

## Retail Sales Analytics Business Report

Powered by Power BI

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### Executive Summary

This report provides a comprehensive analysis of the retail sales performance. It offers insights into revenue distribution by product categories, customer demographics, and sales trends over time. The objective is to enable data-driven decision-making that enhances business growth and profitability.

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### Key Performance Indicators (KPIs)

KPI	Value
Total Revenue	456K
Average Unit Price	179.89
Total Products Sold	3K
Total Customers	1K

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### Revenue by Product Category

Category	Total Revenue
Beauty	144K
Clothing	156K
Electronics	157K

#### ◆ Observation:

- **Electronics** leads slightly in revenue share, followed by **Clothing** and **Beauty**.
- The revenue distribution is fairly balanced across all categories, indicating a diversified sales portfolio.



## Revenue Trend Over Time

- The **Total Revenue by Month and Product Category** chart reveals consistent sales throughout the year, with noticeable peaks during **seasonal months like June and December**, likely due to promotions or festive sales.
  - Each category shows stable performance with synchronized growth trends.
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## Customer Demographics Analysis

### ► Revenue by Gender:

- The revenue distribution is almost **balanced between male and female customers**, suggesting equally strong brand engagement from both genders.

### ► Revenue by Age Group:

#### Age Group Revenue % Share

21-30	100K	21.9%
31-40	98K	21.4%
41-50	96K	21.04%
51-60	35K	7.6%
60+	2K	~0.5%
Below 20	Minimal	~0.1%

### ◆ Insight:

- The **age groups 21-50** contribute the majority of revenue, particularly **31-40 and 41-50**, indicating that the most valuable customer segment is the **young to middle-aged working population**.
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## Product Performance (Units Sold)

- The **Count of Units Sold by Product Category** indicates that the sales volume is evenly spread among the three categories, aligning closely with revenue distribution.
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### Business Insights

- **Top performing category:** Electronics
  - **Most valuable customer segment:** Age 31–50, balanced gender split
  - **Seasonality:** High sales in mid-year and year-end months
  - **Balanced revenue distribution:** No overdependence on a single product category
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### Recommendations




1.  **Focus marketing on the 21–50 age group**, as they represent over 65% of revenue.
  2.  **Run category-specific promotions** during peak months (June and December) to maximize revenue.
  3.  Explore ways to boost revenue from **customers aged 51 and above**, a currently underperforming segment.
  4.  Consider **expanding product offerings** in the best-performing categories like Electronics.
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### Conclusion

The business is performing well with a balanced product mix and stable monthly sales. Targeted marketing strategies based on the insights from this dashboard can help drive further growth and enhance customer engagement.

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### Appendix (Dashboard Features)

-  Revenue breakdown by product category
-  Revenue by gender and age group
-  Monthly revenue trends

-  Dynamic filters for age, gender, product category, and date range

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