

RETAIL STORE SALES ANALYSIS

-WEEK 2 SUBMISSION BY DIVYANSHI DOSER

DATA INFO

| | |
|------------------|---|
| 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 | The total amount spent on the items. |
| Payment Method | The mode of 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. |

DATA CLEANING STEPS

1. Removed empty rows
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.

PIVOT TABLES

| 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 | |

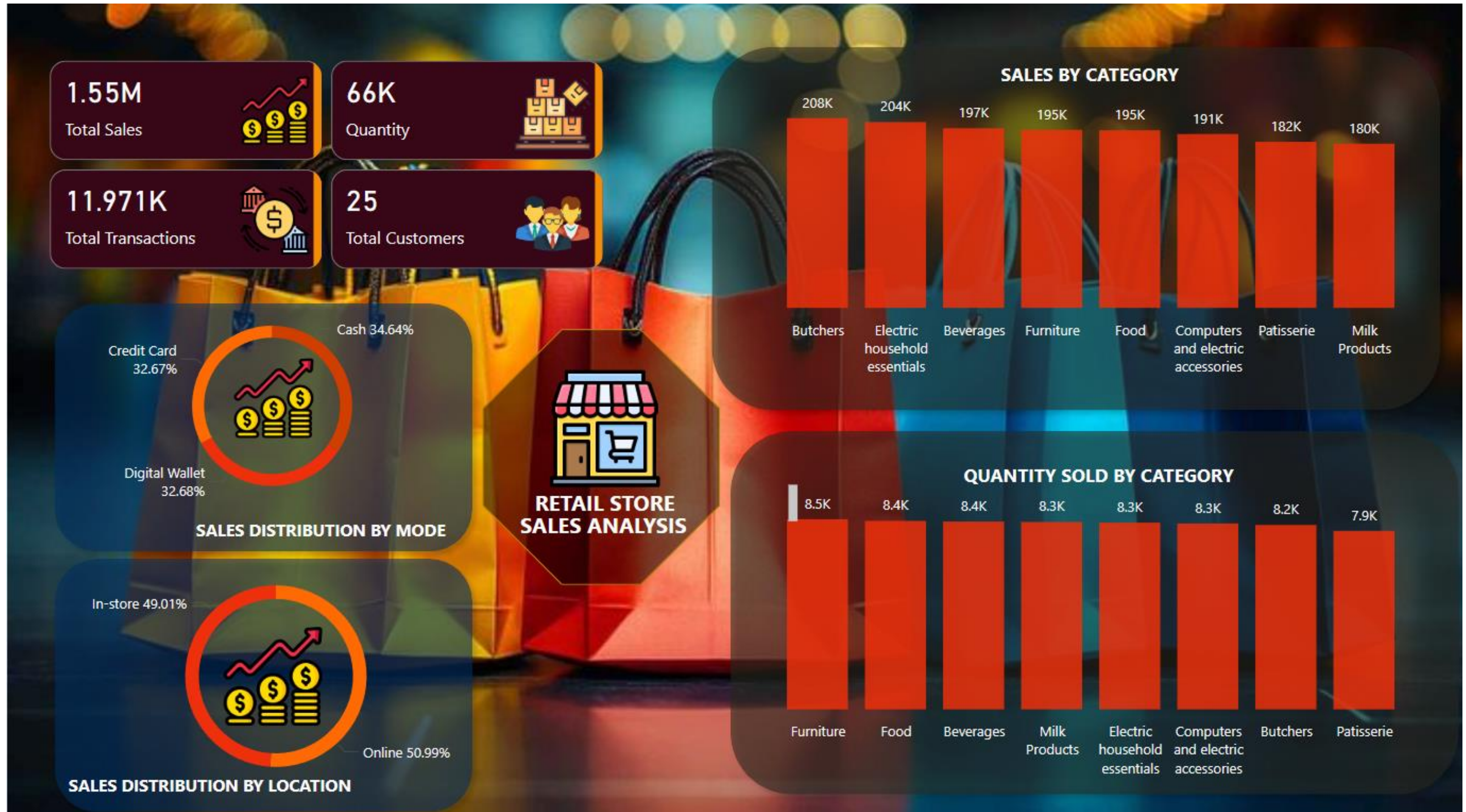
| TOTAL SALES BY PAYMENT METHOD AND CATEGORY | | |
|--|-------------|--|
| Payment Method | Total Sales | |
| Cash | 537710 | |
| Beverages | 70249.5 | |
| Butchers | 72638 | |
| Computers and electric accessories | 68063 | |
| Electric household essentials | 68011 | |
| Food | 69710 | |
| Furniture | 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



