

RETAIL SALES & PROFIT DASHBOARD

Description

This is a dashboard project is designed for a retail outlet with focus on gaining insights into sales, profit, discounts and demographics. Retail data analysis use data to optimize retail business processes such as pricing, merchandising, sales discount, supply chain with the aim of improving customer experience and consequently increasing revenue and profit.

This dashboard will enable retail stores to see in real time the key KPIs needed to make key decision as it relates to sales and discounts. It can be used by any retail store to understand better the difference in product demand and supply across various location and how to better service each customer base or demographics. This dashboard can help retail chains increase their profit by efficiently matching product demand and discounts adequately as shown in the KPIs presented in the dashboard.

Data

The data used for this analysis was provided by Kaggle.com. The was cleaned from source, there is no need for additional data cleaning.

Task

- Develop a dashboard the shows average sales, discount and profit.

Requirements

- Share the trend of state wise profit
- Show the average distribution of profit by state, analyze which state is generating more profit and which one is at loss
- In which age range is the company making the most profit
- Show the average sales, profit and discount

Workbook Content

- **Worksheet One:** This is the KPI worksheet that contains information on average sales, average discount and average profit
- **Worksheet Two:** This is a map that shows the average state-wise profit distribution. The darker the green colour shade, the higher the profit
- **Worksheet three:** This worksheet shows the age distribution of profit. This is specifically to help determine the age group where the company makes the most profit.
- **Worksheet four:** This shows the regional quarterly average profit. The darker the shade of green, the higher the profit. From the highlight table, it can see that the most average profit was made by the eastern region in the fourth quarter.

Tools

Microsoft Excel, Tableau