

Power BI Project: Inventory & Product Performance Deep Dive

Live Dashboard

Wanna poke around the dashboard yourself? Here's the link:

[Click Me](#)

Project Overview

I built this Power BI dashboard to make sense of inventory chaos and spotlight what's actually making money in a global retail setup. Think of it as your backstage pass for sales, ops, and supply chain folks to wrangle stock, track sales (by product, by country, whatever), and see which categories are carrying the team.

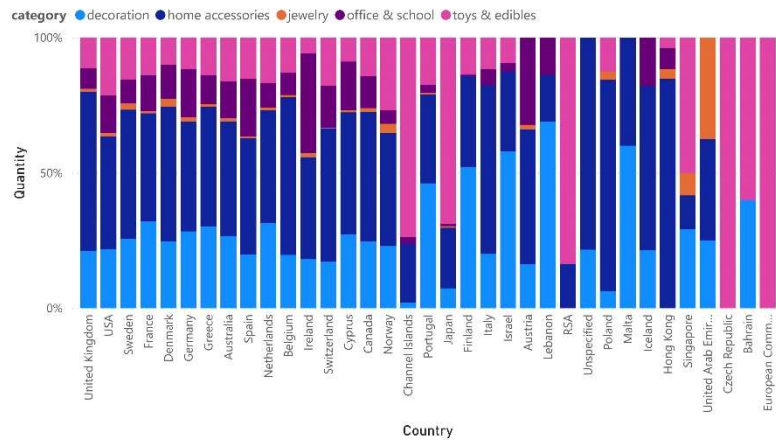
Key Features & Metrics

- Top-selling product charts — see who's bringing in the big bucks.
- Geographic breakdown — where products are moving (or not) by country/category.
- COGS & profit by category — because margins matter if you don't wanna go broke.
- Yearly sales and quantity trends — spot unusual peaks or dips.
- ABC inventory buckets — sort what needs attention vs. what can rest easy.
- Turnover rates — identify hot sellers vs. slow movers.

Visual Highlights

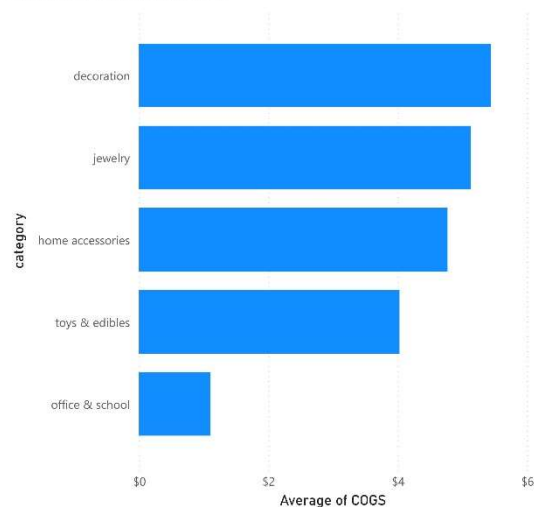
Description	Quantity	Sum of Retail_Price
3 DRAWER ANTIQUE WHITE WOOD CABINET	742	\$13.32
3 RAFFIA RIBBONS VINTAGE CHRISTMAS	827	\$1.88
3 WHITE CHOC MORRIS BOXED CANDLES	950	\$2.47
3D SHEET OF DOG STICKERS	426	\$1.9
A PRETTY THANK YOU CARD	456	\$1.3
ANTIQUE OLIVE GREEN FLOWER EARRINGS	7	\$6.68
ASSORTED TOFFEE CHOCOLATE	878	\$4.3
ASSORTED TUTTI FRUTTI HEART BOX	215	\$2.47
BEADED CRYSTAL HEART GREEN ON STICK	623	\$1.88
BLACK MEDIUM GLASS CAKE STAND	19	\$5.99
BLACK SQUARE TABLE CLOCK	116	\$7.7
BLACK/WHITE GLASS/SILVER BRACELET	11	\$14.48
BLUE CHENILLE SHAGGY CUSHION COVER	43	\$1.9
BLUE FLY SWAT	179	\$1.82
BLUE WIRE SPIRAL CANDLE HOLDER	12	\$9.66
CHAMPAGNE TRAY BLANK CARD	8	\$0.97
CHILDRENS CUTLERY POLKADOT GREEN	1829	\$12.39
CHRISTMAS CRAFT TREE TOP ANGEL	2796	\$3.31
CHRISTMAS TOILET ROLL	3731	\$2.47
CLASSIC DIAMANTE EARRINGS SET	14	\$4.79
CLASSIC METAL BIRDCAGE PLANT HOLDER	978	\$18.68
DIAMANTE HAIR GRIP PACK/2 PERIDOT	25	\$3.09
DIAMANTE NECKLACE	3	\$12.44
DIAMANTE RING ASSORTED IN BOX.	1008	\$2.47
DOILEY BISCUIT TIN	120	\$4.78
DOILEY STORAGE TIN	1094	\$4.78
Total	135787	\$709.5

