

Case Study – Global Electronics Retailer — Project Summary

Objective:

Analyze sales, profit, units sold, and revenue trends to understand overall business performance for a global electronics retailer.

Dataset Size:

12 months of sales transactions including categories, countries, currency codes, units sold, and profit data.

Main Challenges:

- Multiple inconsistent data formats
- Missing values and duplicate entries
- Currency variations across USD, EUR, GBP, CAD, AUD
- Identifying trends hidden across months and categories Key Business

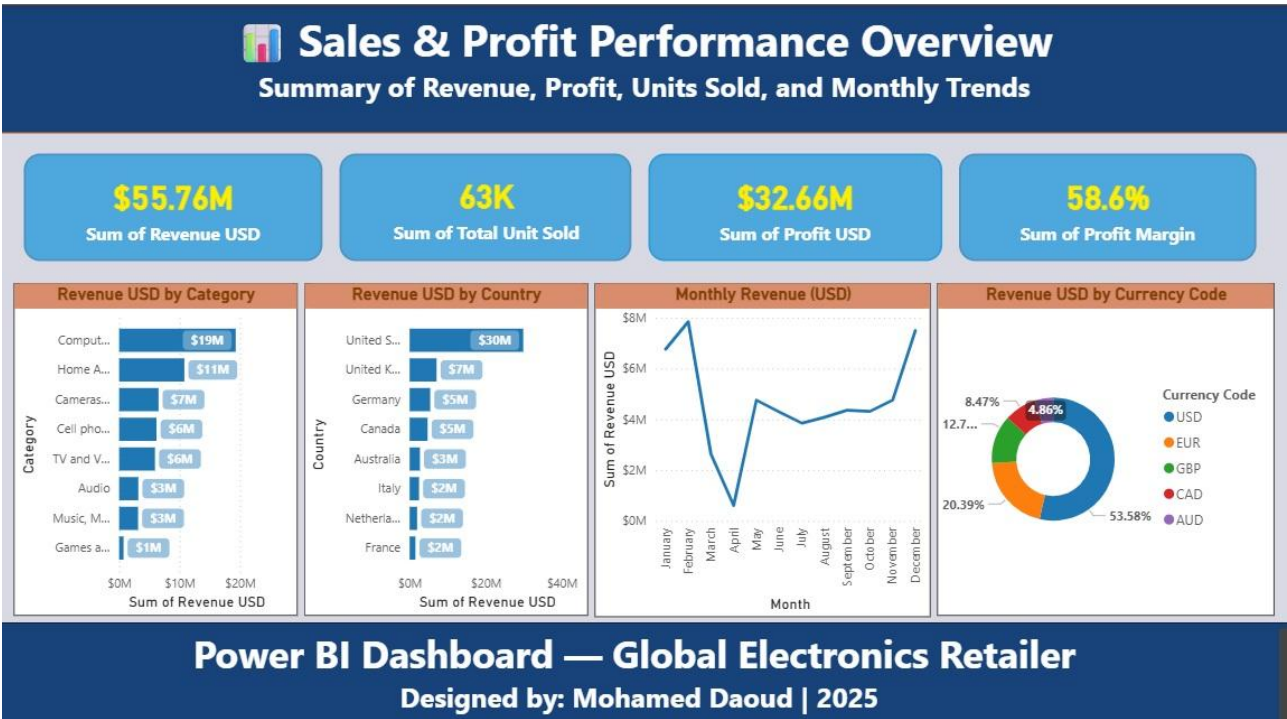
Questions:

1. What is the overall revenue and profit performance?
2. Which product categories generate the highest revenue?
3. Which countries contribute most to total sales?
4. How do monthly revenue trends change across the year?
5. What insights can help improve business decisions?

Key Results & Insights Top Insights:

- Total Revenue: \$55.76M
- Total Profit: \$32.66M
- Units Sold: 63K
- Profit Margin: 58.6% Key Findings:
- The United States is the highest performing country with \$30M in revenue.
- Computers and Home Appliances are the strongest categories.
- Revenue shows a major seasonal dip in April before recovering in Q3 and Q4.
- USD dominates total revenue with 53.58% share.

Dashboard Snapshot:



Links:

- **Full Google Drive Folder:**

https://drive.google.com/drive/folders/1H4f283O9O9_xZtd5teGFjCPMp863Gri?usp=drive_link

- **Power BI Dashboard (.pbix):** included in project folder

- **Documentation PDF:** included in project folder