

# Retail Sales Data Storytelling

## Task 4 – ApexPlanet Internship

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# Business Objective

The objective of this analysis is to understand sales performance across cities, store types, and seasons to support better business decision-making.

# KPI Overview

Key performance indicators such as **Total Revenue**, **Total Transactions**, and **Total Items Sold** provide an overview of business performance.

Total Revenue Card

**23.37M**

Sum of Total\_Cost

Total Transactions

**445.55K**

Count of  
Transaction\_ID

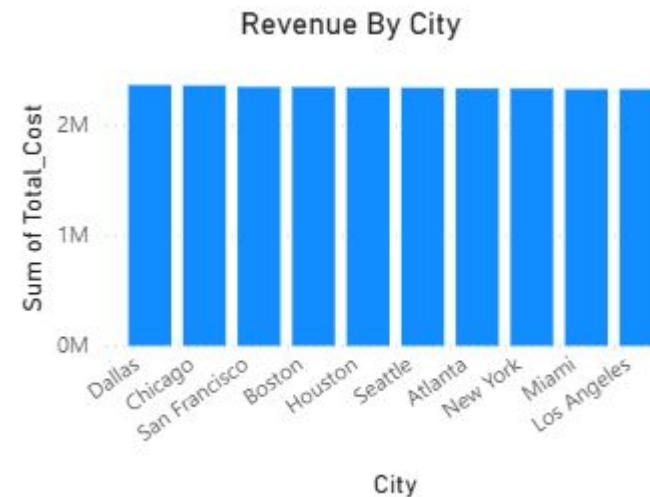
Total Items Sold

**2M**

Sum of Total\_Items

# Insight 1 (City Analysis)

The analysis shows that Dallas generates the highest revenue, indicating strong customer demand in this region.



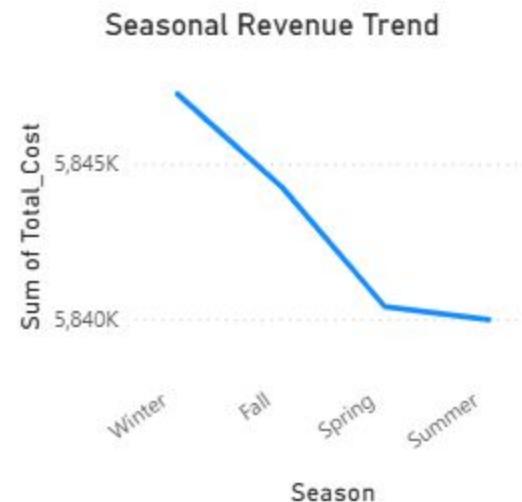
## Insight 2 (Store Type Analysis)

Pharmacy contributes the most revenue, suggesting that this category plays a key role in overall sales.



## Insight 3 (Seasonal Trend)

Sales performance peaks during the Fall, highlighting seasonal demand patterns.



# Business Recommendations

- Focus marketing efforts on high-performing cities
- Increase inventory for high-revenue store types
- Plan promotions during peak seasons

# Conclusion

This data storytelling exercise demonstrates how analytical insights can be translated into actionable business decisions.