Quantity by Country and category

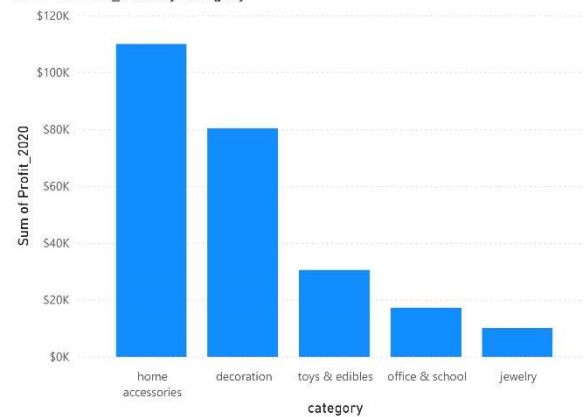


Money-makers front and center—these “A” players deserve all your attention.

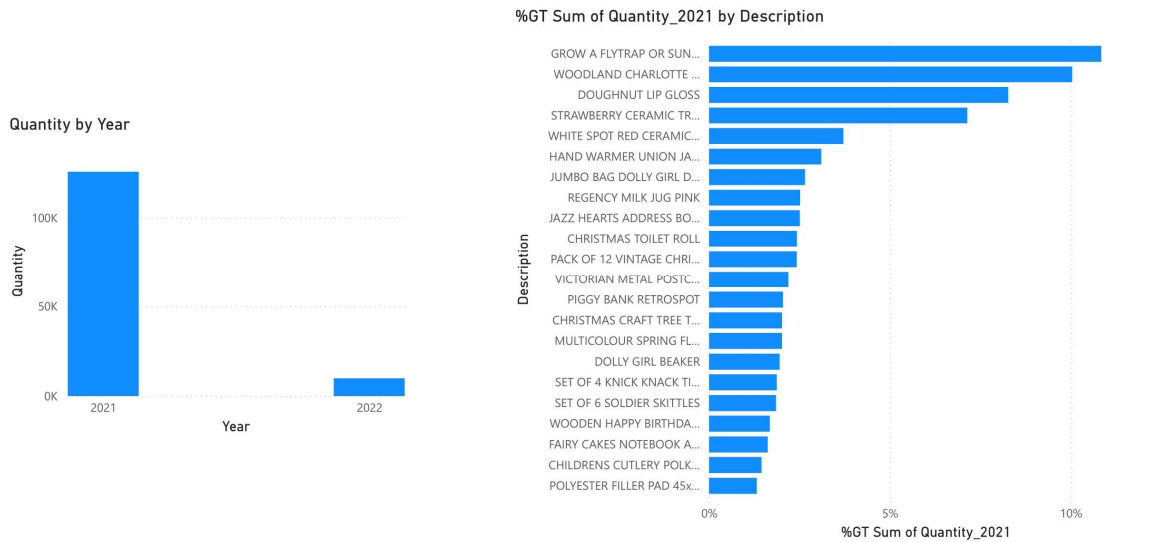
Average of COGS by category



Sum of Profit_2020 by category



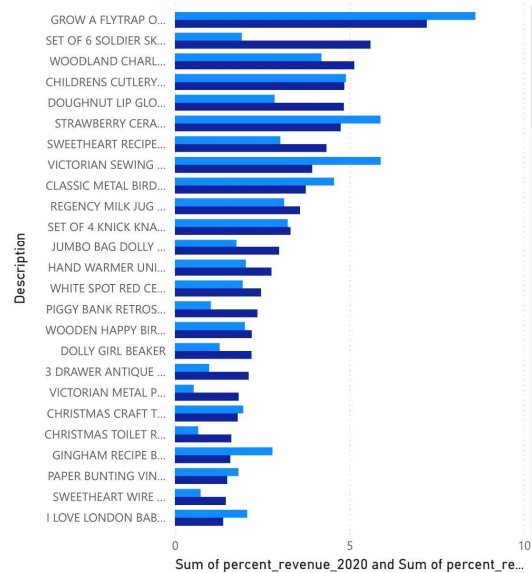
See which countries are actually buying your stuff. Spoiler: UK and USA are crushing it.



How much you're actually paying per unit, broken down by category.

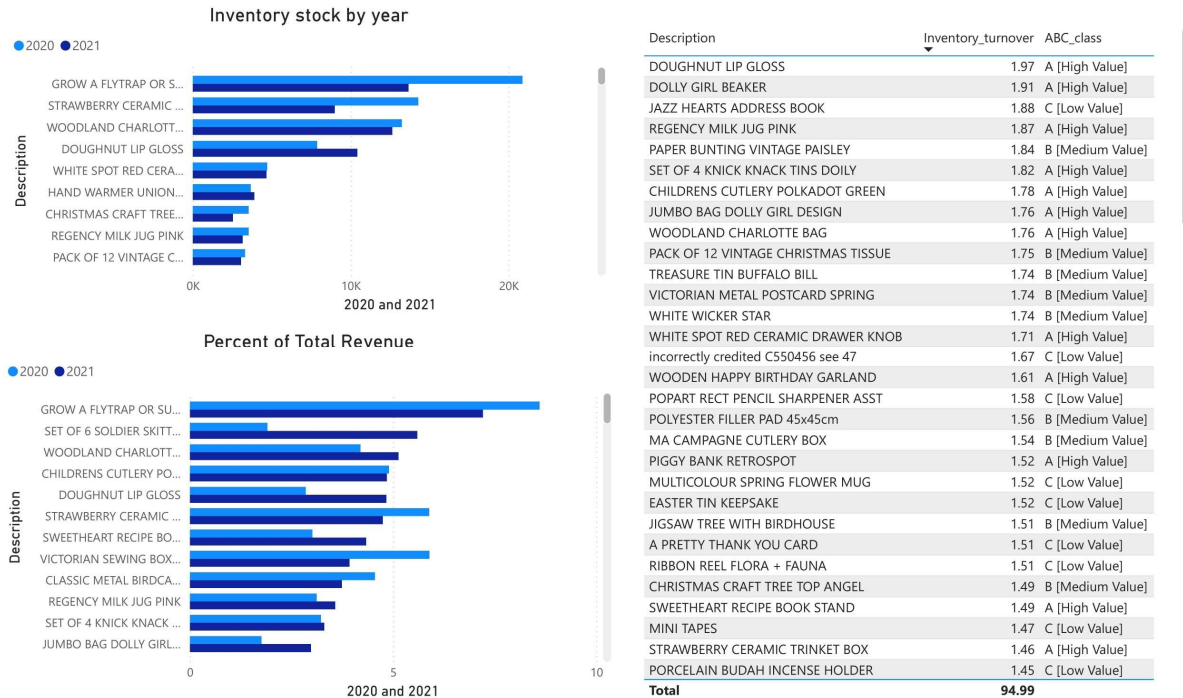
Sum of percent_revenue_2020 and Sum of percent_revenue_2021 by Description

