03/04/25			
2025-08-04 19:3	TX70012	C00450	InStore	FD401	Ground Beef (1 lb) Meat						2866.19	274.82	06/08/25			
2025-04-19 15:3	TX70013	C01054	InStore	FD103	Croissant	Bakery					466.15	114.61	21/04/25			
2025-06-05 17:4	TX70014	C04612	SelfCheckout	FD201	Apples (2 lb)	Produce					2174.28	167.82	10/06/25			
2025-06-30 15:1	TX70015	C01436	OnlineDelivery	FD602	Sparkling Water	Beverages					766.74	108.15	02/07/25			
2025-04-24 11:1	TX70016	C03583	SelfCheckout	FD101	Whole Wheat Br Bakery						3114.76	232.44	30/04/25			
2025-01-04 9:29	TX70017	C00075	InStore	FD700	Granola Bars 6-p Snacks		10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25
2025-05-27 15:5	TX70018	C03779	SelfCheckout	FD200	Banana (1 lb)	Produce	9	85.35	5%	0	26.22	Delhi	India	729.74	59.13	28/05/25
2025-05-07 18:3	TX70019	C02796	InStore	FD102	Baguette	Bakery	4	286.73	5%	0	86.54	Tamil Nadu	India	1089.57	200.19	12/05/25
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
2025-06-20 16:5	TX70021	C04651	InStore	FD101	Whole Wheat Br Bakery		6	298.16	0%	0	94.9	Rajasthan	India	1788.96	203.26	24/06/25
2025-07-07 14:1	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
2025-10-18 18:5	TX70024	C00763	InStore	FD701	Chocolate Cookie Snacks		6	358.39	25%	0	138.74	Rajasthan	India	1612.76	219.65	23/10/25
2025-04-24 14:1	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
2025-05-14 15:0	TX70026	C02460	SelfCheckout	FD702	Potato Chips Fai Snacks		9	493.69	5%	0	175.11	Tamil Nadu	India	4221.05	318.58	16/05/25
2025-06-20 18:3	TX70027	C01922	InStore	FD300	Milk 1 Gallon	Dairy	1	362.03	5%	0	164.27	Gujarat	India	343.93	197.76	21/06/25
2025-04-04 15:2	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
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
2025-03-19 8:23	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
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
2025-05-18 15:5	TX70032	C00415	InStore	FD202	Mixed Berries 6c Produce		1	266.97	0%	0	106.3	Maharashtra	India	266.97	160.67	20/05/25
2025-04-28 14:2	TX70033	C01437	InStore	FD800	Lipstick Sample											

MISSING VALUES

KPMG Final Data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
2	Date	Time	TxnID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUni	DeliveryDate	DeliveryTimeDays	Total Missing Value
3	2025-06-29	8:58	TX70022	C03207	InStore	FD102	Baguette	Bakery	9	250.98	5%	0	81.96	Rajasthan	India	2145.88	169.02	02/07/25	1	37
4	2025-11-09	7:03	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	
5	2025-05-25	12:0	TX142780	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	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	
7	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	1	
8	2025-01-15	11:5	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	
9	2025-06-28	7:01	TX162420	C04736	SelfCheckout	FD201	Apples (2 lb)	Produce	5	284.56	10%	0	111.1	Gujarat	India	1280.52	173.45	30/06/25	1	
10	2025-04-22	16:0	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	
11	2025-05-14	18:4	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	
12	2025-09-04	16:1	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	
13	2025-04-18	11:0	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	
14	2025-11-15	10:5	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	
15	2025-11-24	10:0	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	
16	2025-02-22	15:4	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	
17	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	1	
18	2025-05-04	19:4	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	
19	2025-10-18	19:5	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	
20	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	1	
21	2025-10-30	15:4	TX70006	C01513	InStore	FD301	Greek Yogurt 150g	Dairy	1	117.1	25%	0	53.63	Uttar Pradesh	India	63.47	04/11/25			
22	2025-04-30	17:2	TX70007	C00832	InStore	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	TX70008	C04612	OnlineDelivery	FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	105.54	West Bengal	India	1510.57	190.65	06/11/25	4	
24	2025-05-18	18:3	TX70009	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	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	
26	2025-03-30	16:5	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	
27	2025-08-04	19:3	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	
28	2025-04-19	15:3	TX70013	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	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	
30	2025-06-30	15:1	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	
31	2025-04-24	11:1	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	
32	2025-01-04	9:29	TX70017	C00075	InStore	FD700	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25	1	
33	2025-05-27	15:5	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	
34	2025-05-07	18:3	TX70019	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	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	
36	2025-06-20	16:5	TX70021	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	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	
38	2025-10-18	18:5	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	
39	2025-04-24	14:1	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	
40	2025-05-14	15:0	TX70026	C02460	SelfCheckout	FD702	Potato Chips Family Pack	Snacks	9	493.69	5%</td									

