

Retail Sales Performance Dashboard

Report generated on: 2023-10-27 10:30:15 UTC

Problem Statement:

Business stakeholders require a clear, interactive dashboard for sales performance insights.

Tools Used:

- Power BI
- Kaggle Retail Sales Dataset



KPIs:

- Total Orders: 4,916
- Average Order Value: ₹ 458.22
- Total Sales: ₹ 2.25M
- Total Customers: 793
- MoM Sales Growth: -29.77%



Key Insights:

- New York City leads in sales
- Technology is the top category
- Standard Class is the most used shipping mode
- Sales peak in Q4

Retail Sales Performance Dashboard

48M

Sum of Total Orders

117

Sum of AOV

2.25M

Sum of sales

8M

Sum of Total Customers

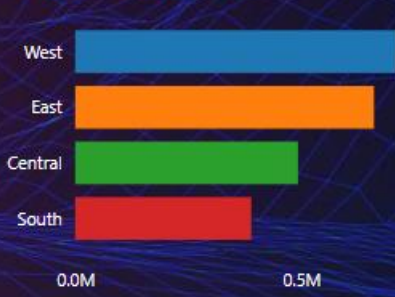
Total Sales By Category



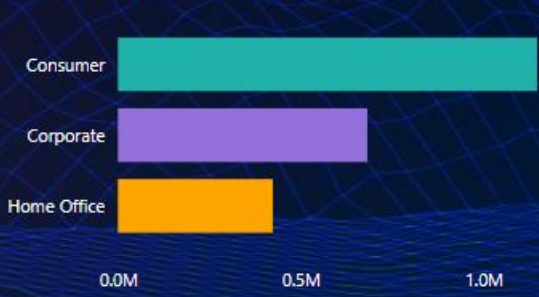
Monthly Sales Trend



Total Sales by Region



Sales by Customer Segment



Qtr 1 Qtr 2 Qtr 3 Qtr 4

All

Top 10 Cities by Sales



Sales by Shipping Mode

