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RETAIL STORE SALES ANALYSIS

Infotact Solution Internship Project

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INTRODUCTION

Retail Store Sales Analysis

The dataset used in this project contains 12,576 rows of retail transaction records from 1 January 2022 to 18 January 2025. It includes essential details such as:

- Transaction ID – Unique Identifier for each transaction.
- Customer ID – Unique identifier for each customer.
- Category – The category of the purchased item.
- Item – The name of the purchased item.
- Price Per Unit – The static price of a single unit of the item.
- Quantity – The quantity of the purchased item.
- Total Spent – Total spent on the item.
- Payment Method – The mode of the payment used in transaction.
- Location – The location where the transaction occurred.
- Transaction Date – The date of the transaction.
- Discount – Indicates if a discount was applied to the transaction.

This dataset serve as the foundation for analyzing sales patterns, discount trends, product and platform wise performance using power bi and excel.

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OBJECTIVES

Retail Store Sales Analysis

The Objective of this project is to analyze the sales performance of a retail store using Power BI. The goal is to uncover trends in daily sales, discount patterns, and product performance to support data-driven decision making and improve store profitability.

Retail Store Sales Analysis

DATA CLEANING

1. Removed empty rows that contains no useful information and fully blank were deleted to maintain dataset quality.
2. Cleaned and rename the column “Discount Applied”
    - Rename the column from Discount Applied to Discount.
    - Converted Boolean values “TRUE / FALSE” to “Discount Applied” / “No Discount”.
3. Handled missing values by filling with the required logic.
4. Retained all columns No columns were dropped as all were relevant to the analysis.
5. Converted file format Original .csv file was converted to .xlsx file

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TOTAL SALES BY CATEGORY	
Category	**Total Sales**
Beverages	197047.5
Butchers	208118
Computers and electric accessories	190692.5
Electric household essentials	203813.5
Food	194812
Furniture	195310
Milk Products	180112
Patisserie	182165.5
Grand Total	**1552071**

SALES DISTRIBUTION BY LOCATION	
Location	**Total Sales**
In-store	49.01%
Online	50.99%

TOTAL SALES BY MONTHS	
Months	**Total Sales**
Jan	174421
Feb	119685
Mar	122392
Apr	125618.5
May	124594.5
Jun	129771
Jul	131509
Aug	123287.5
Sep	129344
Oct	119413.5
Nov	122346.5
Dec	129688.5
Grand Total	**1552071**

TOTAL QUANTITY BY CATEGORY	
Category	**Total Quantity**
Beverages	8358
Butchers	8206
Computers and electric accessories	8272
Electric household essentials	8309
Food	8387
Furniture	8462
Milk Products	8339
Patisserie	7943
Grand Total	**66276**

TOTAL SALES BY YEAR	
Year	**Total Sales**
2022	510329.5
2023	491312
2024	524881
2025	25548.5
Grand Total	**1552071**

TOTAL QUANTITY SOLD BY MONTHS	
Months	**Total Quantity**
Jan	7355
Feb	5115
Mar	5306
Apr	5309
May	5349
Jun	5556
Jul	5708
Aug	5351
Sep	5374
Oct	5163
Nov	5167
Dec	5523

TOTAL SALES BY PAYMENT METHOD AND CATEGORY	
Payment Method	**Total Sales**
Cash	**537710**
Beverages	70249.5
Butchers	72638
Computers and electric accessories	68063
Electric household essentials	68011
Food	69710
Furniture	67565
Milk Products	59882
Patisserie	61591.5
Credit Card	**507082**
Beverages	61310.5
Butchers	72832.5
Computers and electric accessories	63348
Electric household essentials	60514
Food	63540.5
Furniture	64779
Milk Products	60822
Patisserie	59935.5
Digital Wallet	**507279**
Beverages	65487.5
Butchers	62647.5
Computers and electric accessories	59281.5
Electric household essentials	75288.5
Food	61561.5
Furniture	62966
Milk Products	59408
Patisserie	60638.5

SALES DISTRIBUTION BY MODE	
Year	**Total Sales**
Cash	34.64%
Credit Card	32.67%
Digital Wallet	32.68%

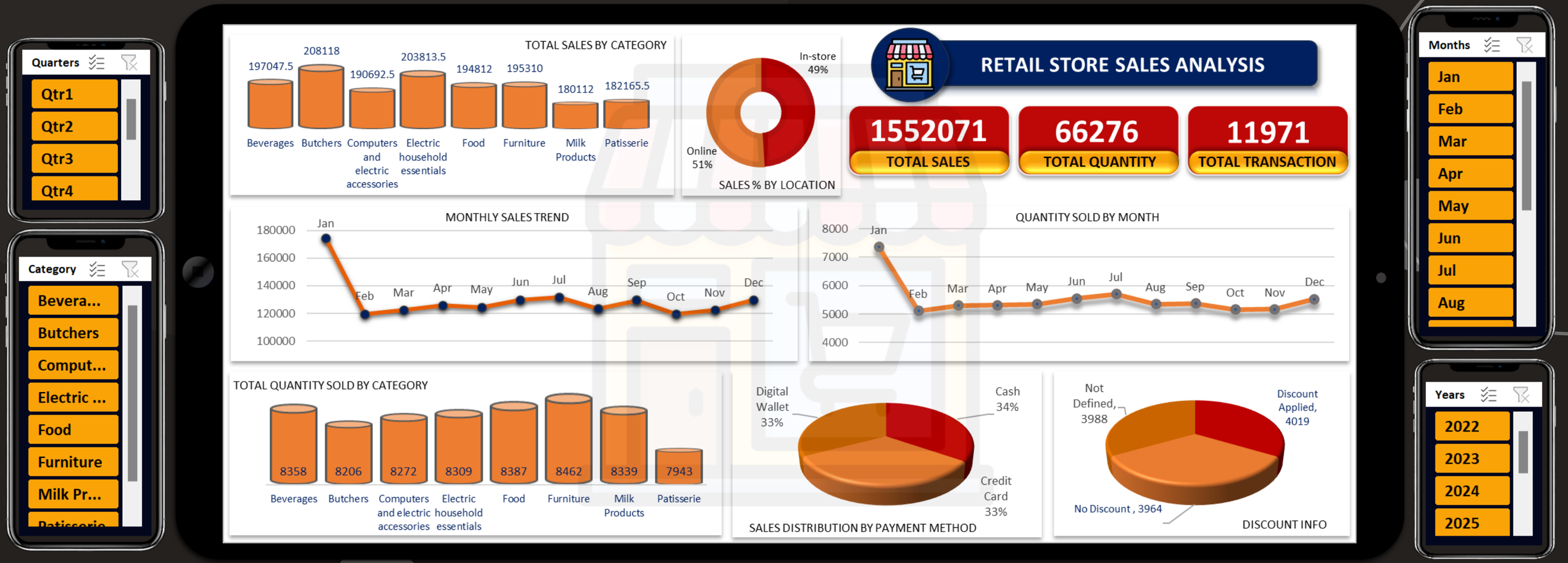
TOTAL SALES
1552071

TOTAL QUANTITY
66276

DISCOUNT INFO	
Discount Applied	**Count of Discount**
Discount Applied	4019
No Discount	3964
Not Defined	3988
Grand Total	**11971**

