




Problem Statement

Retail businesses often struggle to identify actionable insights from their sales data due to scattered records, inconsistent reporting, and limited visualization capabilities. The Vrinda Store, a multi-category retailer, faces similar challenges in understanding product performance, regional trends, customer purchasing behavior, and overall revenue contribution across time periods.

This project aims to build an interactive Power BI dashboard that transforms raw transactional data into visually compelling insights, empowering business stakeholders to:

- Track sales performance across months and product categories 
- Understand customer behavior and segment preferences 
- Identify top-performing products and regions for strategic planning 
- Enable inventory optimization and promotional effectiveness 