# 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 |