FOOTFALL-INSIGHT – Dashboard

Created by:

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Project Name: **Footfall Insights Dashboard**

Project Description:

This interactive Power BI dashboard provides a comprehensive analysis of retail footfall data across multiple sites. It is designed to help business stakeholders understand footfall trends by location, weekday, and direction (Northbound/Southbound), enabling smarter operational and staffing decisions.

Key Insights & Features –

Total footfall Metrics: Overview of key KPIs including Total Count, Average Footfall, and Location-wise performance.

Custom DAX Measures: Built with DAX formulas to calculate dynamic totals, averages, and min, max Hourly footfall and weekday footfall.

Comprehensive Footfall Overview: Displays over **2 million total footfalls**, with clear segmentation of **Northbound (892K)** and **Southbound (970K)** traffic. These metrics provide a baseline for understanding overall site engagement.

Hourly Average Footfall by Location: Shows **Davygate** as the most active location with a **2.4K average hourly footfall**, followed by Blake Street and Goodramgate. This supports location-specific strategy planning.

Weekdays Footfall: A pie chart reveals that **Saturday and Sunday** are the busiest days, each contributing **18.52%** of total footfall. This insight helps businesses plan for increased staffing or promotional activities during weekends.

Monthly Trends by Location: A dual bar chart compares **Total Footfall vs. Sum of Year** across months and locations, with **November at Davygate (0.45M)** emerging as a high-performance time/location combo.

Interactive Filtering: Includes a weekday slicer, allowing users to filter and interact with visuals dynamically for more granular analysis.

🌟 Why This Project Stands Out –

🚶 **Real-World Retail Scenario**: Real-world retail footfall analysis with actionable insights.
📊 **Visually Insightful**: Clean, color-coded dashboard using an Ocean Tale theme for professional appeal.
🧩 **Dynamic Analysis**: Interactive filters and slicers allow users to drill down into specific sites or timeframes.
💡 **Built Using DAX** : Built using best practices in Power BI and DAX.

🛠️ Tools & Techniques Used:

- Power BI Desktop
- DAX (Data Analysis Expressions)
- Power Query for data transformation
- Excel (for input data source)

🎯 Purpose of the Project:

The purpose of this project is to design an interactive Power BI dashboard that helps businesses analyze **retail footfall data** across multiple locations. It aims to identify patterns in customer movement by **day, hour, and direction**, enabling better decisions in **staff allocation, marketing strategies, and site performance management**.