

DASHBOARD OVERVIEW

Overview

Product

Profitability

Operational

Date
All

Branch
All

Product_line
All

\$322,970

Total Sales

\$15,383

Total Profit

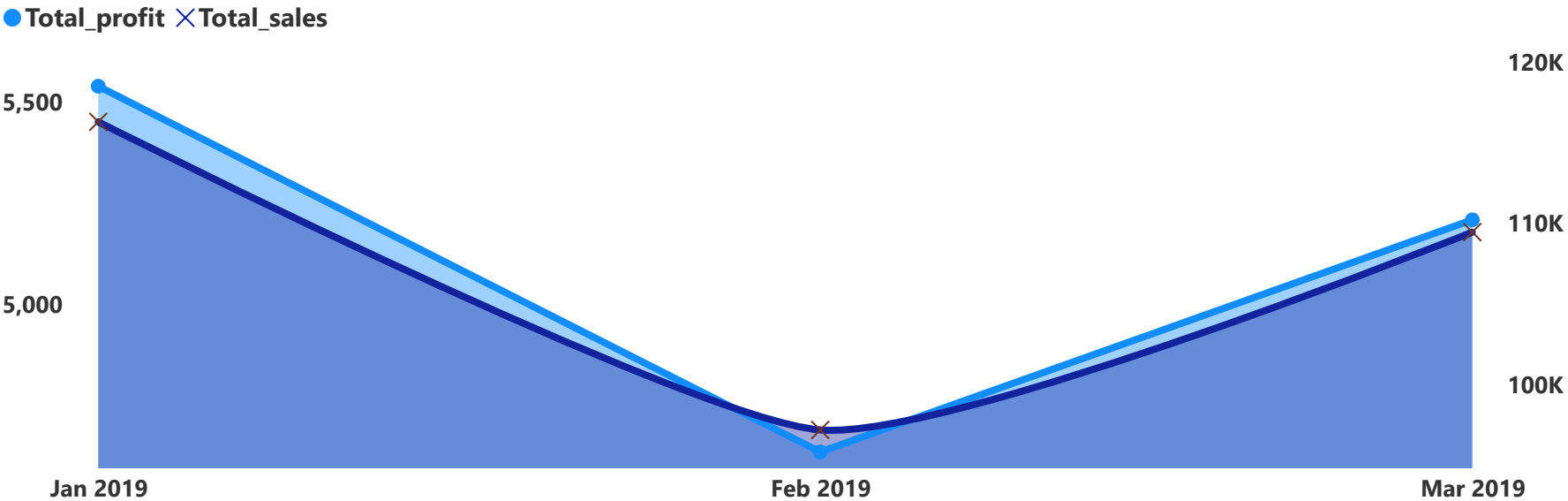
1000

Total Transaction

4.76

Avg Margin

Monthly Trend



Total_sales and Total_profit by Branch

● Total_sales ● Total_profit



PROBLEM STATEMENTS

PRODUCT PERFORMANCE

Goal: Help the marketing team identify which product lines drive revenue and which ones underperform. This enables data-driven decisions on promotions, product placement, and customer targeting.

PROFITABILITY

Goal: Enable the finance team to understand how tax, gross margin, and cost of goods sold (COGS) influence profit. This helps the department optimize pricing strategies and cost management.

OPERATIONAL EFFICIENCY

Goal: Support the operations team in optimizing staff scheduling and store activity based on peak customer hours and days. This reduces operational bottlenecks and improves store performance.

PRODUCT PERFORMANCE

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Product_line

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Total_sales by product_line



Food and beverages

Top product line

Branch	A			B			C		
Product_line	Tootal_sales	Total_profit	Avg_rating	Tootal_sales	Total_profit	Avg_rating	Tootal_sales	Total_profit	Avg_rating
Electronic accessories	18,316.00	873.00	6.91	17,049.00	816.00	7.12	18,973.00	901.00	6.99
Fashion accessories	16,330.00	780.00	6.88	16,413.00	784.00	6.72	21,555.00	1,066.00	7.25
Food and beverages	17,163.00	817.00	7.25	15,219.00	725.00	6.99	23,771.00	952.00	7.10
Health and beauty	12,598.00	603.00	6.90	19,982.00	952.00	7.10	16,610.00	837.00	6.52
Home and lifestyle	22,421.00	1,066.00	6.93	17,547.00	837.00	6.52	13,898.00	951.00	6.51
Sports and travel	19,374.00	918.00	7.26	19,989.00	951.00	6.51	15,762.00		

