RETAIL STORE SALES ANALYSIS

-SUBMITTED BY UVESH SHAIKH

Week 3 Report: Power BI Sales Dashboard Enhancement

➢ Tasks Performed

1) **Data Upload & Preparation**

   a. Imported cleaned Excel file into Power BI Desktop.
   b. Validated and adjusted column data types for accurate calculations.

2) **Measure Creation**

   a. Created two calculated measures:
      i. *Average Order Value*: SUM(retail_store_sales[Total Spent]) / COUNT(retail_store_sales[Transaction ID])
      ii. *Discounted Sales*: CALCULATE(SUM(retail_store_sales[Total Spent]), retail_store_sales[Discount] <> "No Discount")

3) **KPI Visualization**

   a. Consolidated four KPIs into **Card Charts**:
      i. Total Sales: ₹1.55M
      ii. Total Quantity Sold: 66K units
      iii. Average Order Value: ₹129.66
      iv. Discounted Sales: ₹524.47K

4) **Category Demand Analysis**

   a. Designed a **Donut Chart** to visualize demand distribution by category:
      i. Categories include: Furniture, Food, Beverages, Milk Products, Electrical items, Computers, Butchers, and Patisserie.

5) **Monthly Sales Tracking**

   a. Created a **Line Chart** to depict monthly sales trends (January–December).
   b. This aids in identifying seasonal spikes or drop-offs in revenue.

6) **Payment Method Breakdown**

   a. Built a **Pie Chart** showing the sales ratio by:
      i. Cash Payment, Digital Payment, and Credit Card

7) **Discount Analysis Over Time**
   a. A **Stacked Column Chart** was used to visualize how discounts impacted total sales across different months.
   b. This chart displays both **discounted** and **non-discounted** sales segments for each time period, helping identify how promotions influenced purchasing behavior.

8) **Interactive Filtering**

a. Implemented **Slicers** for:
    i. Year
    ii. Category
    iii. Location
b. Enabled dynamic dashboard interaction for deeper drill-downs.