**Project Report:**

**Nykaa Sales Performance Analysis**

**Problem Statement:**

Nykaa, being a leading e-commerce platform in the beauty and wellness industry, generates millions of transactions across **different regions, states, cities, product categories, and brands**.

key issues:

* **Lack of Centralized Sales Insights**
* **Difficulty in Tracking Regional Performance**
* **Unclear Customer Insights**
* **Profitability & Discount Impact**
* **Decision-Making Bottleneck**

This project solves these issues by **transforming raw sales data into an interactive Power BI dashboard** that delivers **real-time, data-driven insights** for better decision-making.

## Objective

This project is to **analyze Nykaa’s sales performance** across multiple dimensions such as **time, region, state, product category, customer behavior, and profit margins**. The goal is to derive **actionable insights** that help in improving **revenue, profitability, and customer engagement strategies**.

**Tools & Technologies Used**

* **Excel** → Data cleaning, preprocessing, and mock dataset creation (2000+ rows, 15 columns).
* **Power BI** → Data modeling, DAX calculations, and dashboard development.
* **DAX (Data Analysis Expressions)** → Created custom measures such as:
  + 1. Total Units Sold = SUM('nykaa\_sales\_performance\_project'[Units\_Sold])
    2. Total Revenue = SUM('nykaa\_sales\_performance\_project'[Revenue])
    3. Total Profit = SUM('nykaa\_sales\_performance\_project'[Net\_Profit])
    4. Profit Margin % = DIVIDE([Total Profit], [Total Revenue], 0)
* **Maps & Visualizations** → Geographical sales analysis with location filtering.

**Key Features of the Dashboard**

**1. Centralized KPIs at a Glance**

* Displays major performance indicators at the top:
* Helps management quickly assess overall performance.

**2. Time-Based Sales & Profit Tracking**

* **Date Range Filter (Slicer):** Allows users to select custom time periods.
* **Line Chart:** Tracks **Net Profit vs Revenue by Month**, identifying seasonal sales patterns and revenue growth trends.

**3. Regional & State-Wise Performance**

* **Map Visualization:** Highlights customer and revenue distribution across different states of India.
* **Pie Chart:** Shows **Customer Distribution by Region (North, South, East, West)**.

**4. Profitability Insights**

* **Gauge Chart:** Visualizes **Profit Margin %**, helping to track profitability health.
* **Card Visualization:** Shows Price & Profit vs Goal, allowing businesses to measure against targets.

**5. Interactive Filters & Ranking**

* **Region, State, City Filters** enable drill-down analysis.
* **Ranking Filter (1–5)** allows comparison of top-performing customers/products.

**Outcome**

* Sales managers can now **monitor performance across regions, states, and categories in real-time**.
* Business leaders can **identify profitable customer segments and products**.
* The dashboard has improved **decision-making efficiency by reducing manual reporting efforts**.