RETAIL STORE SALES ANALYSIS

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WEEK 4 – Finalize, Report & Present

1. Dashboard Polishing Checklist:

a) **Aligned Visuals**: Charts, cards, and slicers spaced evenly
b) **Renamed Axes & Labels**: Clear, business-friendly terminology used (e.g. "Sales by Month" instead of "Chart 1")
c) **Consistent Color Scheme**: Category colors reused logically across visuals
d) **Top Filters Added**:
  a. **Category**
  b. **Year**
  c. **Location**
e) These upgrades improve navigation and analytical focus for stakeholders

2. Key Findings:

a) **Online vs. In-Store Sales**: Online accounts for 51%, In-store 49% → Balanced channel performance
b) **Demand by Category**: *Food and Butchers* dominate with 25% share → consistently high consumption
c) **Peak Sales Months**: January 2022 & 2023, December 2024 → seasonal or promotional influence
d) **Payment Preferences**: Digital + Credit Cards at 65% → fast digital adoption

3. Recommendations:

a) Bundle food and butcher items into combo offers to boost sales.
b) Improve mobile shopping and payment experience for quicker checkouts.
c) Launch special discounts during January and December to match peak demand.
d) Customize promotions based on region to lift weaker performance areas.
e) Offer cashback or EMI options to encourage larger purchases.
f) Collect customer feedback to refine products and enhance experience.

4. Appendix:

a. Dirty Dataset for Demo: retail_store_sales.csv
b. Cleaned Dataset : Cleaned retail_store_data.xlsx
c. Power-BI Dashboard: Infotact Sales Dashboard.pbix
d. Screenshot of Power-BI Dashboard: