

Retail Sales Analysis Dashboard

Project Title: Retail Sales Analysis Dashboard – Sales Analysis

Project Duration: April 2025

Tools Used:

- Power BI for interactive dashboards and data insights
- Excel for data cleaning and preprocessing

Project Objective:

- To analyze customer purchasing behavior and sales trends across different demographics, regions, and payment methods.
- The goal is to provide actionable insights that help improve marketing strategies, optimize product offerings, and enhance customer satisfaction.

Dashboard on Retail Sales Analysis

Shaik Rubeena | April - 2025

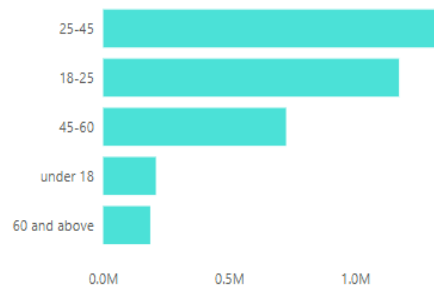
\$4M

Total Sales

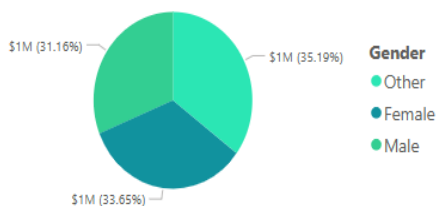
1220

Total Customers

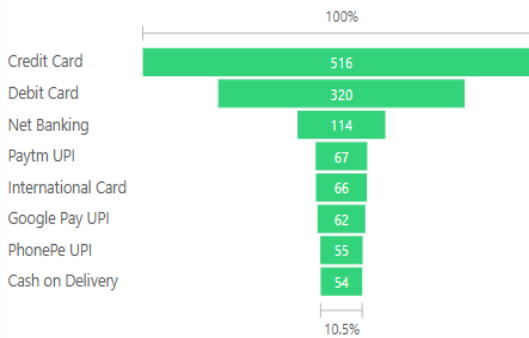
Sum of Net Amount by Age Group



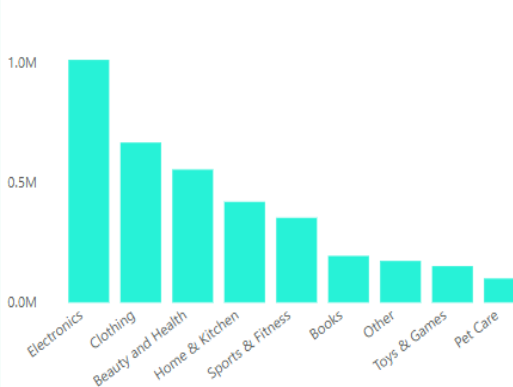
Total Sales by Gender



Total Customers by Purchase Method



Sum of Net Amount by Product Category



Purchase Method

- ☐ Cash on Delivery
- ☐ Credit Card
- ☐ Debit Card
- ☐ Google Pay UPI
- ☐ International Card
- ☐ Net Banking
- ☐ Paytm UPI
- ☐ PhonePe UPI

Location

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Dehradun
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
- ☐ Lucknow
- ☐ Mumbai
- ☐ Pune
- ☐ Srinagar
- ☐ Varanasi

Location	Total Customers	Total Sales
Dehradun	9	\$24,382
Varanasi	15	\$51,408
Srinagar	14	\$51,458
Other	25	\$73,163
Lucknow	32	\$84,075
Jaipur	38	\$91,643
Ahmedabad	62	\$1,75,534
Kolkata	69	\$1,99,337
Pune	88	\$2,41,864
Chennai	98	\$2,92,790
Hyderabad	119	\$3,62,464
Bangalore	178	\$5,05,369
Mumbai	257	\$7,20,791
Delhi	255	\$7,42,184
Total	1220	\$36,16,462

Key Metrics Displayed:

- *Total Sales: \$4M*
- *Total Customers: 1220*

Insights & Visuals:

Customer Insights by Purchase Method:

- **Most used:** *Credit Card (516 transactions)*
Followed by Debit Card (320) and Net Banking (114)
UPI and international cards are used by a moderate share
- **Least used:** *Cash on Delivery (34 transactions)*

Sales by Age Group:

- *Age 25–45 group is the top contributor*
- *Younger customers (18–25) are also active*
- *Older age groups contribute less to total net amount*

Gender-wise Sales Distribution:

- *Female: 35.19%*
- *Male: 31.68%*
- *Other/Unspecified: 33.13%*

Fairly even distribution, with slight female dominance

Sales by Product Category:

- *Electronics leads with over \$1M*
- *Other notable categories: Clothing, Books, and Kids Essentials*
- *Pet Care and Toys contributed the least*

Top Performing Locations:

- *Delhi (\$362,146) had the highest total sales*
Followed by Mumbai, Bangalore, Hyderabad, and Chennai
- *Smaller cities like Dehradun and Varanasi showed minimal sales volume*

Interactive Features:**Slicers for filtering by:**

- *Purchase Method*
- *Customer Location*

Easy to compare city-wise performance and customer behavior

Business Impact:

- *This dashboard helps identify:*
- *Top-performing locations and age groups*
- *Preferred payment methods*
- *Best-selling product categories*
- *Gender-based buying behavior*

OUTCOME

This empowers retail stakeholders to make data-driven decisions for targeted promotions, stock optimization, and personalized customer engagement.

*****Thank You*****