D-Mart Fundraising and Sales Insights Report

Abstract

This report presents an analytical summary of D-Mart's sales performance, customer behavior, marketing efficiency, and operational metrics using Power BI. It identifies key revenue drivers, patterns in customer engagement, and areas requiring optimization through visualized insights and performance KPIs.

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1. Executive Summary

The Power BI dashboard for D-Mart highlights overall business performance through key metrics such as total sales, number of orders, average order value, and return rate. Insights derived from visual analysis indicate that sales are driven primarily by certain categories and customer demographics, while operational challenges like delivery delays and returns impact profitability. Marketing and subscription channels contribute significantly to customer retention.

2. Problem Definition & Business Context

D-Mart seeks to understand customer purchasing behavior, optimize marketing channels, and improve fulfillment operations. The goal is to identify which factors most affect profitability and customer satisfaction. Challenges include managing discount-driven promotions, improving delivery time, and targeting high-value customer segments efficiently.

3. Data Overview

The dataset contains key dimensions and measures including Customer ID, Product ID, Order ID, Customer Age, Gender, Product Category, MRP, Discount Price, Marketing Channel, Subscription, Time Spent on Website, Rating, Ship Mode, Order Status, and Payment Method. Metrics such as Total Order Value, Delivery Days, Discount %, and Return Rate were calculated to support KPI generation.

4. Statistical Analysis & Visualization Insights

Power BI visualizations uncovered the following patterns:
- Total Sales and Number of Orders showed steady month-over-month growth.
- Categories such as Grocery and Household dominated total revenue.
- Discounts significantly influenced sales volume but reduced profit margins.
- Customers aged 25–40 contributed most to overall revenue.
- Ratings were higher for timely deliveries and lower for delayed or canceled orders.
- States with higher online engagement (time on website and clicks) showed higher conversion rates.
- Digital marketing and advertisements positively impacted overall order volume.

5. SWOT Analysis

Strengths	Weaknesses
• Strong customer base and repeat purchase behavior. • Wide product categories and distribution network. • Effective marketing engagement.	• Delivery delays in specific cities. • High return rates for discounted items. • Dependence on limited high-selling products.
Opportunities	Threats
• Expansion into new regions via e-commerce. • Personalized recommendations for subscription users. • Enhanced digital marketing and loyalty programs.	• Increasing competition from online retailers. • Rising logistics and shipping costs. • Price sensitivity among customers.

6. Conclusion & Recommendations

The analysis indicates strong overall performance for D-Mart with opportunities to optimize operations and marketing. Recommendations include:
- Focus marketing on high-conversion channels identified in the dashboard.
- Monitor and reduce delivery times through logistics optimization.
- Introduce targeted offers to retain high-value customer segments.
- Maintain a balanced discount strategy to sustain profit margins.
- Continue leveraging Power BI for real-time tracking of key business metrics.