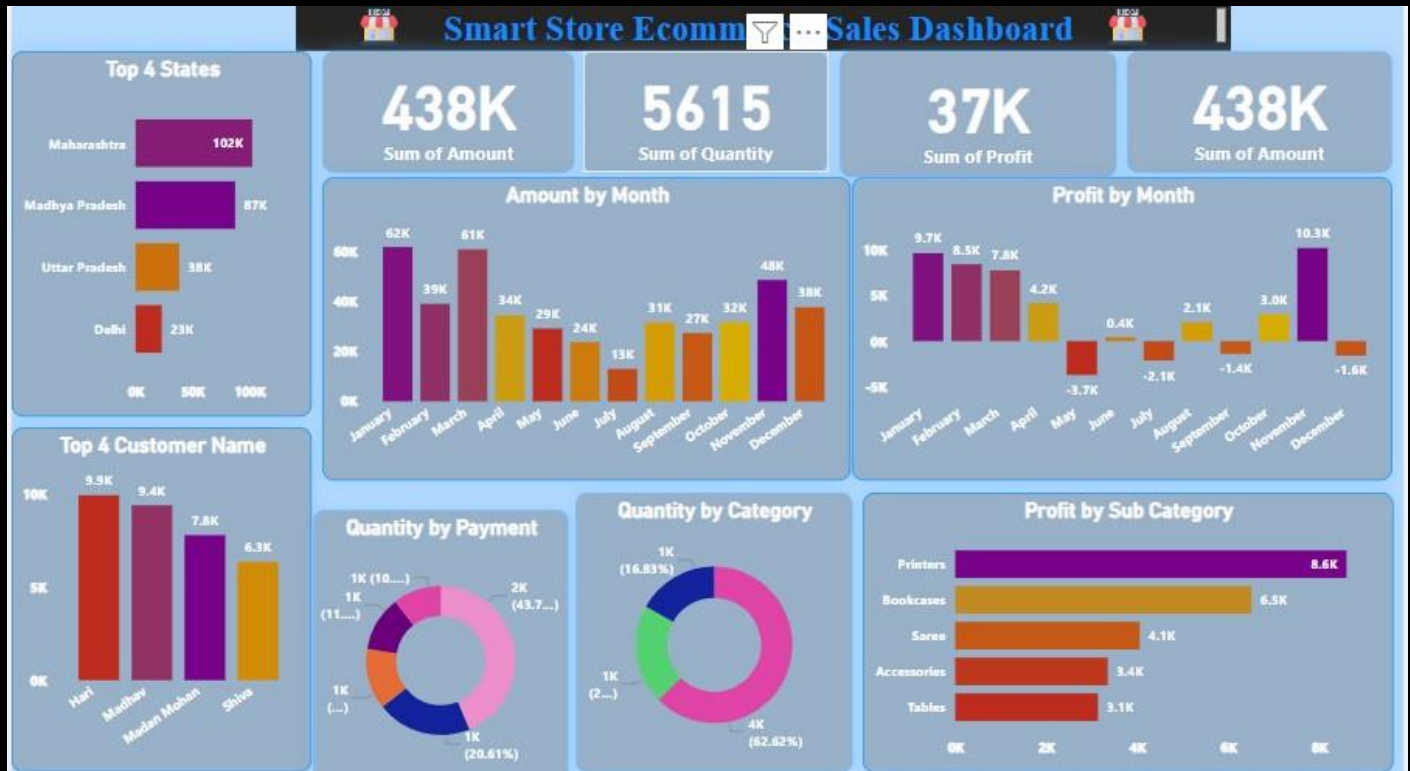# S- Mart store Analysis using Power BI

S- Mart: Ecommerce sales Analytics Dashboard Project 2024 in Power BI

Case study 2:

Problem Statement:

The local store **S-Mart in Pune** aims to optimize its operations by gaining insights into customer purchasing patterns and sales performance. The goal is to analyse sales data to identify best-selling products, busiest shopping hours, and key customer demographics, enabling the store to enhance inventory management, marketing strategies, and overall profitability.

Learning Outcomes:

- **Data Extraction:** How to extract and import LinkedIn data into Power BI.
- **Data Transformation:** Techniques for cleaning and transforming LinkedIn data to ensure consistency and accuracy.
- **Measure Creation:** Understanding how to create custom measures in Power BI to track specific metrics like total endorsements, shares, and reactions.
- **New Column creation Average of Orders**

Key Performance Indicators (KPIs):

1.Calculate amount by month

2. Profit by months and subcategories

3. Quantity by category and payment mode

Parimal A_Data Analyst

4.Top 4 States and Customer Names

Data Preparation:

- Data **Cleaning**: Removing duplicates, handling missing values, and ensuring data consistency (like renaming columns or standardizing formats) to make the data accurate and reliable.
- Data **Transformation**: Filtering out irrelevant data, merging tables, and creating new columns or measures to make the data easier to analyse and align with the KPIs you've set.

Conclusions:

The analysis of S-Mart's sales data highlighted crucial insights, such as the monthly sales trends, profit distribution across categories, and the impact of payment modes on quantity sold. Identifying the top-performing states and key customer demographics enabled targeted marketing strategies and better inventory planning. These findings demonstrate my capability to derive meaningful business insights from data, ensuring informed decision-making and enhanced store profitability.

Smart Store Ecommerce Sales Dashboard

S- Mart store Analysis using Power BI

Parimal A_Data Analyst