

Retail Sales Dashboard – UAE Supermarket (2024)

Overview

In this project, retail sales data from a grocery chain in the United Arab Emirates is simulated, and Power BI is used to visualise important business insights. It illustrates how data analytics may assist in measuring performance, spotting trends, and assisting in strategic decision-making.

The dashboard is appropriate for both business and data analyst portfolios since it features dynamic graphics for total sales, sales by region, top product categories, and customer segmentation.

Objective

To create a visually engaging, insight-driven dashboard that helps business stakeholders understand:

- Sales distribution across Emirates
- Monthly sales trends
- Product category performance
- Key performance indicators (KPIs)

Dataset

The dataset was simulated using Python and Excel to mimic real-world supermarket sales across 5 Emirates (Dubai, Abu Dhabi, Sharjah, Ajman, RAK) for the year 2024.

Key fields:

- Date
- Emirate

- Product Category
- Sales Amount (AED)
- Units Sold
- Payment Method
- Customer Type

<https://1drv.ms/x/c/8db65e836239039f/ESS5gSeaVedFnpLcbabIfZYBvmVahAxIJw1n-P7gC5B0WA?e=QSNIW0>



Tools & Technologies

Power BI Desktop – Dashboard development & visual design




Excel – Data generation and preprocessing

DAX – For calculated KPIs and measures





Key Features in the Dashboard

◆ KPI Cards

-  Total Sales
-  Average Units Sold per Order
-  Top-Selling Product Category

◆ Charts

-  Bar Chart: Total Sales by Emirate

-  Line Chart: Monthly Sales Trend
-  Pie Chart : Customer Type Distribution

Insights Discovered

- Dubai had the highest total sales, followed by Abu Dhabi
- Fresh Produce and Snacks performed the best in product categories
- Online Shoppers had higher average spending per order
- Seasonal peaks were observed in March and December

About Me

I'm a Business Analytics graduate student with a strong foundation in data tools like Power BI, Excel, SQL, and Tableau. This project is part of my growing analytics portfolio aimed at real-world business impact.

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