

SHAZEEN MEMON'S PROJECTS

A BRIEF OVERVIEW OF SOME OF MY PERSONAL PROJECTS.

SHAZEEN MEMON

A Deep dive into the world of Thormpton's Furniture using Excel!

Sales Analysis and Inventory Dashboard

Overview:

Thormpton's furniture is a distinguished furniture outlet which crafts timeless designs of chairs with modern aesthetics. The company has already become a brand in the two regions of the company and now Thormpton's Furniture is gearing up for a new store launch with an introductory offer of 5% off for orders over \$100! An accurate financial analysis can be the guiding force, ensuring every decision to be made smoothly and risk-free.

This project navigated through vast data sets: creating calculation columns, addressing challenges like incomplete model codes through Excel's charm of LOOKUPS and through effective communication and collaboration. I took challenges into opportunities and ensured my analysis was robust and insightful. Using Excel, I created a streamlined inventory journal, bringing efficiency to the heart of operations. Product details and order alerts became the protagonists, showcasing a 20% reduction in manual effort. Excited to showcase the versatility of Excel in this project, proving that whether it's Power BI or Excel, data tells a story worth sharing!

Utilised the following tools and techniques:

- Microsoft Excel for data analysis.
- Excel's drop-down lists for user-friendly input.
- Conditional formatting to highlight key insights.
- Pivot tables to summarize and visualize data.
- Lookup functions (VLOOKUP) for data retrieval.

I collected and cleaned data from multiple sources, ensuring data accuracy and consistency. This involved removing duplicates, handling missing values, and standardizing data formats.

Afterwards, I employed VLOOKUP functions to retrieve additional information about product codes, conditional formatting to highlight the order status and finally I implemented the **Drop-down** list feature for user-friendly input.

One challenge was dealing with incomplete data from different sources. I addressed this by using Advance Excel functions and by creating data cleaning procedures and then validation checks in Excel's Pivot table.

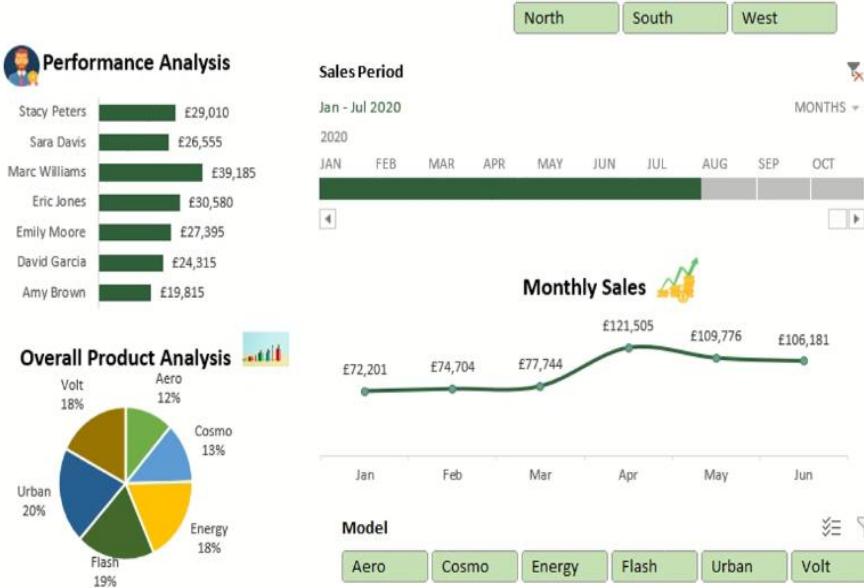
Through this project, as a result, the business can gain insights into which products were top performers and identify opportunities for improvement. The forecasting model I developed, could help the company make data-driven decisions and allocate resources more effectively.

