

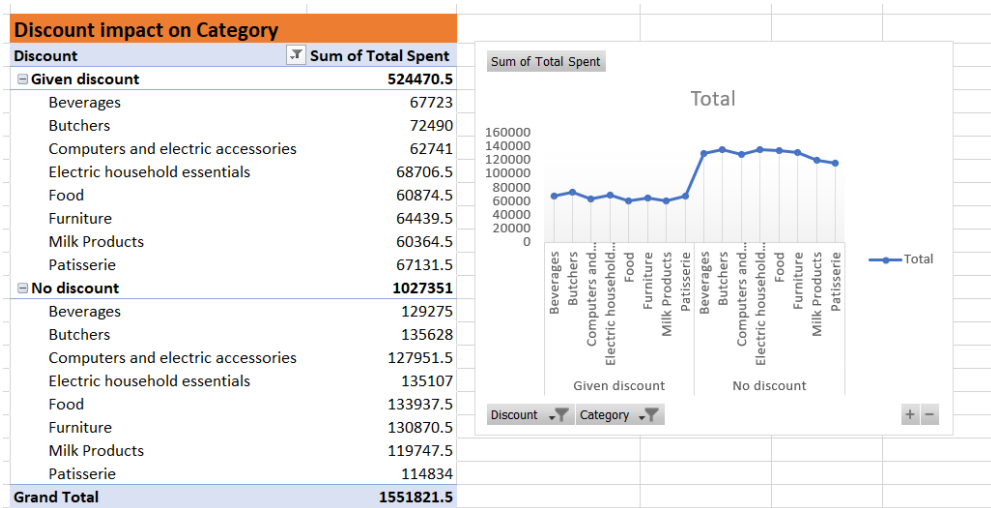
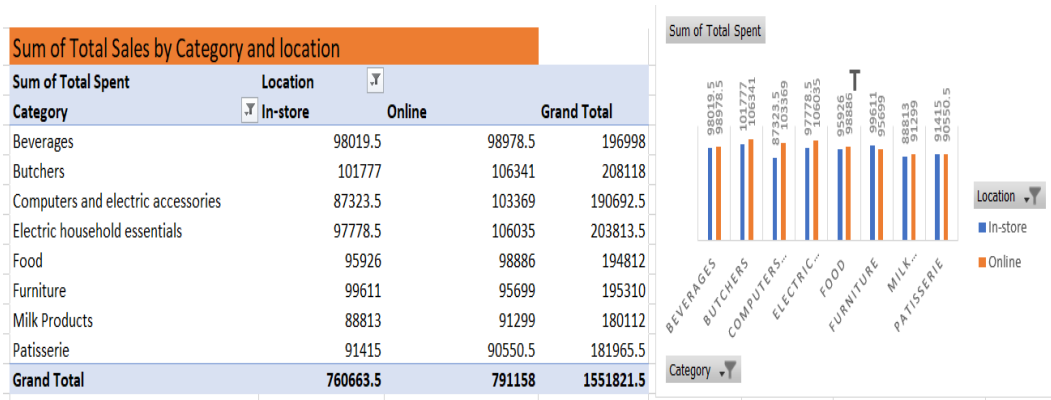
RETAIL STORE SALES ANALYSIS

