



Retail Sector Business Intelligence

An end-to-end Tableau analytics project transforming retail data into actionable insights across sales, supply chain, and customer behavior.



Project Overview

The Challenge

Retail businesses struggle with fragmented data, poor visibility into operations, and difficulty tracking profitability across regions and platforms.

- Lack of centralized performance visibility
- Inefficient delivery timelines
- Limited customer segment understanding
- Poor sales-target alignment

The Solution

A comprehensive BI model consolidating transactional data into four interactive dashboards providing 360-degree retail performance visibility.

- Executive Overview
- Sales Analytics
- Supply Chain Dashboard
- Customer Insights

Key Business Questions



Executive Level

What is our sales and profit performance? Are we achieving targets? How efficient is delivery?



Sales & Product

Which categories generate highest sales? Who are top profitable products? Which platforms drive revenue?



Customer & Market

Which segments drive maximum sales? How does performance vary across regions? Where are growth opportunities?



Supply Chain

Which warehouses are most efficient? Where do delays occur? How does shipping cost relate to delivery time?

Executive Performance Snapshot

906K

Total Sales

USD revenue generated

295M

Total Profit

Strong profitability
achieved

41%


Target Achievement

Significant
underperformance

6

Avg Delivery Days

Standard shipping timeline

 **Critical Finding:** While sales and profit are strong, only 41% target achievement indicates need for strategic reassessment of goals and regional performance.



Sales Analytics Insights

1

Top Revenue Categories

Mouse and Keyboard products dominate sales, representing highest revenue generators across all platforms.

2

Profit Leaders

Gaming Wireless products generate the highest profit margins, indicating strong premium positioning.

3

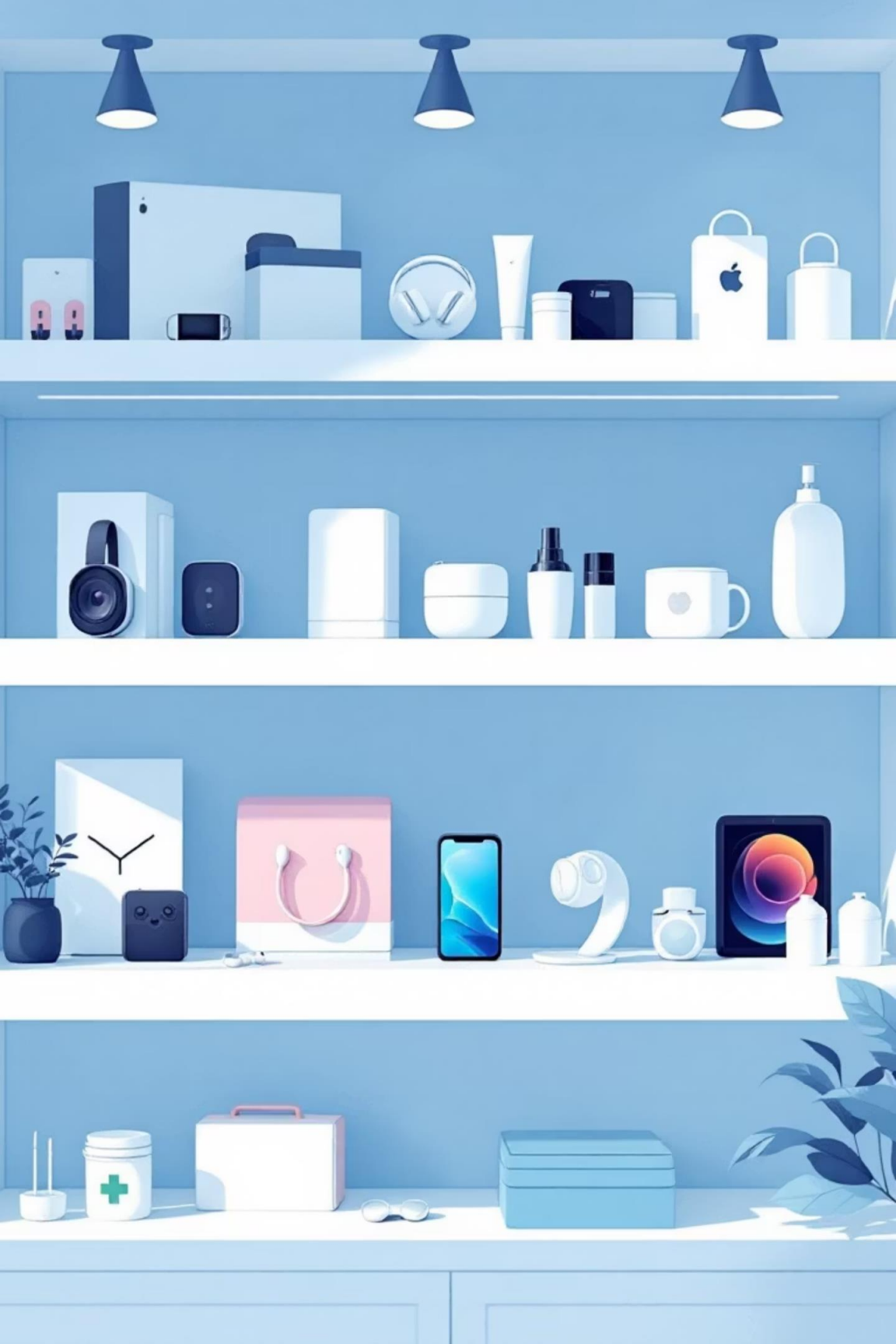
Platform Performance

Retail Store and Corporate Portal are top-performing sales channels, outpacing e-commerce platforms.

4

Underperformers

Monitor category shows lowest contribution, signaling low demand or pricing issues requiring attention.



The map of India is populated with various business-related icons and labels. A central blue speech bubble contains the text "Indian Business". The map includes labels for states like Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Karnataka, and Tamil Nadu, as well as neighboring countries like China, Nepal, and Sri Lanka. Icons represent different business sectors such as technology, manufacturing, and services.

India contributes the majority of total sales, with urban markets like Bangalore, Delhi, and Mumbai showing highest category demand.

- India leads all markets
- Urban centers drive demand
- Regional expansion opportunities exist



Supply Chain Performance

1

Warehouse Operations

Delhi North warehouse ships highest quantity, demonstrating strong operational capacity.

2

Delivery Patterns

Average 6-day delivery time with consistent delays across regions requiring investigation.

3

Cost Analysis

Higher delivery days correlate with increased shipping costs, indicating inefficiency.

4

Optimization Needed

Certain markets show cost inefficiency requiring route optimization and SLA tracking.

Customer Segment Analysis



Educational Segment

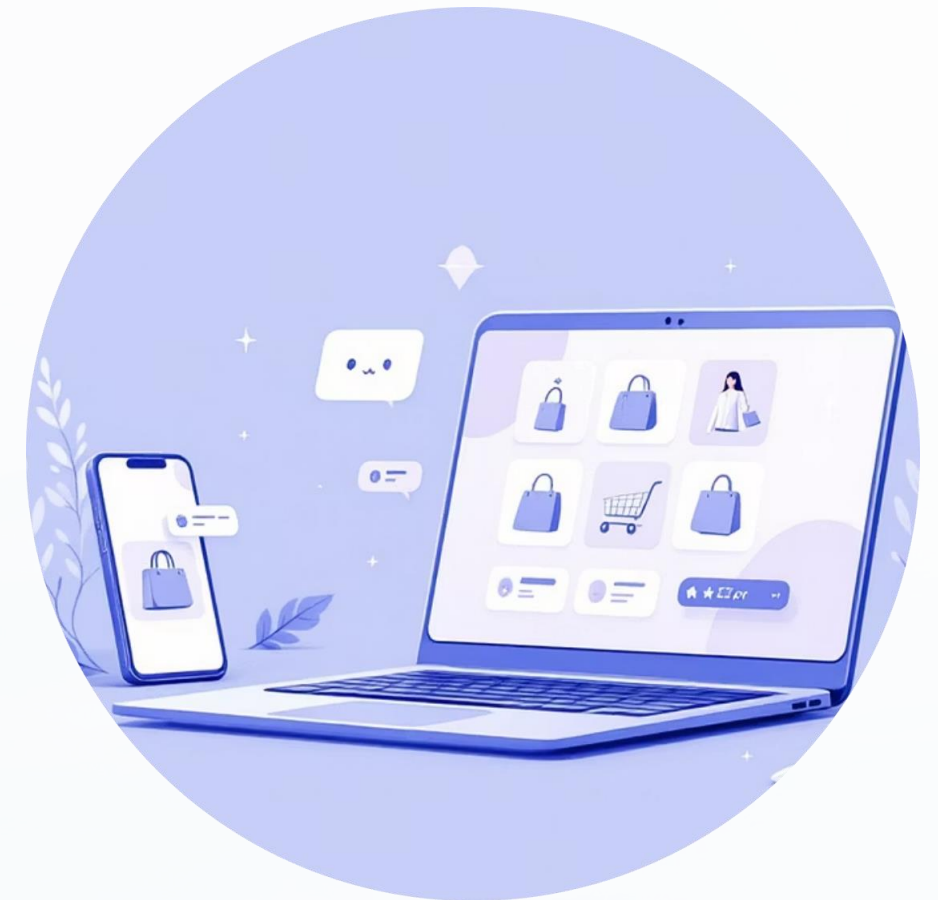
Generates highest revenue with strong demand for technology products across categories.

Some regions show low product diversity, indicating expansion opportunities for localized promotions and category introductions.



Corporate Segment

Second-highest revenue driver with consistent bulk purchasing patterns and loyalty.



E-commerce Segment

Underperforming channel requiring improved digital experience and targeted campaigns.

Strategic Recommendations



Improve Target Achievement

Reassess sales targets region-wise, focus marketing on Educational and Corporate segments, introduce performance-based incentives.



Optimize Product Portfolio

Increase inventory for Mouse and Keyboard categories, redesign or bundle Monitors, promote top profitable products across platforms.



Strengthen Supply Chain

Investigate delivery delay root causes, optimize routes for high-cost regions, implement SLA-based warehouse performance tracking.



Customer Strategy

Launch targeted campaigns for high-value segments, improve e-commerce offerings, use regional demand patterns for localized promotions.



Project Impact & Conclusion

Key Achievements

The BI model successfully transforms complex retail data into meaningful insights, enabling stakeholders to:

- Monitor real-time business performance
- Identify revenue drivers and bottlenecks
- Optimize supply chain and customer strategies
- Make informed, data-driven decisions

Business Value

This solution demonstrates how analytics and visualization directly support:

- Business growth and expansion
- Operational efficiency improvements
- Enhanced profitability
- Strategic planning capabilities

GitHub Repository: https://github.com/KumarBoste/Retail_Sector_BusinessIntelligence_Project