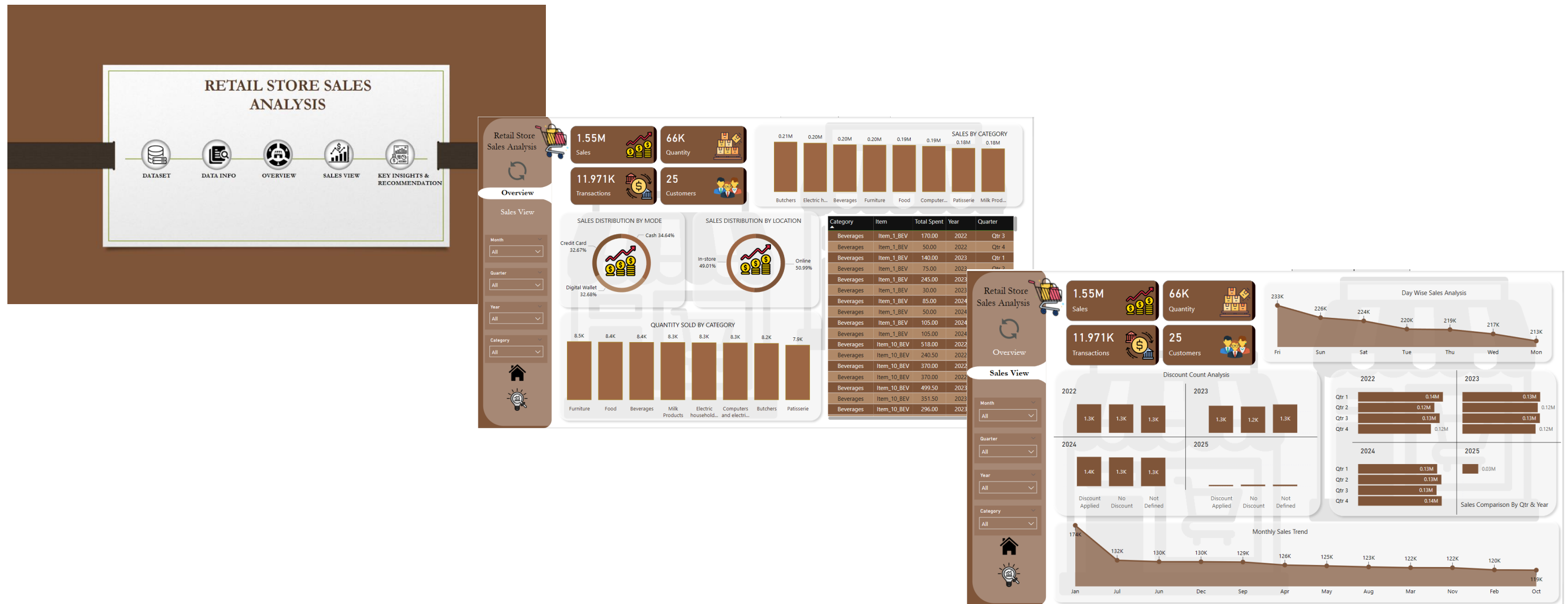
POWER BI BASIC REPORT



Pre Processing For Power BI Dashboard

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 1 to many relationship between the calendar table and retail store sales data table using date column.
- Create a Total Sales measure by using Dax.



