

MINOR PROJECT

PROJECT TITLE : Bazaar Store Sales Analysis

OBJECTIVE : The aim of this project made using Power Bi is to analyze Sales data for this store and to analyze, visualize Total Sales, Total Profit, Total Quantity, Average Delivery Days and Product categories based on sales, etc. This Dashboard delivers a seamless and engaging user experience, enabling Business-leaders to derive insights and make strategic, data-informed decisions.

DATASET OVERVIEW :

- **Orders Table :**
 - Order ID
 - Order Date
 - Shipping Details
 - Customer Details
 - Profit
 - Quantity Sold, etc.
- **People Table :**
 - Person
 - Region
- **Returns Table :**
 - Returned
 - Region
- **Added Custom Column :**
 - `Table.AddColumn("#Removed Columns", "Average Delivery Days", each [Ship Date]-[Order Date])`
- **Changed Data type of columns :**
 - Priority – ABC (text)
 - Profit – Numeric to Decimal
 - Average Delivery Days – Time to Numeric

DASHBORAD DETAILS :

1) Key Performance Indicators (KPIs) Tracked:

- i) Total Sales : Aggregate Revenue generated
- ii) Total Profit : Profit generated by different products and channels
- iii) Total Quantity : Total no. of orders processed
- iv) Average Delivery Days : Average time for delivery to customer

2) Visualizations Used :

- a. Year – A Slicer is used to select different years and to see year wise analysis of the store.
- b. Market – A Slicer is used to select markets where the items are sold and to see market wise analysis of the sales made by the store.
- c. Category – A Slicer is used to select different categories of goods and to see category wise analysis of sales.
- d. Total Sales By State – A Stacked Column Chart is used for displaying sales graph in accordance of states.

- e. Top 5 Region By Sales – A Stacked Column Chart is used for showcasing the TOP 5 regions of sales.
- f. Total Sales By Market – A Pie Chart is used for demonstrating the ongoing trends on sales in different markets where the store get the sales from.
- g. Total Sales By Segment – A Pie Chart is used for showing which segment is the largest customer of the store.
- h. Top 5 Product Names By Sales – A Stacked Bar Chart is used to show the products that contributes the majority part of the sales.
- i. Top 5 Product Names By Sales – A Stacked Bar Chart is used to show the products that contributes the majority part of the sales.
- j. Bottom 5 Product Names By Sales – A Stacked Bar Chart is used to show the products that contributes the lowest part of the sales.
- k. Profit By State : A Filled Map is used to display the state-wise profit of the store.

INSIGHTS DERIVED FROM DASHBOARD

- i). Sales Performance : The store generated a total of 12.64M in sales and 1.47M in profit, with peak sales in year 2015.
- ii). Segment-Wise Sales : More than 50% sales comes from Direct-To-Consumer sales segment.
- iii). Market-Wise Sales : Asia Pacific and Europe are the major contributing markets. Scope of expansion in Africa.
- iv). Product impact : A large amount of sales comes from Apple Phone followed by other smart phones.
- v). Category-Wise Analysis : Each category (office goods, technology and home supplies) contributes equally to the sales and growth. Scope of expansion in Technology is very high as compared to the other two.

FUTURE ENHANCEMENTS

- i). Integration with Real-Time Data Sources : Connect the dashboard to a live data source (e.g., via APIs or database connectors) to display real-time sales, inventory levels, and performance metrics.
- ii). Predictive Analytics & Machine Learning : Integrate machine learning models to forecast future sales trends, identify seasonality patterns, and predict customer buying behavior.
- iii). Customer Segmentation : Add functionality to segment customers based on purchase history, region, or demographics to tailor marketing and sales strategies.
- iv). Mobile Responsiveness : Optimize the dashboard layout and visuals for use on mobile devices and tablets, ensuring accessibility for users on the go.

CONCLUSION : The Superstore Sales Analysis Dashboard successfully presents key sales insights in a clear and interactive format. It helps identify trends, top-performing products, and areas needing improvement. This tool supports better business decisions and provides a strong base for future enhancements like predictive analytics and real-time data integration.

Bazaar Superstore Sales Analysis Dashboard

Year

All

Category

All

Market

All

12.64M

Total Sales

1.47M

Total Profit

178K

Total Quantity

8

Average Delivery Days