Findings

- Food & Beverages is the top-selling product line, generating \$58K in total sales, while Health & Beauty records the lowest performance.
- Branch-level profitability varies: Branch A: Home & Lifestyle is the most profitable. Branch B: Health & Beauty and Sports & Travel lead in profitability. Branch C: Fashion Accessories and Food & Beverages generate the highest profits.
- Food & Beverages also receives the highest customer ratings, showing strong customer satisfaction and repeat-purchase potential.

Actionable Recommendation

Shift more marketing and inventory investment toward Food & Beverages, while redesigning pricing and promotional strategies for low-performing lines like Health & Beauty. Additionally, tailor product mix per branch, promote Home & Lifestyle in Branch A, Sport & Travel in Branch B, and Fashion Accessories in Branch C to maximize profitability with localized strategies

PROFITABILITY

Overview

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Date

All

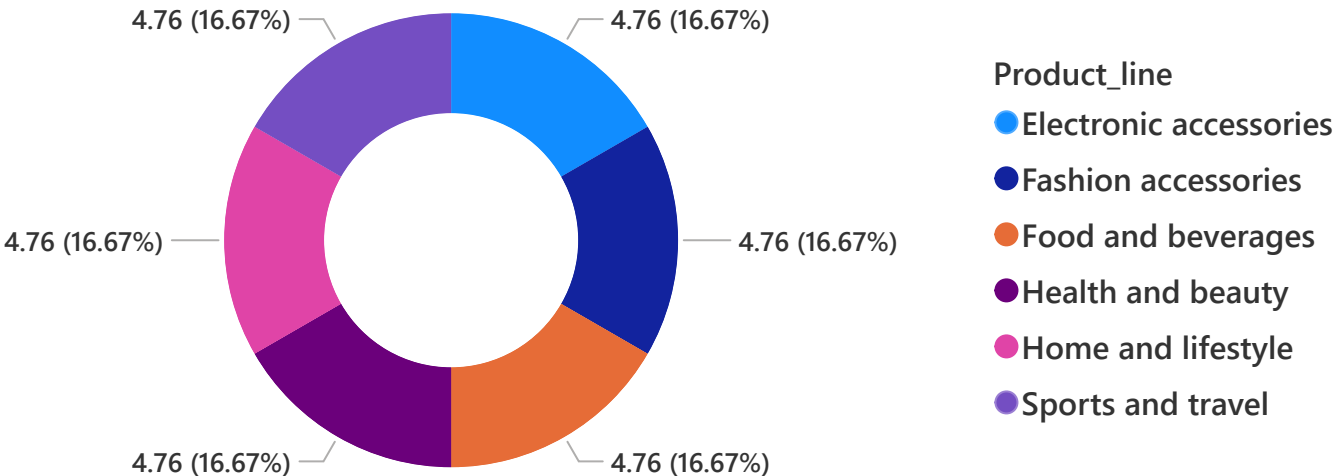
Branch

All

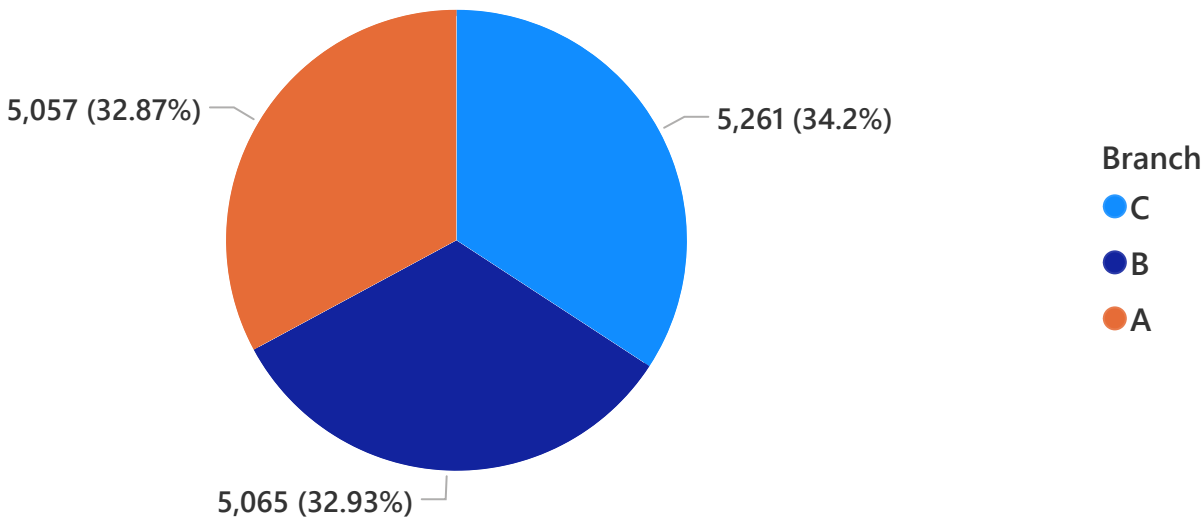
Product_line

All

Average margin by Product_line



Sum of total_profit by Branch



Branch	Product_line	Total_cogs	Total_profit
A	Electronic accessories	17,444.87	873.12
B	Electronic accessories	16,239.47	816.54
C	Electronic accessories	18,065.69	902.31
A	Fashion accessories	15,554.77	780.23
B	Fashion accessories	15,631.73	784.56
C	Fashion accessories	20,533.40	1,027.89
A	Food and beverages	16,345.81	817.45
B	Food and beverages	14,490.37	725.68
C	Food and beverages	22,635.10	1,130.92
A	Health and beauty	11,997.86	603.78
B	Health and beauty	19,029.20	952.14
C	Health and beauty	15,824.12	789.56

Findings

- All branches maintain a consistent gross margin of 16.6%, likely due to the dataset covering only a 3-month timeframe, resulting in limited cost variation.
- Food & Beverages contributes significantly to total revenue and delivers the highest profit among all product lines.
- Branch C leads branch profitability, accounting for 34.2% of the total profit, making it the top-performing branch in financial efficiency.

Actionable Recommendation

Implement branch-specific pricing and cost-control strategies, focusing on maximizing high-margin products like Food & Beverages while evaluating cost structures in Branch A and B to move closer to Branch C's profit efficiency.

OPERATIONAL EFFICIENCY

Overview

Product

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Operational

Date

All

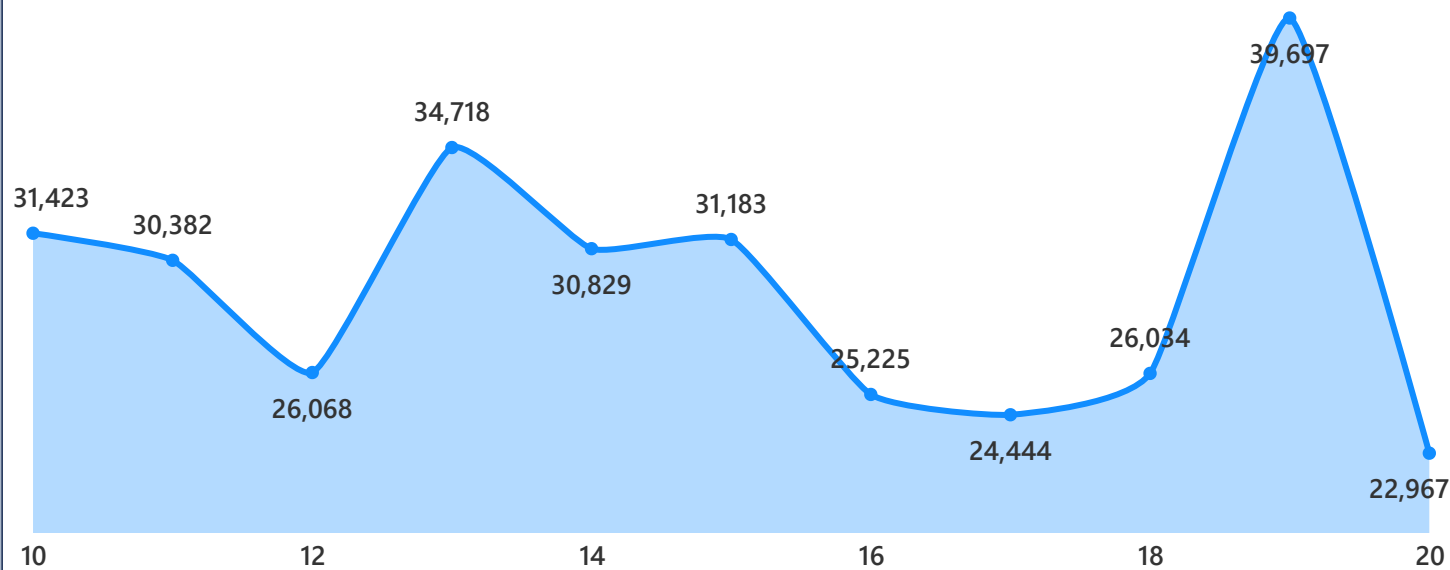
Branch

All

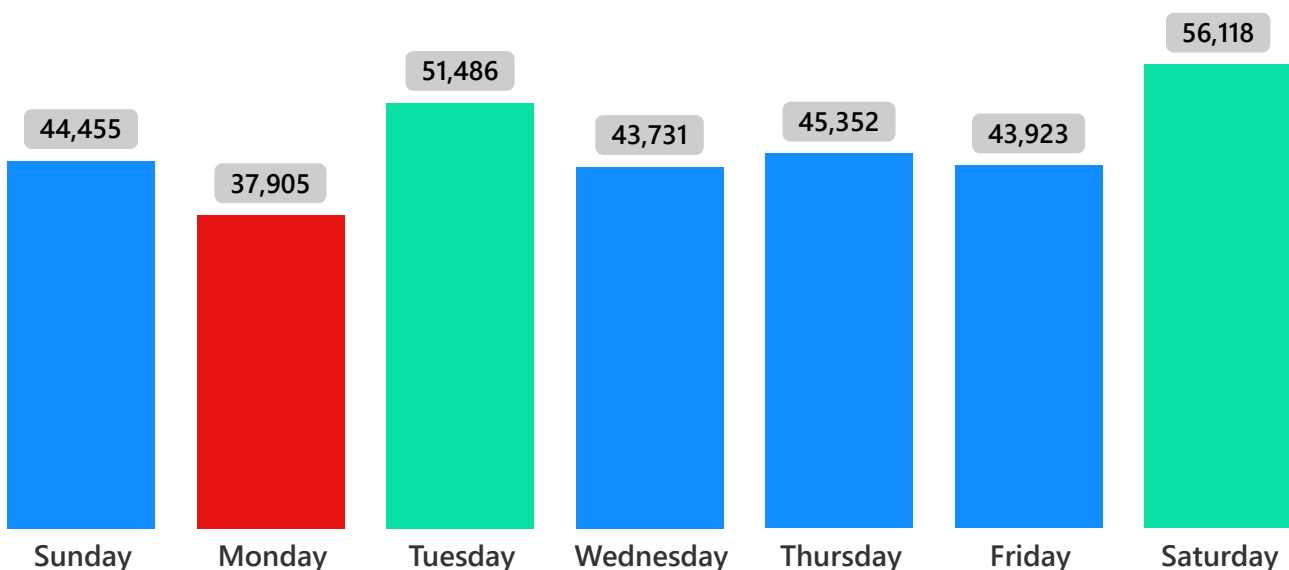
Product_line

All

Total_sales by Sales_hour



Tota sales by day of week



Sales_hour	A	B	C
10.00	11,206	8,869	11,348
11.00	11,354	10,482	8,546
12.00	9,488	8,474	8,106
13.00	10,442	11,269	13,007
14.00	8,853	11,695	10,281
15.00	11,273	10,244	9,666
16.00	10,869	4,124	10,232
17.00	9,042	7,841	7,561
18.00	7,448	9,557	9,029

Saturday

Peak Day

19.00

Peak hour

Findings

- The busiest hour is 19:00, generating \$39,697 in total sales, making it the peak time for customer activity.
- Saturday records the highest number of transactions, reaching 56,118 transactions, highlighting it as the most intense operational day.

Actionable Recommendation

Optimize staff scheduling and resource allocation around the 19:00 peak hour and high-traffic Saturdays to reduce wait times, improve service quality, and smooth store operations during heavy demand periods.