TOTAL TRANSACTION
11971

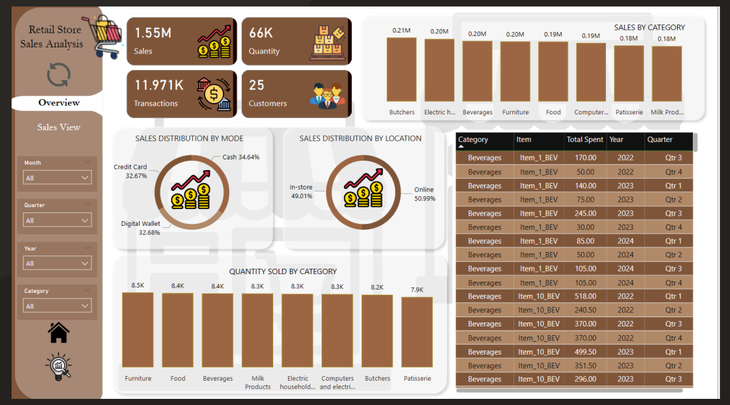
DATA VISUALIZATION IN EXCEL

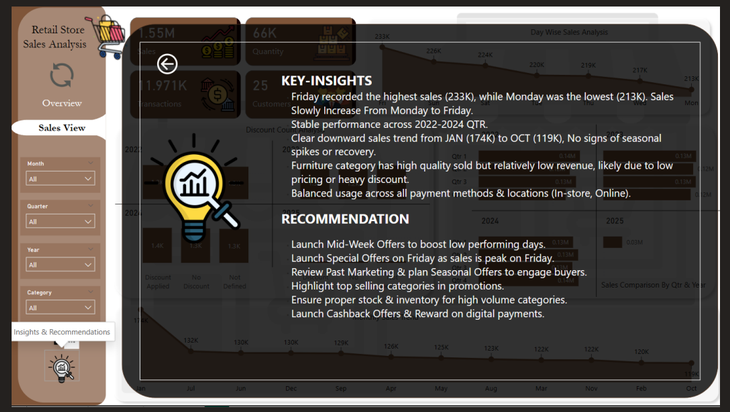


POWER BI BASIC REPORT

STEPS TO CREATE TIME BASED ANALYSIS

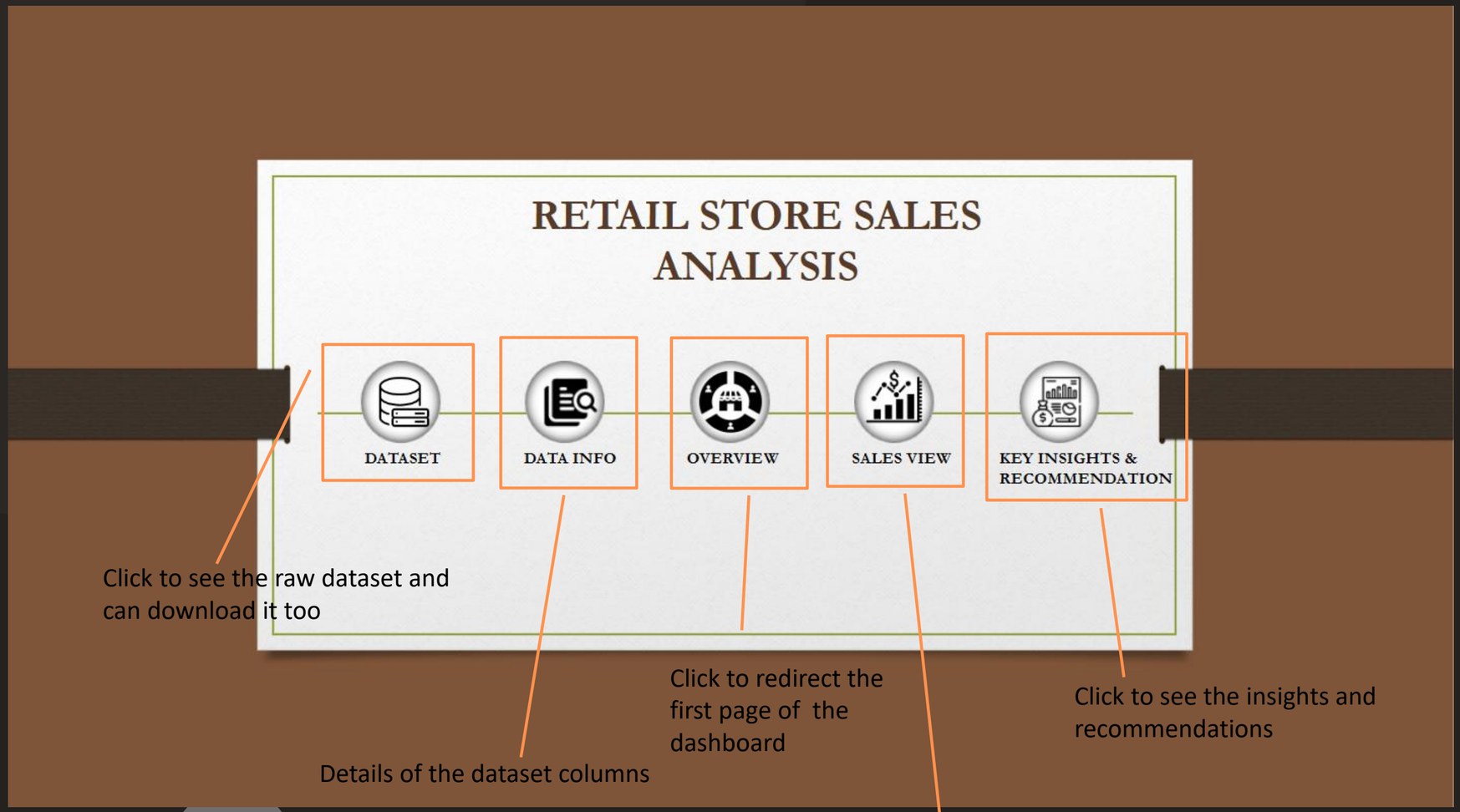
- Create a custom calendar table using DAX in power Bi.
- Added additional columns like Month and Day Name By using Dax Formula’s.
- Create a many to 1 relationship between the calendar table and retail store sales data table using date column.
- Create a Total Sales measure by using Dax.