Thormpton's Furniture

Inventory								
Date	Serial No.	Region	Model	Colour	Item code	Units in stock	Units ordered	Re-order Alert
07/01/2020	1	North	Energy	black	E2376bl	100	51	No Action Required
08/01/2020	2	South	Flash	brown	F2248br	100	65	Place Order
09/01/2020	3	North	Cosmo	black	C2669bl	10	15	No Action Required
10/01/2020	4	South	Energy	gray	E2376gr	100	26	No Action Required
13/01/2020	5	North	Cosmo	black	C2669bl	100	15	No Action Required
14/01/2020	6	South	Cosmo	gray	C2669gr	100	83	Place Order
15/01/2020	7	North	Volt	white	V2944wh	20	35	No Action Required
16/01/2020	8	South	Volt	red	V2944rd	100	20	No Action Required
17/01/2020	9	North	Volt	white	V2944wh	100	35	No Action Required
20/01/2020	10	South	Urban	black	U2683bl	70	52	No Action Required
21/01/2020	11	North	Aero	gray	A2258gr	100	45	No Action Required
22/01/2020	12	South	Energy	black	E2376bl	100	67	Place Order
23/01/2020	13	North	Aero	red	A2258rd	100	16	No Action Required
24/01/2020	14	South	Aero	white	A2258wh	100	15	No Action Required
27/01/2020	15	North	Aero	white	A2258wh	100	42	No Action Required
28/01/2020	16	South	Volt	gray	V2944gr	100	32	No Action Required
29/01/2020	17	North	Volt	brown	V2944br	100	57	Place Order
30/01/2020	18	South	Volt	red	V2944rd	100	20	No Action Required
31/01/2020	19	North	Aero	white	A2258wh	100	42	No Action Required
03/02/2020	20	West	Cosmo	gray	C2669gr	20	0	
04/02/2020	21	South	Aero	brown	A2258br	100	56	No Action Required
05/02/2020	22					100		
06/02/2020	23					100		
07/02/2020	24					100		
	25					100		
	26					100		

Thormpton's Furniture

Sales Analysis Dashboard



Mega Mart Sales Analysis

Dashboard: Unlocking Growth through Data Brilliance

Sales Analysis Dashboard

Overview:

In the dynamic world of retail, Mega Mart is a leading supermarket business, operating successfully in six countries since 2011. Their journey was woven into the fabric of data, which has been meticulously analysed from 2011 to 2017. They want to have a clear picture of their vastly expanded business, perhaps gathering some insights for another successful new store launch!

The project's focus extended beyond conventional analysis. My key focus areas included customer segmentation, location-based performance, sales representative effectiveness, and product portfolio management. I then implemented advanced time intelligence measures and created a dynamic Power BI dashboard for actionable insights.

The result: a visual masterpiece in Power BI, capturing the essence of enhanced customer retention, optimized locations, profit calculations, effective time-based decision-making and streamlined product portfolios.

The impact is tangible – from a projected 18% increase in overall profitability to efficient inventory management, reflecting the positive impact of tailored strategies on cost savings by 20%.

Here's a sneak peek of the project. However I would highly recommend to interact with the dynamic dashboard by following the link in next post. I developed a comprehensive and dynamic sales analysis dashboard for a Mega Mart retail company to provide real-time insights into sales performance and key metrics. I utilised the following tools:

- Power BI for data visualization and interactive dashboard creation.
- Power Query to extract and transform data from various sources.
- Power Pivot for data modelling and creating relationships between tables.

- Excel for advanced calculations and data preprocessing.

Starting with Power Query I connected to various data sources, including sales databases, and transactional dates and created a Calendar for the transactions accordingly. Set up scheduled data refreshes to ensure the dashboard always reflects the latest information.

Following with data modelling in Power Pivot, for efficient aggregation and analysis of sales data across multiple dimensions, such as time, products, and regions.

Finally using DAX and M-Language I managed to calculate key performance indicators (KPIs), created visualizations, and implemented interactive filters and slicers in the Power BI dashboard, enabling users to drill down into specific time periods, product categories, and store locations through special **toolkits** for deeper analysis.

One challenge was dealing with inconsistent data formats from different sources, especially the dates. All of which, I addressed by creating data cleaning procedures in Power Query and then validation checks in Power BI time intelligence features.

As a result, this dynamic sales analysis dashboard will provide actionable insights into sales trends, allowing the Mega Mart retail company to make data-driven decisions to optimize product offerings, marketing strategies, and store operations. It will also enable users to generate custom reports and export data in various formats (e.g., PDF, Excel) for further analysis and sharing with stakeholders.

