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https://github.com/KumarBoste/Retail_Sector_BusinessIntelligence_Project

Project Abstract

The Retail Sector Business Intelligence Model is a Tableau-based analytics project developed to provide end-to-end visibility into sales performance, customer behavior, and supply chain operations within the retail industry. The project consolidates transactional data into interactive dashboards including Executive Overview, Sales Analytics, Supply Chain Dashboard, and Customer Insights. These dashboards leverage KPI indicators, geographic analysis, product-level performance, and operational metrics to uncover business trends and inefficiencies. The insights generated from this model support data-driven decision-making by identifying revenue drivers, high-value customer segments, supply chain bottlenecks, and growth opportunities, ultimately helping improve operational efficiency, profitability, and strategic planning.

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1. Objective of the Project

The objective of this project is to build a comprehensive Business Intelligence (BI) solution for the retail sector that enables stakeholders to monitor sales, profit, customer behavior, and supply chain performance using interactive Tableau dashboards.

2. Problem Statement

Retail organizations often struggle with fragmented data, lack of real-time insights, inefficient supply chains, and poor visibility into customer segments. This project addresses these challenges by providing a centralized BI model.

3. Business Questions

- What is the overall sales and profit performance?
- Which regions and countries generate the highest sales?
- Which product categories and products are most profitable?
- How efficient is the supply chain and delivery performance?
- Which customer segments contribute the most revenue?

4. Statistical Analysis

Descriptive and comparative statistical analysis was used, including total sales, profit, average delivery days, year-wise comparison, segment-wise distribution, and operational efficiency metrics.

5. Data Visualization and Insights

- Executive Overview shows total sales of 906K USD with only 41% target achievement.
- Sales Analytics identifies Mouse and Keyboard as top categories.

- Supply Chain Dashboard highlights delivery delays and rising shipping costs.
- Customer Insights reveal Educational and Corporate segments as top contributors.

6. Business Recommendations

Improve target achievement through regional strategies.

Optimize product portfolio based on demand.

Reduce delivery delays and shipping costs.

Focus marketing on high-value customer segments.

7. Conclusion

This BI model demonstrates how Tableau dashboards can drive data-driven decision-making by improving visibility across sales, customers, and supply chain operations.