Sum of percent_revenue_2020 Sum of percent_revenue_2021

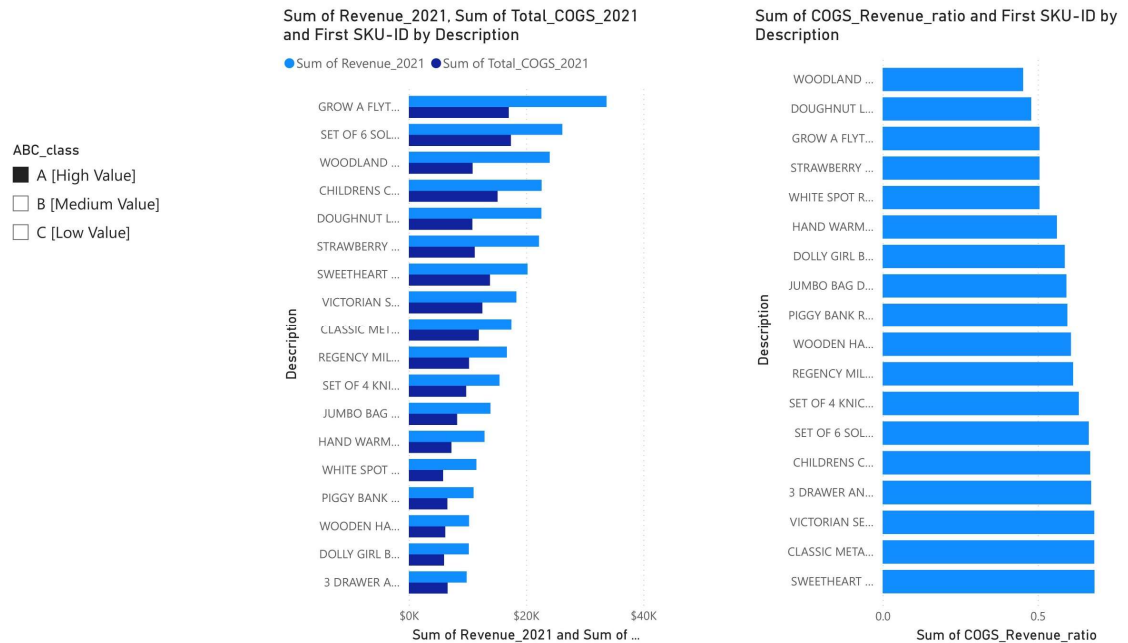


Description	Revenue_2021	percent_revenue_2021	ABC_class
GROW A FLYTRAP OR SUNFLOWER IN TIN	\$33,717.97	7.21	A [High Value]
SET OF 6 SOLDIER SKITTLES	\$26,176.26	5.60	A [High Value]
WOODLAND CHARLOTTE BAG	\$24,014.10	5.14	A [High Value]
CHILDRENS CUTLERY POLKADOT GREEN	\$22,661.31	4.85	A [High Value]
DOUGHNUT LIP GLOSS	\$22,600.55	4.83	A [High Value]
STRAWBERRY CERAMIC TRINKET BOX	\$22,205.30	4.75	A [High Value]
SWEETHEART RECIPE BOOK STAND	\$20,275.92	4.34	A [High Value]
VICTORIAN SEWING BOX SMALL	\$18,360.40	3.93	A [High Value]
CLASSIC METAL BIRDCAGE PLANT HOLDER	\$17,503.16	3.74	A [High Value]
REGENCY MILK JUG PINK	\$16,737.56	3.58	A [High Value]
SET OF 4 KNICK KNACK TINS DOILY	\$15,481.60	3.31	A [High Value]
JUMBO BAG DOLLY GIRL DESIGN	\$13,940.31	2.98	A [High Value]
HAND WARMER UNION JACK	\$12,928.86	2.77	A [High Value]
WHITE SPOT RED CERAMIC DRAWER KNOB	\$11,539.84	2.47	A [High Value]
PIGGY BANK RETROSPOT	\$11,046.70	2.36	A [High Value]
WOODEN HAPPY BIRTHDAY GARLAND	\$10,269.18	2.20	A [High Value]
