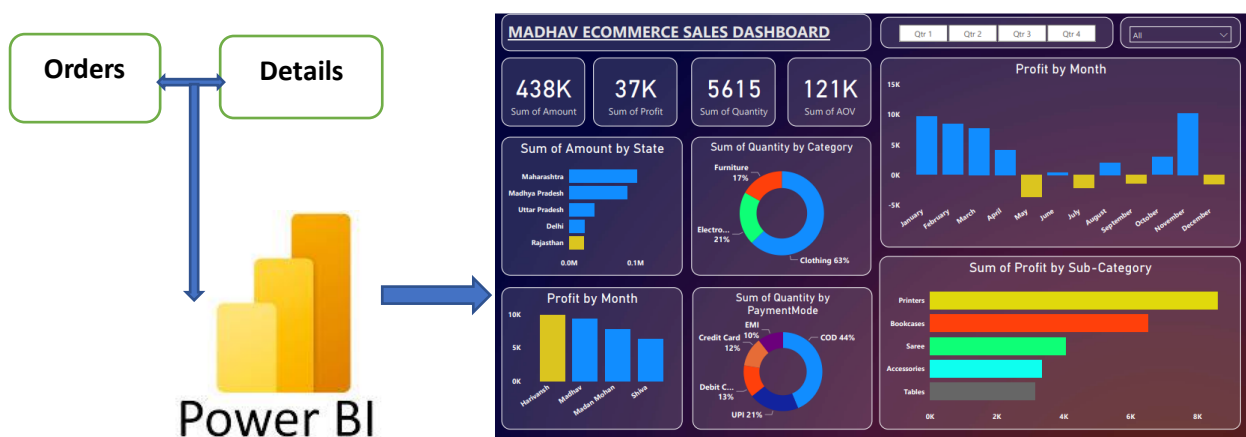# POWER BI DASHBOARD MADHAV STORE ANALYSIS

OBJECTIVE:

Owner of **Madhav Store** wants us to help them create a **dashboard** to track and analyze their online **sales across India.**

This project involves following steps:

Data collection, Data cleaning and wrangling, Data modeling, Data visualization, Data-Dashboard designing.

INSIGHTS:

- Key performance indicators (KPIs) used to be determined based on niche, vision, and short-term, mid-term, and long-term goals of a business, profit per month in states, category, sub-category of the products.

- The sales team is generating leads which is important as lack of leads implies a lukewarm or cold performance. It can also mean that the target audiences are entirely wrong and have nothing to do with the product or service you offer.

- Customer retention is the most important KPI to measure for any business. Spending excess amounts on acquiring new customers will not deliver long-term results if the current ones don't stay with your business. Retaining your customers is vital to increase brand value in the market.

- The payment mode option- a greater number of customers using COD (cash on delivery) and business can offer some discount to cardholders.

- Sales Growth per Month -The profit earned in the month of November are maximum as compared to other months due to winter sales on website.

- In Electronic goods, Printer were the subcategory which have the highest profit.

- Revenue per Deal-Keeping track of the number of successful deals is important. However, tracking the revenue generated per deal is even more vital. The quality of a deal will ultimately determine the revenue for your business
- The state Maharashtra, U.P, and M.P are having maximum purchases, it is important to focus on these states and provide some especial offers also focus on inventory to cope up the demand
- Based on demand in each state, helped to determine the inventory size and hence maximize profit and good customer experience

PROJECT LEARNINGS:

- Created interactive dashboard to track and analyze online sales data
- Used complex parameters to drill down in worksheet and customization using filter and slicers
- Created connections, join new tables, calculations to manipulate data and enable user driven parameters for visualizations
- Used different types of customized visualizations (bar chart, donut chart, clustered bar chart, scatter chart, line chart, area chart, map, slicers, etc.)
- Used multiple data sources