

# RETAIL STORE SALES ANALYSIS

-SUBMITTED BY UVESH  
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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.xlsx
- b. Cleaned Dataset : Cleaned retail\_store\_data.xlsx
- c. Power-BI Dashboard: Infotact Sales Dashboard.pbix
- d. Screenshot of Power-BI Dashboard: