**Power BI Dashboard User Guide:**

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| **Final Project Title** | **Customer Purchase Behavior in Retail using Data Analytics** |
| **Skills take away From This Project** | **Data analytics and visualization using Excel, SQL queries, Power BI dashboards, DAX, and interactive reports.** |
| **Domain** | **Retail and E-commerce Analytics** |

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**Introduction**

This user guide provides instructions on how to navigate and interact with the Power BI dashboard. The dashboard consists of three main sections: Sales Performance, Product & Customer Information, and Store & Order Performance.

**Navigating the Dashboard**

The dashboard is divided into three tabs:

1. **Sales Performance Dashboard** - Displays total sales, sales by city, store-wise sales, and sales vs. target.
2. **Product & Customer Information Dashboard** - Provides insights on product categories, customer locations, and product sales performance.
3. **Store & Order Performance Dashboard** - Analyzes store performance, order status, and employee details.

You can switch between these dashboards using the navigation tabs at the bottom.

**Interacting with the Dashboard**

**Filters and Slicers**

The dashboard includes multiple slicers and filters to refine the displayed data. These slicers allow users to interact dynamically with the data:

* **State Filter**: Filter sales and customer data by selecting a specific state.
* **Store Name / Store ID Filter**: View performance metrics for a specific store.
* **Product ID Filter**: Select a product to analyze its sales and performance.
* **Order ID Filter**: Focus on specific order details.

To use these slicers, click on the drop-down or selection panel and choose the desired option.

**Understanding Key Metrics**

**Sales Performance Dashboard**

* **Total Sales by Store**: Bar chart showing sales per store.
* **Total Sales by City**: A geographic map displaying sales distribution across different cities.
* **Total Sales by Year vs. Target**: Compares actual sales with the target, including the percentage increase.
* **Total Sales Made by Product Category**: A bar chart highlighting sales volume per product category.
* **Distribution of Sales by Product Category**: A pie chart illustrating the proportion of sales across different categories.
* **Key Performance Indicators (KPIs)**:
  + **Total Sales**: Overall revenue generated.
  + **Average Order Value**: Average sales per transaction.

**Product & Customer Information Dashboard**

* **Product Category Name by Store ID**: Displays sales performance of various product categories per store.
* **Customers City and State Map**: Shows customer distribution geographically.
* **Statistical Insights**:
  + **Mean**: Average value of orders placed.
  + **Mode**: Most frequently occurring order value.
  + **Standard Deviation**: Measures the variability of orders.
  + **Median**: The middle order value.
* **Product Sales Table**: Displays product names and their respective sales performance.

**Store & Order Performance Dashboard**

* **Order Status Conversion**: Bar chart showing the number of completed, processing, pending, and rejected orders.
* **Total Sales by Store Rank**: Lists stores based on sales performance.
* **Quantity of Orders**: Shows total order quantity.
* **Employee Information Table**: Displays store employees, their emails, and their managers.

**Conclusion**

This Power BI dashboard allows users to analyze sales, product performance, customer distribution, and store efficiency. Use the slicers and filters to refine the data for specific insights, and review key metrics for business decision-making. For further analysis, hover over data points to view details or select elements to filter related visuals dynamically.