RETAIL STORE SALES ANALYSIS



DATASET



DATA INFO



OVERVIEW

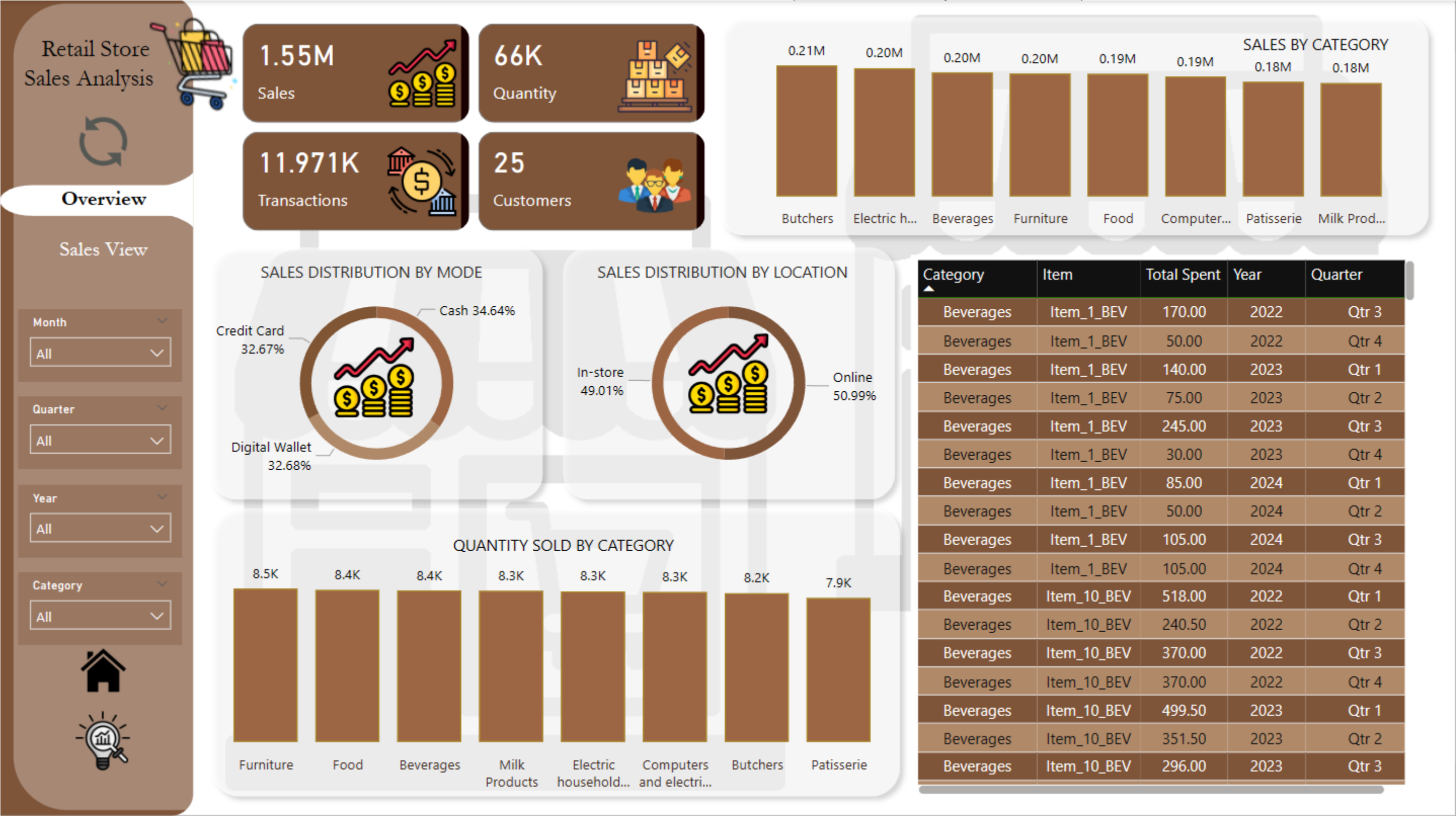


SALES VIEW



KEY INSIGHTS &
RECOMMENDATION

Homepage With Interactive And Clickable Buttons



Retail Store Sales Analysis



Overview

Sales View

Month
All

Quarter
All

Year
All

Category
All



1.55M

Sales



66K

Quantity



11.971K

Transactions

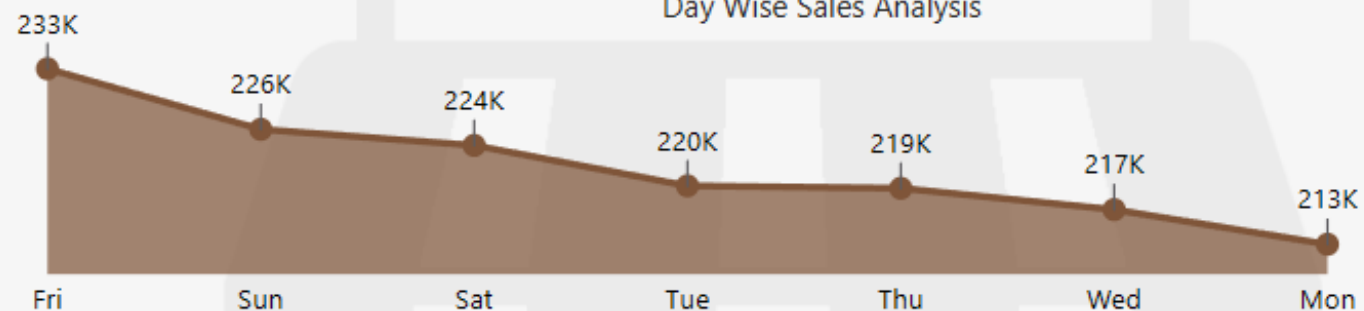