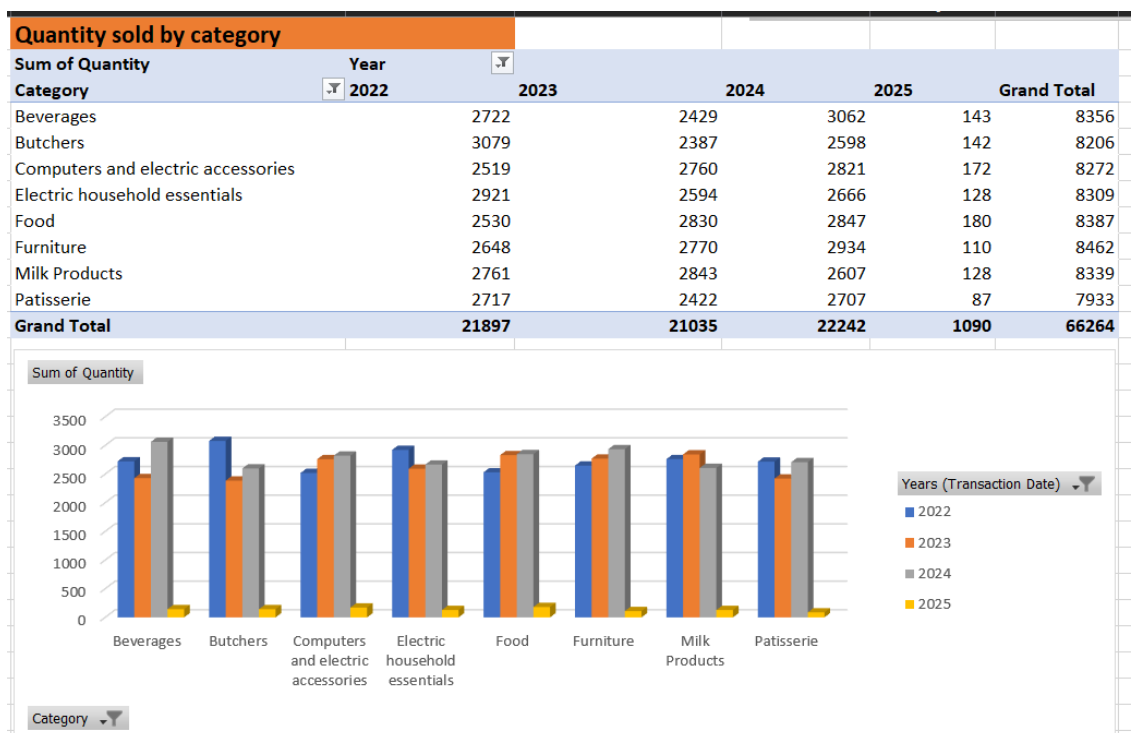
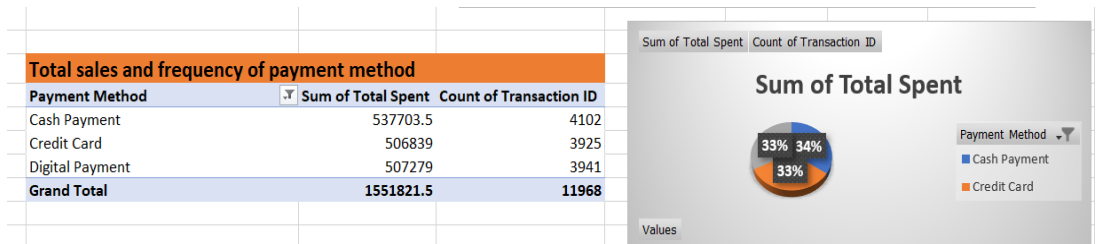
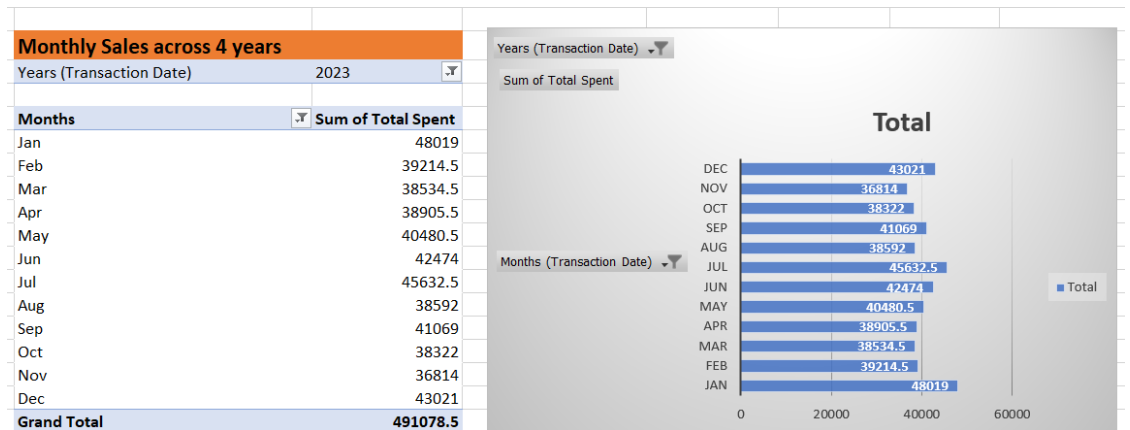
-SUBMITTED BY UVESH
SHAIKH

Week 2 Report: The project focused on integrating Excel data into Power BI and initiating dashboard design

1. Tasks Performed

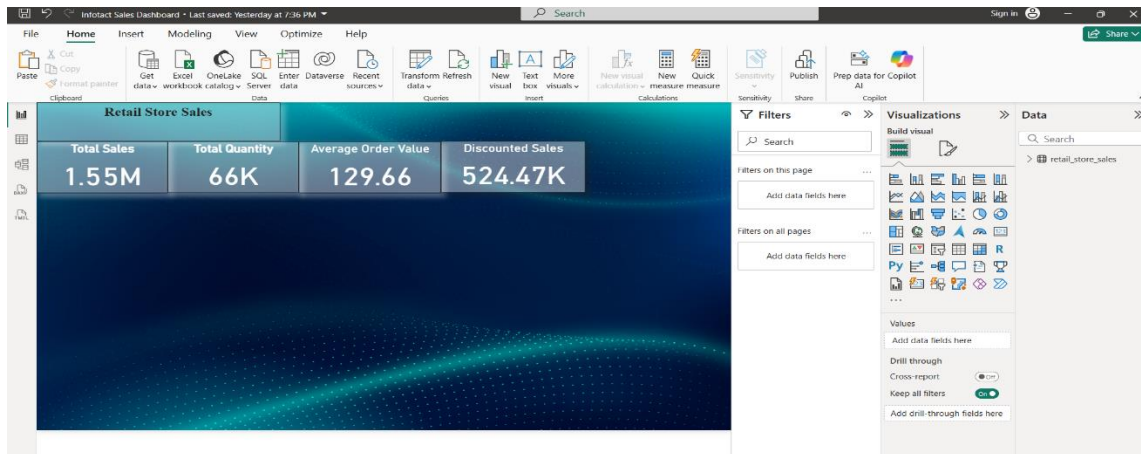
a. Excel Visuals Creation





- Built pivot tables in Excel for deeper analysis before visualizing in Power BI
- Above five screenshots demonstrating:
 1. Sales by category
 2. Regional quantity breakdown
 3. Monthly discount trends
 4. Customer segmentation
 5. Product performance metrics

b. KPI Identification



- Identified four key performance indicators (KPIs) for evaluating sales metrics:
 - *Total Sales*: ₹1.55M
 - *Total Quantity Sold*: 66K units
 - *Average Order Value*: ₹129.66
 - *Discounted Sales*: ₹524.47K