ELEVATE LABS TASK-3 PRESENTATION

Interactive Dashboard for Strategic Business Decisions

By Komal

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Dashboard Objective & Core KPIs

Project Goal:

To analyze and visualize 2023 retail sales data to identify key performance trends and customer segments.

Key Performance Indicators (KPIs):

1. Total Amount: $456,000
2. Total Units Sold: 2,514 Units
3. Total Transactions: 1,000 Transactions

Monthly Sales Trend: Peak Seasons & Growth

- **<u>Finding 1 (Trend):</u>** Sales show a clear seasonal pattern, with the highest growth occurring in the latter half of the year..

- **<u>Finding 2 (Peak):</u>** "May" was the top-performing month, indicating the critical nature of holiday/peak-season sales.

- **<u>Business Implication:</u>** Future resource allocation (inventory, staffing, marketing spend) must be front-loaded before the final quarter.

Product Dominance & Revenue Drivers

- **<u>Top Performer:</u>** "Electronics" is the undisputed leader, contributing roughly 34.41% of total revenue.

- **<u>Underperformer:</u>** "Beauty" is the undisputed leader, contributing roughly 31.47% of total revenue.

- **<u>Insight:</u>** The business is heavily reliant on the Electronics category; cross-selling strategies should be implemented to boost the sales of mid-tier categories.

Key Customer Segments: Age & Gender

- **Top Age Group:** The "43" Age group has the highest purchasing power and drives the most revenue.

- **Gender Distribution:** Sales are slightly Female-dominated, with Female customers contributing 51.06% of total sales.

- **Actionable Insight:** Launch targeted loyalty programs and promotions specifically aimed at the high-value of "43" age group segment.

51.1%
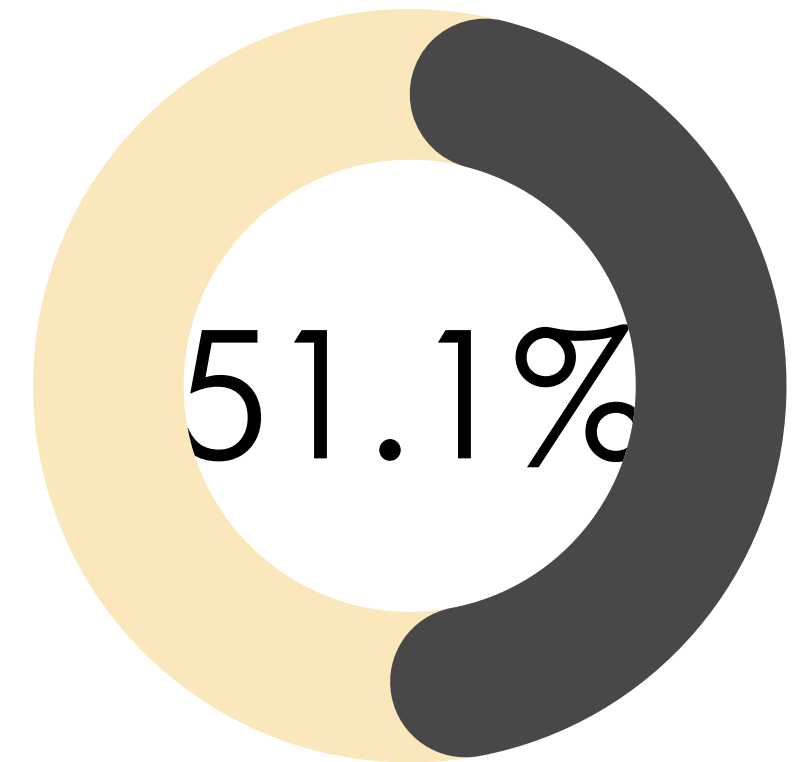
SUMMARY

AREA	PRIMARY FINDING SUMMARY
Time/Trend	*Sales peak significantly in Q4, with May being the strongest month, indicating seasonal reliance*
Products	***Electronics** is the leading revenue driver, while **Beauty** is the clear underperformer requiring attention.*
Customers	*The 36-45 age bracket is the most financially valuable segment, providing a clear target for retention efforts.*
Dashboard Access	*The full, interactive dashboard file (PBIX) and dataset (CSV) are available on **GitHub** for self-service analysis.*

THANK YOU