



Retail Sales Analysis Dashboard

BY KISLAY GAUR

PROBLEM STATEMENT/OBJECTIVE

- The company lacks a clear view of performance across products, regions, and customer segments.
- Business wants to optimize profitability, reduce losses, and identify high-performing areas.
- The Goal is to analyze sales & profit data to help stakeholders make data-driven decisions.

Clear all slicers

Total sales

\$2.3M



Total Profit

\$286K



Total Orders

10K



Profit Margin

12.47%



YoY Sales Growth %

47%



Date

All

Region

All

Category

All

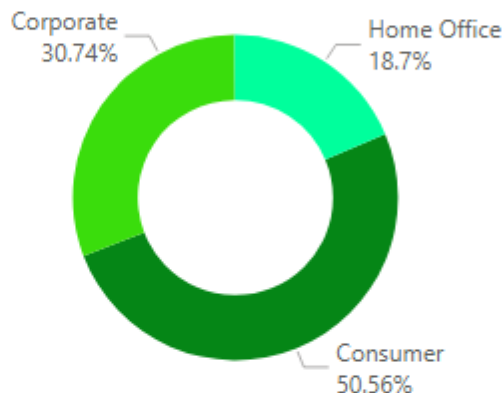
Segment

All

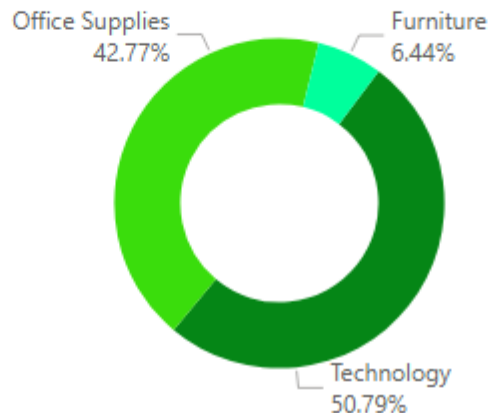
Key Insights

- 🔥 **Total Sales:** ₹2.3M from 10K orders with an average order value of ₹230.
- 📊 **Profit Margin:** 7.56%, led by the Technology category contributing over 50% of total profit.
- 🌐 **Regional Performance:** The West region dominates in both sales (₹725K) and profit (₹108K).
- 📅 **Peak Sales:** Highest monthly sales observed in November.
- ⚠️ **Underperformers:** Furniture lags in profit (₹18K), and some subcategories like Tables and Bookcases show negative returns.