SKEWNESS AND AVERAGE

KPMG Final Data

File Edit View Insert Format Data Tools Extensions Help Accessibility

ItemName

Average/Mean/Mode	5.497939876	373.5988152	9%	0	152.7325534	1503.38	212.02	06/23/25	1,441,056.67	1,096,049.564	-0.01174620882	3,875,615,705						
Skew	0.000675389018.910073208	0.5657051941	5.634964848	0.7726831382														
Missing Value	0	0	12	0	0	0	6	0	0	0	0	0						
DateTime	TxID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUni	DeliveryDate	DeliveryTimeDays	Total Missing
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	37
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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		
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	
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	06/11/25	4	
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	
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	
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	
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	
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	
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	
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	
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	
2025-01-04 09:29:17	TX70017	C00075	InStore	FD700	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25	1	
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	
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	
2025-08-13 09:20:00	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	
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	203.26	24/06/25	1	
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	
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	
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	
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	4				

MISSING VALUES REPLACED

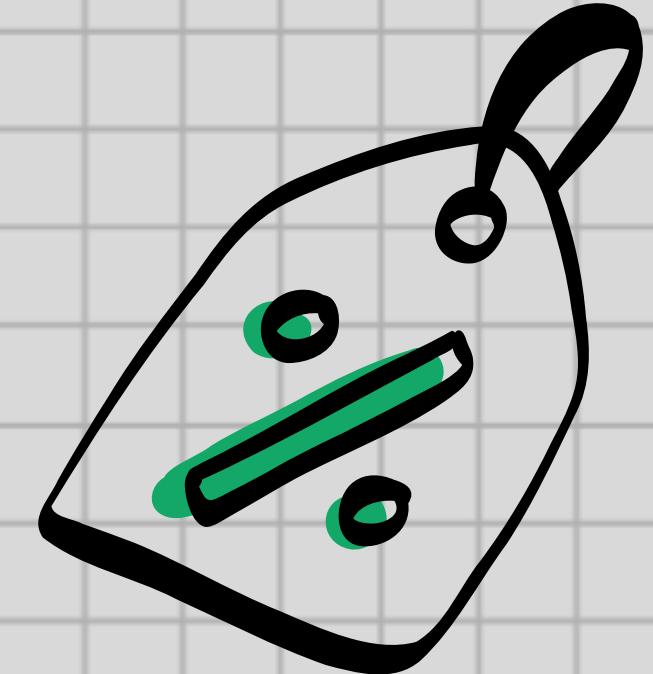


A screenshot of a Google Sheets document titled "KPMG Final Data" showing a large dataset of transactional data. The data includes columns for Date, Time, Transaction ID, Customer ID, Channel, Item ID, Item Name, Category, Quantity, Unit Price, Discount, Return, Cost, State, Country, Total Sales, Profit per Unit, Delivery Date, and Delivery Time Days. The dataset spans from row 4 to 56, containing over 50 rows of data. The top of the sheet has several summary statistics and formulas: Average/Mean/Mode (5.497939876, 373.5988152, 9%, 0, 152.7325534), Skew (0.000675409280, 0.910073208, 0.5657051941, 5.634964848, 0.7726831382), and a timestamp (06/23/25). The browser interface shows multiple tabs and the date Mon 5 Jan 1:12 PM.

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					0.000675409280	0.910073208	0.5657051941	5.634964848	0.7726831382					1.441239215	1.096088336	-0.01174620882	3.875615705	
3	Missing Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
4	Date	Time	TxnID	CustomerID	Channel	ItemID	ItemName	Category	Quantity	UnitPrice	Discount	Return	Cost	State	Country	TotalSales	ProfitPerUni	DeliveryDate	DeliveryTimeDays
5	2025-06-29	8:58:11	TX70022	C03207	InStore	1 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	1 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	2 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	3 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	2 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	1 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	3 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	3 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	3 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	3 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	1 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	1 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	2 FD700	Granola Bars 6-pack	Snacks	10	434.27	15%	0	171.14	West Bengal	India	3691.29	262.87	30/11/25	€
18	2025-02-22	15:49:27	TX70001	C03251	OnlineDelivery	2 FD400	Salmon Fillet (1 lb)	Meat	2	849.19	0%	0	381.6	Delhi	India	1698.38	467.59	28/02/25	€
19	2025-03-03	19:53:38	TX70002	C03543	InStore	1 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	1 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	1 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	3 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	1 FD301	Greek Yogurt 150g	Dairy	1	117.1	25%	0	53.63	Uttar Pradesh	India	1503.38	63.47	04/11/25	1
24	2025-04-30	17:20:43	TX70007	C00832	InStore	0 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	2 FD101	Whole Wheat Bread	Bakery	6	296.19	15%	0	105.54	West Bengal	India	1510.57	190.65	06/11/25	4
26	2025-05-07	18:37:28	TX70009	C02796	InStore	1 FD102	Baguette	Bakery	5.497939876	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	1 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	3 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	1 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	1 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	3 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	2 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	3 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	1 FD700	Granola Bars 6-pack	Snacks	10	372.2	10%	0	172.87	Maharashtra	India	3349.8	199.33	05/01/25	1
35	2025-05-27	15:58:14	TX70018	C03779	SelfCheckout	3 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	1 FD102	Baguette	Bakery	4	286.73	5%	0	86.54	Tamil Nadu	India	1089.57	200.19	12/05/25	1



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

