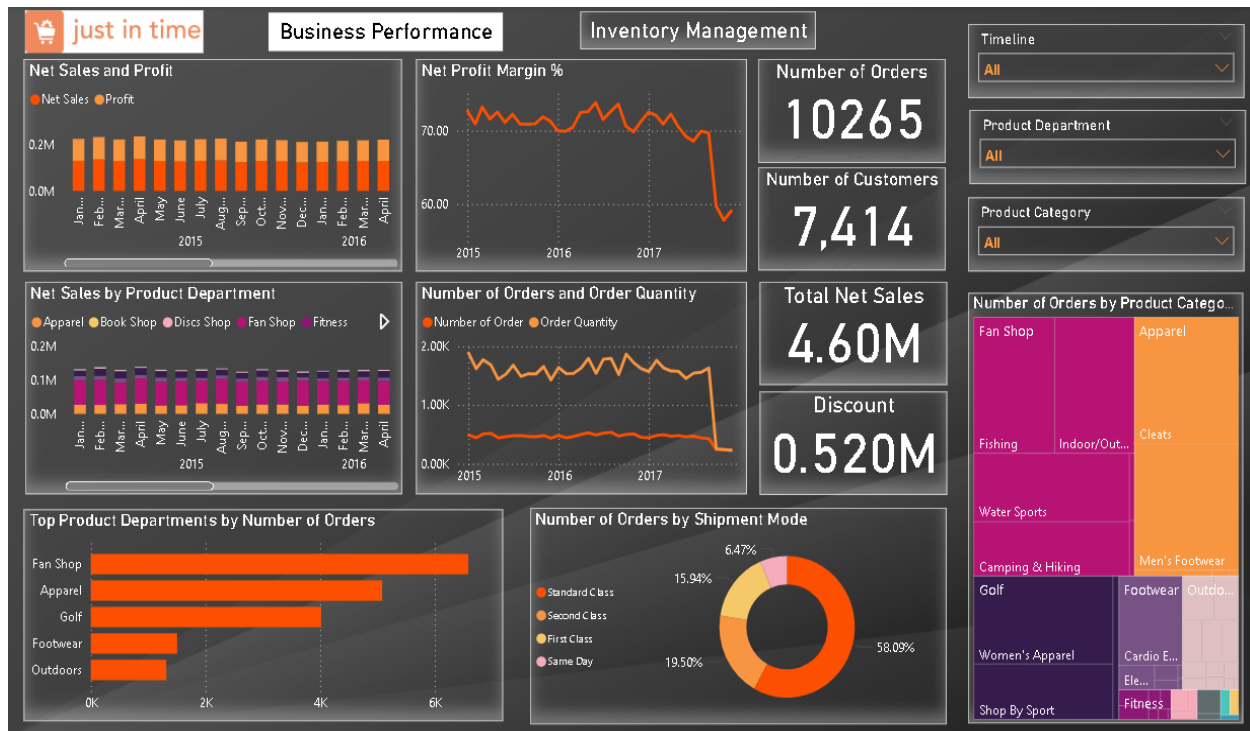# Power BI Dashboard – Business Performance & Inventory Management

This document explains the Power BI dashboard designed to analyze business performance and inventory management for a retail organization following a Just-In-Time model. The insights are presented in simple language so that non-technical users can easily understand the business impact.
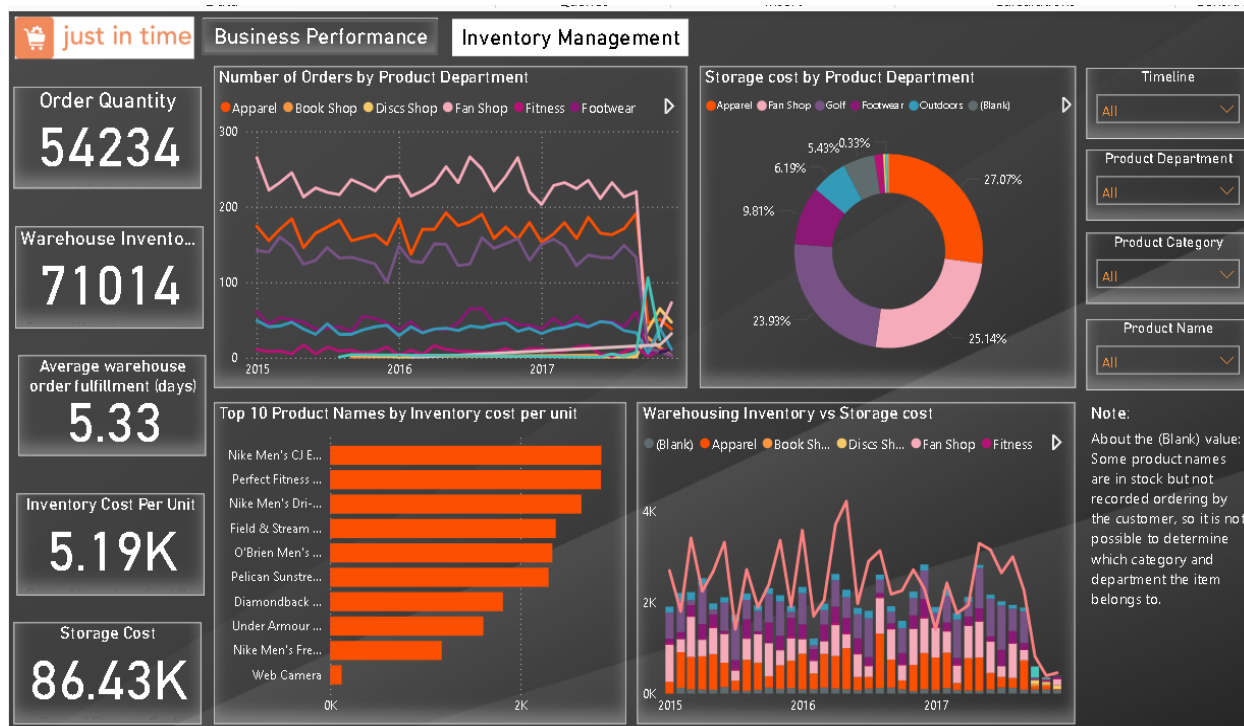
Business Performance Dashboard

Key Insights:

- Sales remain consistent over time, indicating stable business operations.

- Profit margins show a noticeable decline toward the end, suggesting increased costs or heavy discounting.

- The business received over 10,000 orders from more than 7,000 customers, showing strong customer engagement.

- Fan Shop and Apparel departments generate the highest number of orders and sales.

- Customers often purchase multiple items per order, indicating successful cross-selling.

- Most customers prefer standard shipping, showing cost sensitivity over delivery speed.

Inventory Management Dashboard

Key Insights:

- The warehouse holds more stock than current orders, ensuring product availability.

- Average order fulfillment time is slightly above five days, indicating scope for faster delivery.

- Inventory holding cost per unit is high, making stock optimization important.

- Apparel and Fan Shop contribute the highest storage costs among all departments.

- A small number of premium products account for most of the inventory cost.

- When inventory levels increase, storage costs also rise, directly impacting profitability.

Overall Business Conclusion

The dashboard highlights stable sales performance but points to declining profit margins and rising inventory costs. By focusing on inventory optimization, controlling discounts, and prioritizing high-performing departments, the business can improve profitability and operational efficiency.