**Retail Sales Dashboard Documentation**

**Retail Sales Dashboard**  
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**Tools Used:** Power BI, Excel  
**Project Summary:**  
This project showcases a retail sales dashboard for three UK cities analyzing sales volume, product performance, payment methods, and profitability metrics. The dashboard is built to provide actionable insights for retail management and marketing teams.

**1. Overview**

This Power BI dashboard provides a comprehensive analysis of retail sales data from three UK cities - Plymouth, Bristol, and Glasgow. It blends high-level sales metrics, product and payment insights, and profitability by product line and location. Built with a real retail sales dataset covering various product lines, payment methods, branches, and customer ratings, this dashboard exemplifies modern retail analytics and data storytelling.

**2. Dataset Details**

* **Source:** Simulated retail POS transactions with 1,000 records
* **Key Fields:**
  + Invoice\_ID, Branch, City, Product Line
  + Unit Price, Quantity, Total Price
  + Order Date & Time
  + Payment Method, Costs, Gross Income
  + Customer Rating

**3. Key Metrics Displayed**

* **Total Sales Amount:** £322.97K
* **Total Sales Transactions:** 1K
* **Average Sale Value:** £322.97
* **Customer Ratings:** Visual range 1–10 shown; average displayed

**4. Visualizations**

**4.1 Sales Trend by Order Hour**

Shows transaction volume by time of day, identifying peak sales windows and supporting staff scheduling or promotional timing.

**4.2 Product Line Performance**

Displays sales contribution across six main product lines (e.g., Food, Sports, Electronics, Fashion, Home, Health), helping prioritize inventory and promotional focus.

**4.3 Payment Method Composition**

Pie or bar chart indicating:

* Cash: 34.74%
* E-wallet: 34.06%
* Credit Card: 31.2%  
  Reflects customer payment preferences to guide payment infrastructure needs.

**4.4 Gross Income Distribution by City & Product Line**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **City** | **Electronic Acc.** | **Fashion Acc.** | **Food & Bev.** | **Health & Beauty** | **Home & Lifestyle** | **Sports & Travel** |
| Plymouth | 872.25 | 777.73 | 817.25 | 599.91 | 1,067.47 | 922.50 |
| Bristol | 812.01 | 781.64 | 724.54 | 951.49 | 835.69 | 951.85 |
| Glasgow | 903.25 | 1,026.65 | 1,131.77 | 791.21 | 661.67 | 750.60 |

*Values are gross income for each city-product combination.*

**5. How To Read / Use This Dashboard**

* Identify top-performing product categories and business hours for operational improvements.
* Understand regional demand patterns for targeted marketing.
* Assess payment method adoption for future-proofing point-of-sale investments.
* Explore profitability at the intersection of city and product, useful for branch-level performance reviews.

**6. AppendicesA screenshot of a computer

AI-generated content may be incorrect.**

*Fig 1: Dashboard screenshot from Power BI Desktop*

**A screenshot of a computer

AI-generated content may be incorrect.**

*Fig 2: Data screenshot small sample from Power BI Desktop*