DOLLY GIRL BEAKER	\$10,237.35	2.19	A [High Value]
3 DRAWER ANTIQUE WHITE WOOD CABINET	\$9,883.44	2.11	A [High Value]
VICTORIAN METAL POSTCARD SPRING	\$8,540.76	1.83	B [Medium Value]
CHRISTMAS CRAFT TREE TOP ANGEL	\$8,407.40	1.80	B [Medium Value]
CHRISTMAS TOILET ROLL	\$7,548.32	1.61	B [Medium Value]
GINGHAM RECIPE BOOK BOX	\$7,418.72	1.59	B [Medium Value]
PAPER BUNTING VINTAGE PAISLEY	\$6,993.54	1.50	B [Medium Value]
SWEETHEART WIRE MAGAZINE RACK	\$6,799.12	1.45	B [Medium Value]
I LOVE LONDON BABY GIFT SET	\$6,469.80	1.38	B [Medium Value]
ROSE CARAVAN DOORSTOP	\$5,610.78	1.20	B [Medium Value]
WHITE WICKER STAR	\$5,405.91	1.16	B [Medium Value]
Total	\$467,486.81	100.00	

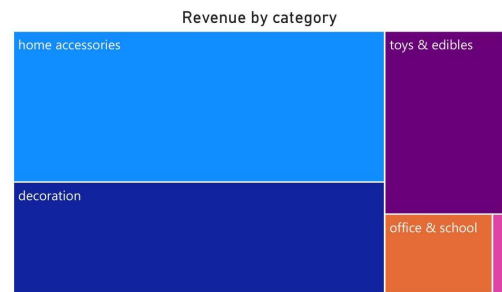
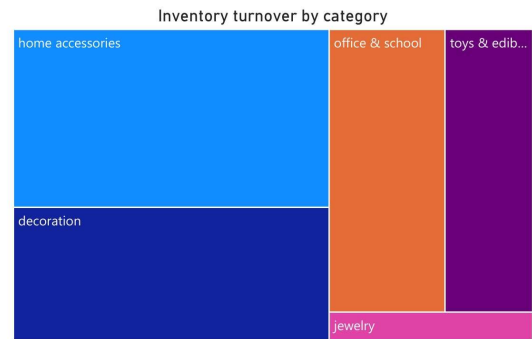
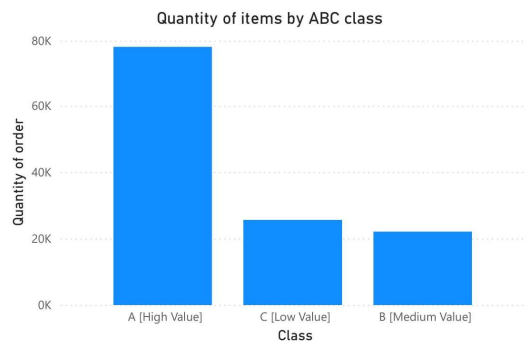
Which categories are fattening the bottom line.



Annual sales rollercoaster—see those peaks? Yeah, that’s when things got wild.



ABC analysis: A = High value, B = Moderate, C = Clearance rack.

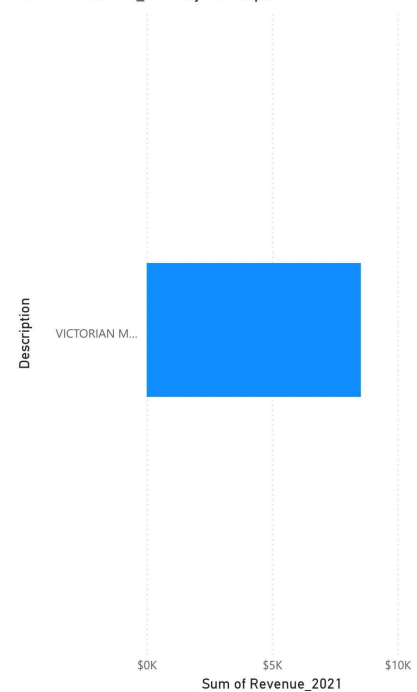


Compare top products' revenue year-on-year.