Sales Dashboard

Total Sales

Gross Profit

Time Period

All

Category

All

Product

All

Country

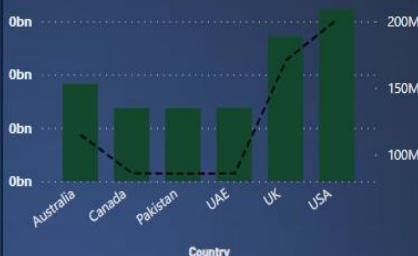
All



Top 5 Sales by Subcategory



Total Sales Vs LY Sales by Country



Category	Total Sales	Total Target	Target vs actual
Home & Furniture	215,51K	216,173K	-68K
Kitchen Essentials	21,817K	20,000K	-1,817K
Bakeware	9,370K	9,578K	-208K
Cookware	18,118K	18,227K	-11K
Appliances	16,079K	16,130K	-51K
Cutlery	14,290K	14,271K	-19K
Home Decor	44,590K	44,785K	-195K
Bedding & Bath	20,000K	20,196K	-196K
Furniture	57,501K	57,464K	-37K
Clothing & Apparel	21,000K	20,828K	-172K
Sports & Outdoors	220,082K	220,162K	-80K
Electronics	21,140K	21,092K	-48K
Groceries & Pantry	209,721K	209,484K	-237K
Total	1,187,463K	1,188,197K	-734K

Sales Dashboard

Total Sales

Gross Profit

Time Period

All

Category

All

Product

All

Country

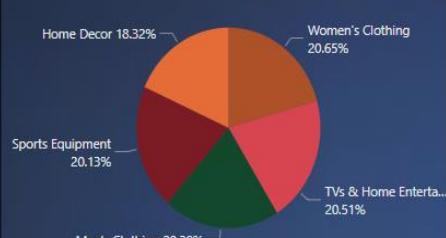
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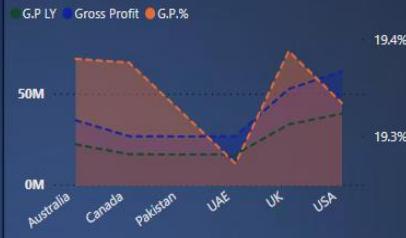
Gross Profit by Category



Top 5 G.P.% by Subcategory



Profit, LY Profit and Profit Margin



Products	Total Sales	Total Target	Target vs actual
Accessories	17,537K	17,413K	-124K
Appliances	16,079K	16,130K	51K
Bags	11,572K	11,704K	132K
Bakeware	9,370K	9,578K	208K
Basketballs	13,789K	13,755K	-34K
Bathroom Accessories	11,403K	11,290K	-113K
Bedding Sets	17,424K	17,749K	325K
Beds	11,206K	11,383K	177K
Belts	18,195K	18,367K	172K
Bicycles	14,175K	14,039K	-136K
Blouses	15,058K	15,031K	-27K
Bluetooth Speakers	10,996K	11,130K	134K
Boots	14,050K	14,220K	169K
Bottoms	11,088K	11,186K	98K
Breakfast Cereals	17,507K	17,622K	115K
Camera Lenses	15,048K	15,138K	90K
Camping Gear	15,008K	15,041K	33K
Canned Vegetables	9,987K	9,976K	-12K
Chairs	11,731K	11,904K	173K
Chargers	18,414K	18,517K	103K
Chips	9,966K	10,031K	64K
Chocolate Bars	16,595K	16,673K	78K
Cleats	9,692K	9,644K	-48K
Clocks	13,002K	13,047K	45K
Coffee	13,247K	13,149K	-99K
Total	1,187,463K	1,188,197K	-734K

Sales Dashboard

Time Period

All

Category

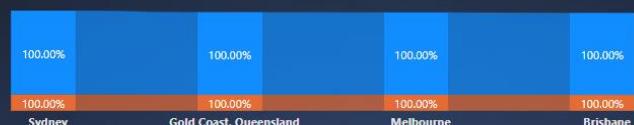
All

Product

All

Total Sales, Grand total % and Gross Profit by Cities Displaying values for Australia

● Total Sales ● grand total % ● Gross Profit



Total Sales by Category

Displaying values for Australia



MoM Sales

Total sales for the year is £ 182.48 M

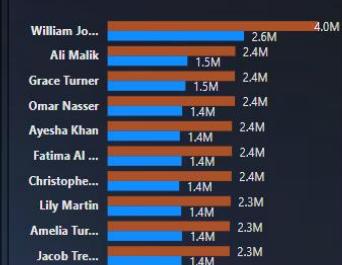
● Total Sales ● LastMonthSales



Top 10 Salesrep by YoY sales

Displaying values for Australia

● Total Sales ● LYsales



Top 10 Customers by YoY sales

Displaying values for Australia



Thank you for your time. 😊