POWER BI DASHBOARD

HOMEPAGE



POWER BI DASHBOARD

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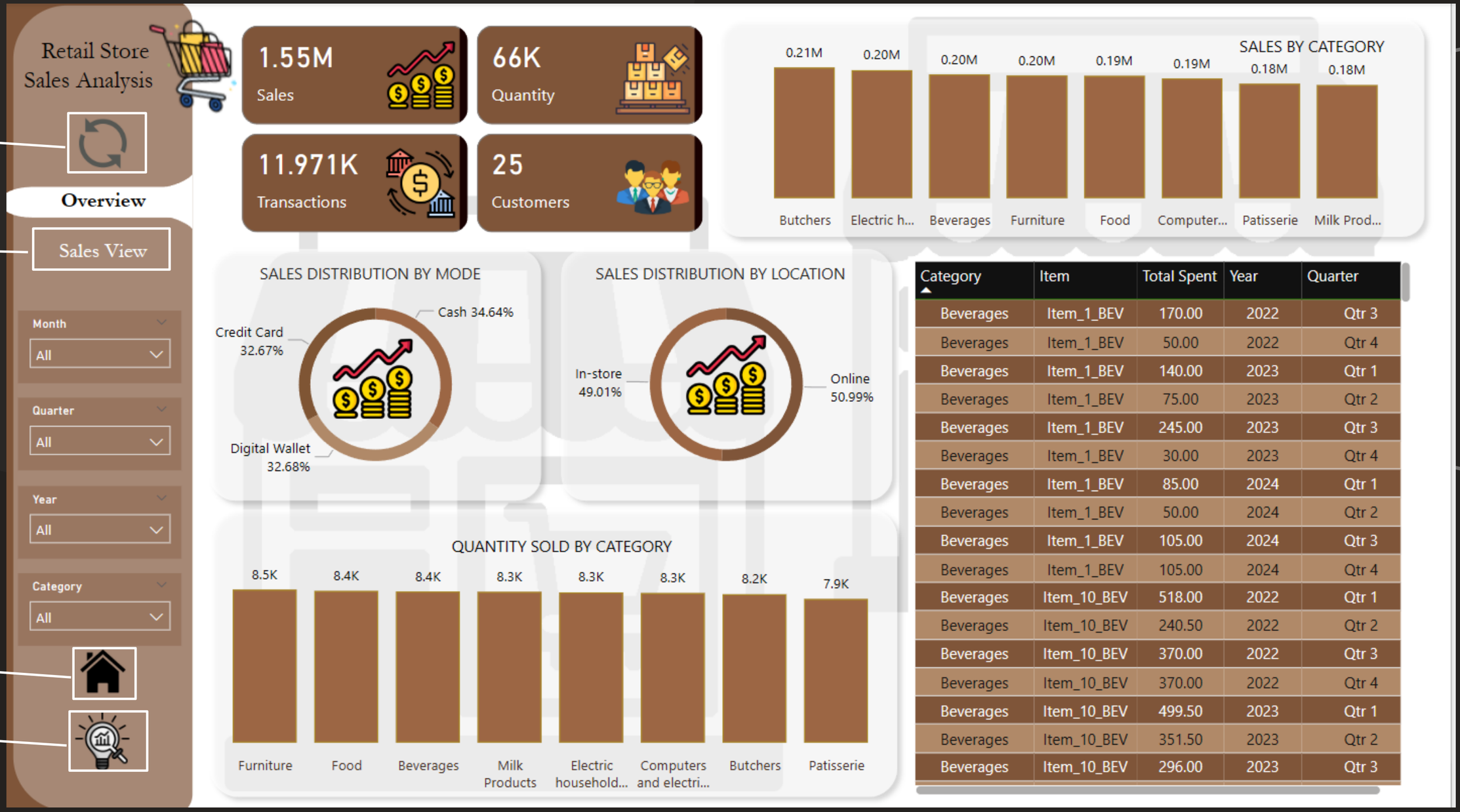

