

Project Overview

This project applies **business intelligence, advanced analytics, and data storytelling** to address a real retail business scenario using Microsoft Power BI. The dataset, MetroMart Superstore (**9,995 transactions across 21 attributes**), provides a foundation to examine how **data-driven decision-making** can support **profitability optimization, growth strategy, and operational efficiency**.

The analysis goes beyond simple dashboards, focusing on **strategic insights** that executives and consultants would use to inform decisions. Key dimensions include:

- **Sales & Profit Benchmarking:** Identifying high-performing and underperforming states, cities, and product categories.
- **Customer Segmentation:** Recognizing high-value customers, loyalty patterns, and revenue concentration risks.
- **Discount Impact Analysis:** Measuring how promotions affect margins, highlighting inefficiencies and potential profit leakage.
- **Category & Regional Trends:** Detecting opportunities for market expansion and areas requiring corrective action.

Deliverables consist of:

1. An **interactive Power BI dashboard** for real-time exploration of performance metrics.
2. A **consulting-style PDF report** that synthesizes the findings into **actionable recommendations** for stakeholders.

The project demonstrates the ability to:

- Conduct **performance diagnostics** and isolate value drivers.
- Convert raw data into **executive-level insights** that support **evidence-based strategy formulation**.
- Apply **structured problem-solving and visualization** to communicate complex information clearly.
- Develop scalable frameworks that align with **business transformation and digital strategy consulting**.

By combining **analytics, visualization, and strategic thinking**, this work illustrates how a data professional can support **client engagements in areas like growth strategy, operational excellence, and margin improvement**