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Customers

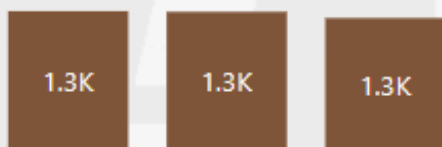


Day Wise Sales Analysis

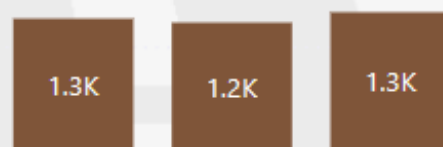


Discount Count Analysis

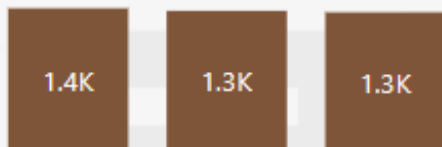
2022



2023



2024



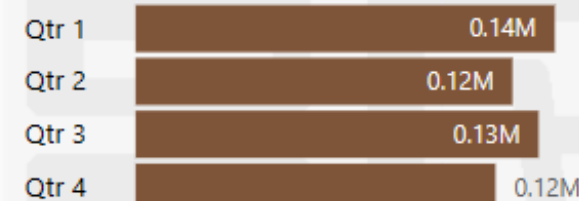
2025



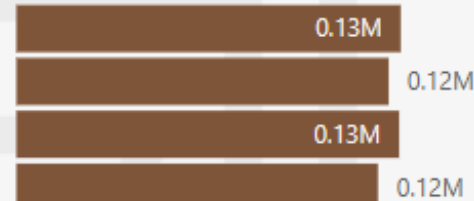
Discount Applied No Discount Not Defined

