

## MADHAV STORE SALES DATA ANALYSIS

From the dataset given, I have created dashboard in Microsoft Power BI, which shows few things about data as follows:

- 1) In May, June, July, September and December Profit is in negative trend i.e. there is no profit but certain loss.
- 2) Most of the sales is driven by clothing category while other two categories namely electronics and furniture are in equal proportion for sales drive.
- 3) January and November, these two months have shown highest Profit.
- 4) Mostly customer tend to pay by Cash on Delivery mode while next to it is credit card.
- 5) If we look at profit by sub category then Printers shows highest profit while Tables shows lowest profit.

### FOR QUARTER 1<sup>st</sup> :

- 1) Profit is highest in January month in first quarter while other two months have somewhat similar profit.
- 2) Total profit in Quarter 1<sup>st</sup> is 37k while 2008 quantities are sold

### FOR QUARTER 2<sup>ND</sup>:

- 1) Profit in this quarter is very less as compared to first one i.e. only 882.
- 2) In May and June there is loss shown by the dataset.
- 3) Only April is Profitable with upto 5k as profit.
- 4) Tables is a sub category which has shown highest profit.

### FOR QUARTER 3<sup>rd</sup>:

- 1) July and September are completely in loss while only August is profitable.
- 2) Total Profit is in negative trend with almost 1469 as loss.
- 3) Total quantities sold are 1017.
- 4) Trend to pay with credit card has risen in this quarter.
- 5) Accessories, Sarees and Electronics shown profit as zero.

### FOR QUARTER 4<sup>th</sup>:

- 1) November is exceptionally shown high Profit while October has shown less profit .
- 2) December shows loss.
- 3) Total Profit is 12k for this quarter.
- 4) In this quarter clothes are sold higher as compared to electronics and furniture with almost 63%.
- 5) In last quarter profit at Saree was zero while in this quarter it has risen and it is second most sold sub category according dataset.

We can get to know more about given dataset using the dashboard.