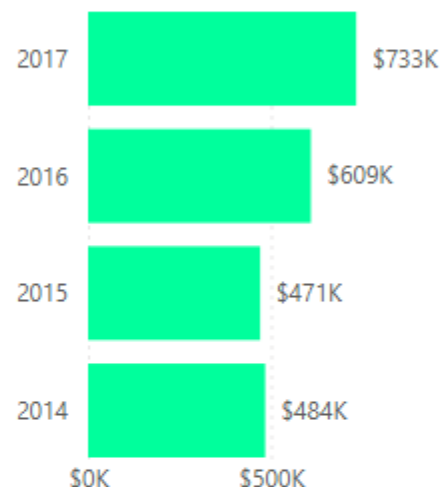
Sales Distribution by Customer Segment



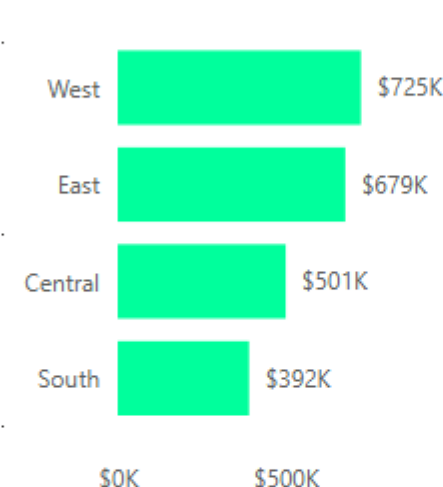
Profit Contribution by Product Category



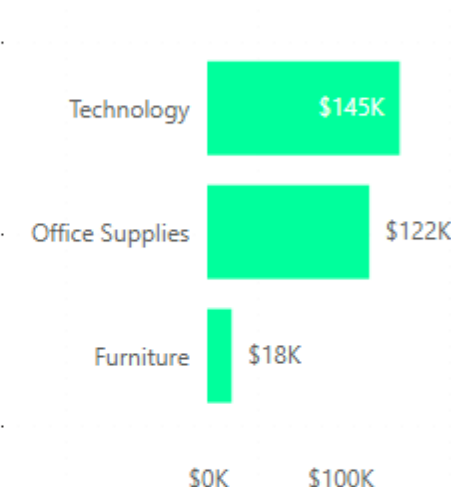
Yearly Sales Trend



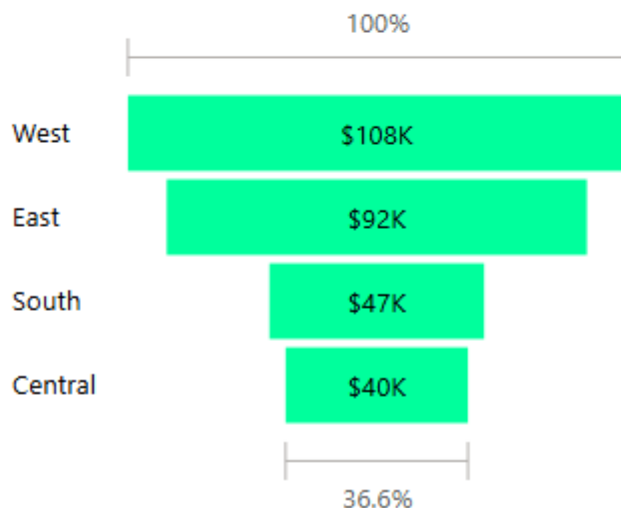
Sales by Region



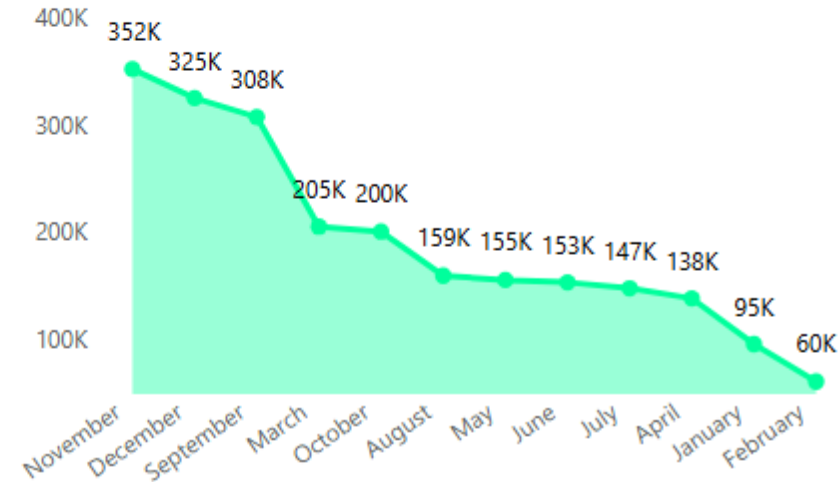
Profit by Product Category



Regional Profit Distribution



Monthly Sales Trend



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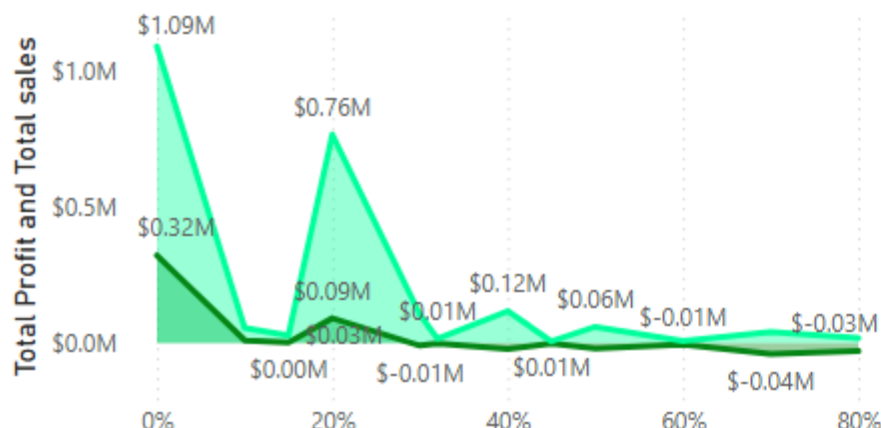
Key Insights

- Top Customers:** Sean Miller leads in sales (₹25K) but incurs a loss (-₹1.9K).
- Discount Impact:** Profitability drops significantly beyond 20% discount.
- Top Products:** Copiers, Phones, and Accessories contribute the most profit.
- Loss Drivers:** Tables (-₹18K) and Bookcases (-₹3K) incur losses.
- Segments:** Consumers lead in sales (₹1.16M), Corporate in profit (₹134K).