Discount Applied No Discount Not Defined

2022



2023



2024

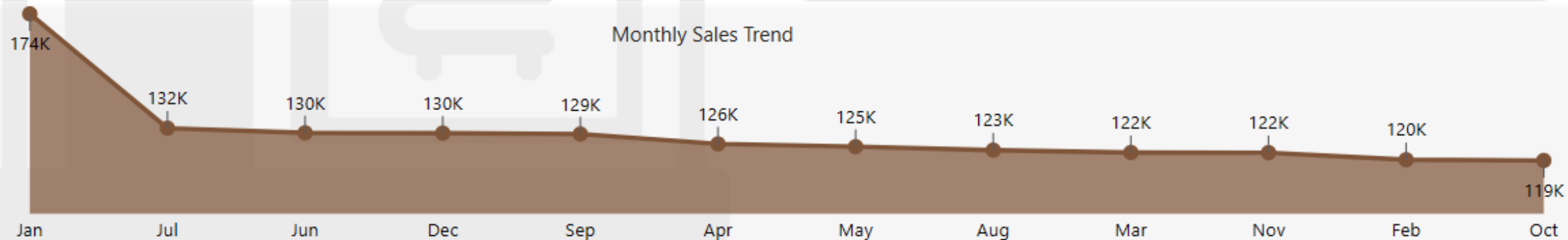


2025

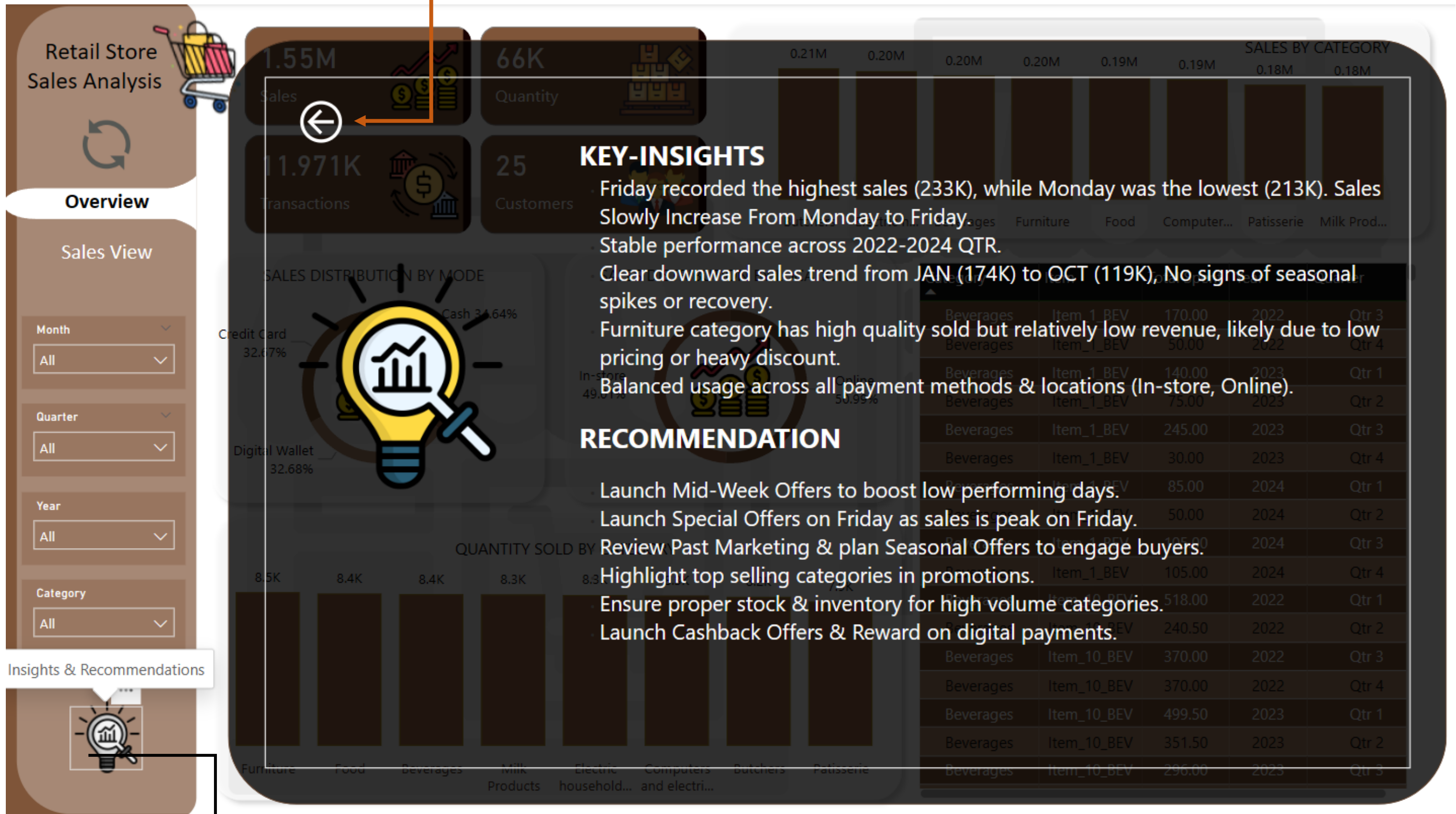
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Sales Comparison By Qtr & Year

Monthly Sales Trend



Back Button



Insights & Recommendations View Button

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).

RECOMMENDATION

- 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.