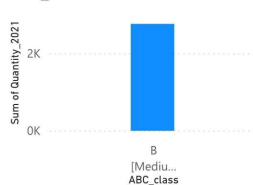
Quantity by Country



Sum of Revenue_2021 by Description

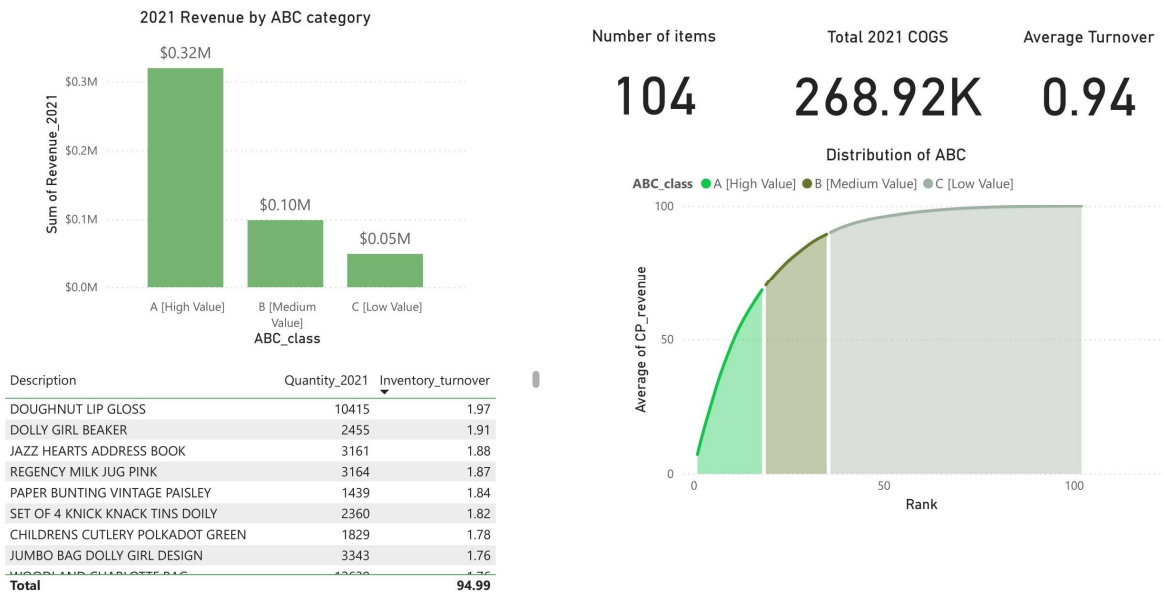


Sum of Quantity_2021 by ABC_class



Description	Inventory_turnover	Quantity_2021
VICTORIAN METAL POSTCARD SPRING	1.74	2764
Total	1.74	2764

Who's flying off the shelves vs. gathering dust.



Categories that are both profitable AND fast movers.

Key Insights

- A-class products bring in most of the cash, but don't always move fastest.
- UK and US are leading markets, with strong European contributions.
- Home accessories and décor provide best cost control and margin gains.
- Certain products deliver consistent year-on-year growth—restock and promote them.
- ABC analysis is a quick cheat sheet for prioritizing stock management.
- Slow movers in C-class may need rethinking or removal.

How to Use the Dashboard

1. Open the dashboard link for full interactivity.
2. Use filters and visuals for quick exploration.
3. Apply insights directly: restock winners, optimize categories, cut deadweight.

About the Project

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Note: All data and charts are for educational and portfolio purposes only.