Customer Name	Sales	Profit
Tamara Chand	\$19,052.218	\$8,981
Raymond Buch	\$15,117.339	\$6,976
Sanjit Chand	\$14,142.334	\$5,757
Hunter Lopez	\$12,873.298	\$5,622
Adrian Barton	\$14,473.571	\$5,445
Tom Ashbrook	\$14,595.62	\$4,704
Sanjit Engle	\$12,209.438	\$2,651
Christopher Conant	\$12,129.072	\$2,177
Ken Lonsdale	\$14,175.229	\$807
Sean Miller	\$25,043.05	\$-1,981

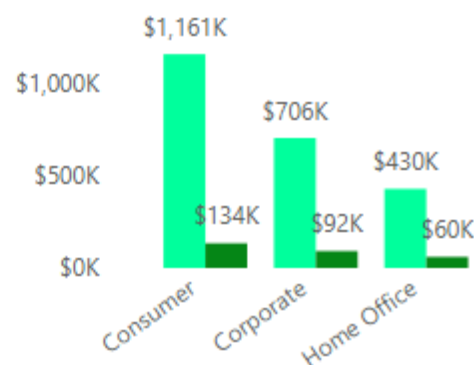
Sales vs Profit Across Discount Levels

● Total Profit ● Total sales

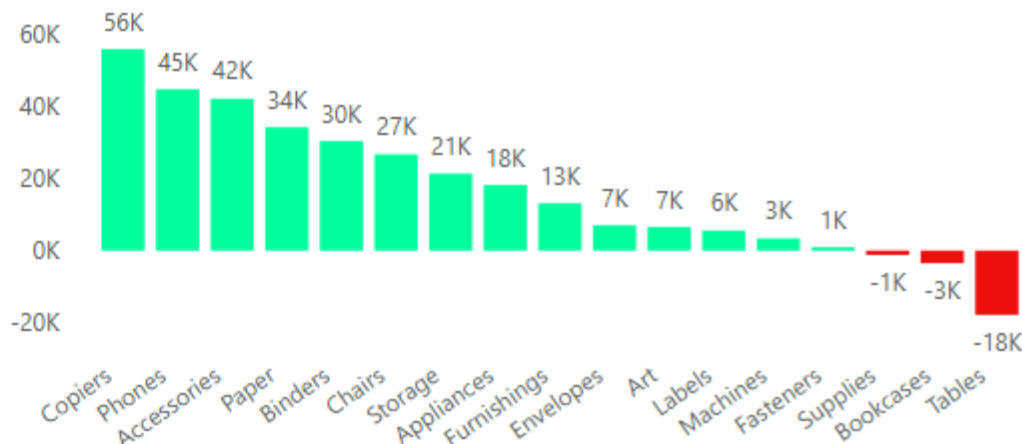


Sales and Profit by Customer Segment

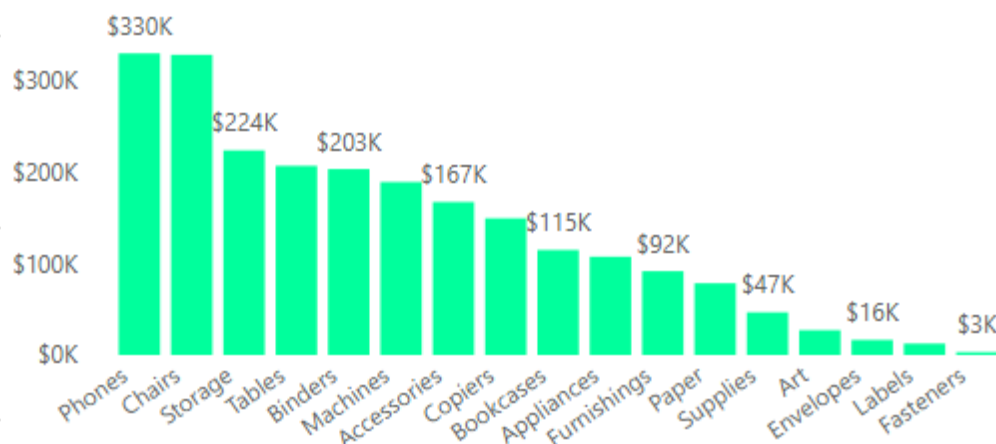
● Total sales ● Total Profit



Profit by Product Sub-Category



Sales by Product Sub-Category



Executive Dashboard Summary

- Total Sales: ₹2.3M
- Total Profit: ₹286K
- Total Orders: 10K
- Profit Margin: 12.47%
- YoY Sales Growth: 47%

Deep-Dive Insights

- Top customer Sean Miller drives ₹25K in sales but results in a loss of ₹1.9K.
- Technology leads in profit, while Furniture lags.
- Discounts above 20% reduce profitability.
- West region has highest profit & sales.

Underperforming Areas

- Tables and Bookcases generate losses.
- Furniture category has lowest margin.
- Potential recommendation: review pricing, discontinue low-performing products.

Business Recommendations

- Reduce discounts over 20% to improve profit.
- Focus marketing on Technology and Office Supplies.
- Optimize inventory in West & East regions.
- Consider promotional campaigns for underperforming months (Jan–Feb).

Project Outcome & Impact

- Provided data-driven insights to support executive decision-making.
- Enabled visibility across product, region, and customer dimensions.
- Identified actionable areas to improve profit and sales.
- Created a reusable and dynamic Power BI dashboard for continuous tracking.

Thank You

- Kislav Gaur
- [Linked In](#)
- Available for entry-level data analyst roles.