

## **Revenue Analysis Dashboard - Retail Store**

### **Process:**

- Defined key KPIs including Gross Revenue, Gross Profit, Net Revenue, COGS, and periodic sales.
- Cleaned data in Excel by handling null values and removing inconsistencies and duplicates.
- Further, Power BI was used for EDA, summarization of sales data and visualization.
- Designed an interactive dashboard to showcase overall company performance and segment-wise analysis.

### **Insights:**

- The company achieved 87% of its revenue target for the financial year, with the highest sales occurring between August and October.
- Gross profitability stood at 28%, with a net profit margin of 12%.
- Identified the top two best-selling products for future strategic decisions.
- Analyzed region and segment-wise trends to provide insights for targeted business strategies.