Category	Item	Total Spent	Year	Quarter
Beverages	Item_1_BEV	170.00	2022	Qtr 3
Beverages	Item_1_BEV	50.00	2022	Qtr 4
Beverages	Item_1_BEV	140.00	2023	Qtr 1
Beverages	Item_1_BEV	75.00	2023	Qtr 2
Beverages	Item_1_BEV	245.00	2023	Qtr 3
Beverages	Item_1_BEV	30.00	2023	Qtr 4
Beverages	Item_1_BEV	85.00	2024	Qtr 1
Beverages	Item_1_BEV	50.00	2024	Qtr 2
Beverages	Item_1_BEV	105.00	2024	Qtr 3
Beverages	Item_1_BEV	105.00	2024	Qtr 4
Beverages	Item_10_BEV	518.00	2022	Qtr 1
Beverages	Item_10_BEV	240.50	2022	Qtr 2
Beverages	Item_10_BEV	370.00	2022	Qtr 3
Beverages	Item_10_BEV	370.00	2022	Qtr 4
Beverages	Item_10_BEV	499.50	2023	Qtr 1
Beverages	Item_10_BEV	351.50	2023	Qtr 2
Beverages	Item_10_BEV	296.00	2023	Qtr 3

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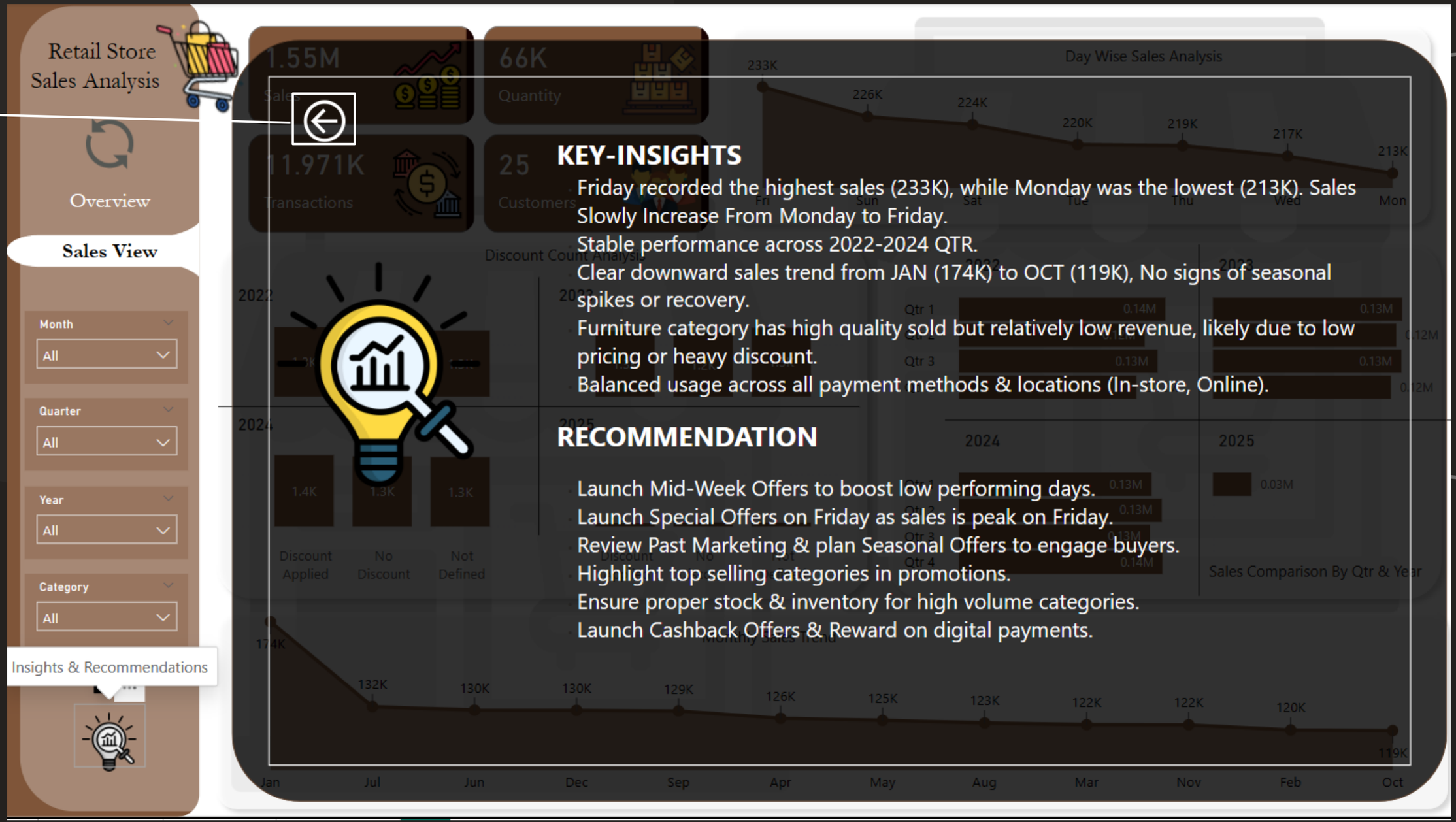

KEY INSIGHTS

- Friday recorded the highest sales (233K), while Monday was the lowest (213K). Sales Slowly Increase From Monday to Friday.
- Stable performance across 2022-2024 QTR.
- Clear downward sales trend from JAN (174K) to OCT (119K), No signs of seasonal spikes or recovery.
- Furniture category has high quality sold but relatively low revenue, likely due to low pricing or heavy discount.
- Balanced usage across all payment methods & locations (In-store, Online).

RECOMMENDATIONS

- Launch Mid-Week Offers to boost low performing days.
- Launch Special Offers on Friday as sales is peak on Friday.
- Review Past Marketing & plan Seasonal Offers to engage buyers.
- Highlight top selling categories in promotions.
- Ensure proper stock & inventory for high volume categories.
- Launch Cashback Offers & Reward on digital payments

THANK YOU FOR YOUR ATTENTION

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