

Summary: Retail Sales Performance Analysis

Project Title:

Retail Sales Performance Analysis – Identifying Revenue & Profit Drivers

Business Problem:

The retail chain lacked visibility into performance across regions and product categories. Store managers and executives were unable to make quick, data-driven decisions to optimize sales and profitability. Reporting was manual and inconsistent, with no real-time insights into low-margin products, order delays, or promotion performance.

Objectives:

Goal	Outcome Delivered
Understand sales by region & product	Identified top-performing categories
Analyze discount impact on profit	Found profit erosion at high discount levels
Identify delayed shipments	Flagged orders with >7 day delivery time
Build real-time dashboard	Created filterable Power BI report

Tools Used:

Tool	Purpose
Excel	Data cleaning, derived fields (ProfitMargin, ShippingDays)
SQL Server	Analyzed sales trends, delays, profit drops
Power BI	Created KPI dashboards and interactive visuals
Lucidchart	Process mapping (AS-IS & TO-BE)
Word	BRD, stakeholder doc, summary write-up

Key Insights:

Insight	Actionable Recommendation
High-discount items had lower profit	Limit discounts to high-margin SKUs only
Central region underperformed in furniture	Reassess inventory mix in that region
Orders shipped after 7 days had 30% lower profit	Improve shipping partnerships for delay zones
Category "Technology" had best ROI	Focus future campaigns here

Dashboard Features:

Page	Visuals & Filters
Overview	Total Sales, Profit, Orders (KPI Cards), filters for Year, Region
Category Performance	Sales by Product Category, Top/Bottom products
Shipping Trends	Delay breakdowns, trends over months

Project Deliverables:

File	Description
Retail_Sales_BRD.docx	Business requirements document
Retail_Stakeholder_Analysis.xlsx	Stakeholder interest & communication matrix
Retail_ASIS_TOBE_Process.png	Process map showing improved reporting
Retail_Cleaned_Data.xlsx	Final cleaned data-set with derived columns
Retail_SQL_Analysis.sql	SQL queries to support insights
Retail_Sales_Dashboard.pbix	Final Power BI file
Retail_Summary_1Pager.pdf	Final project summary for sharing