Task 8: Power BI Dashboard for Retail Insights

# Executive Summary

This report provides an analysis of the key marketing performance metrics for the year 2021, based on the provided dashboard. Overall sales for the year reached **$31.84M**. The data highlights strong performance in the latter half of the year, with a clear peak in marketing activity and results in October. The United States continues to be the primary driver of sales, while key marketing channels show varying levels of efficiency and revenue generation.

# Performance Analysis

**1. Sales & Conversions Trend** The dashboard shows a consistent upward trend in clicks, leads, and conversions from May through October, peaking in October before a slight decline in the final two months of the year. This suggests a successful campaign or a period of high market interest during that time.

**2. Geographic Performance** Sales are heavily concentrated in a single region. The data shows:

* **United States:** Accounted for **61.35%** of total sales, making it the top-performing country.
* **Australia:** Contributed **26.65%** of sales.
* **United Kingdom:** Represented **12.00%** of sales.

**3. Channel Performance** An analysis of the marketing channels reveals key insights into their effectiveness:

* **Total Revenue by Channel:** The **Search Engine** channel was the top revenue generator, bringing in **$13.43M**. Social Media was next with $10.10M, followed by Email with $8.31M.
* **Cost per Conversion:** Despite generating less revenue, the **Social Media** channel was the most cost-effective, with a cost per conversion of only **$2.64**. This is significantly lower than Email's cost of $3.68 and Search Engine's $3.29.

**4. Top Products** The report's top products table shows strong revenue and profit margins from the top five products. **Product 2** was the leading product, with **$9.63M** in revenue and a strong profit margin of **62.4%**. Product 5 had the lowest revenue of the top five at $5.13M, with a 34.6% profit margin.

# Key Takeaways

* Overall sales for 2021 were strong at **$31.84M**, with a notable peak in performance during the month of October.
* The **United States** is the leading market, driving the majority of sales.
* **Search Engine** is the highest revenue-generating channel, while **social media** provides the best value, with the lowest cost per conversion.
* **Product 2** stands out as the most profitable product among the top five, with both the highest revenue and a very high profit margin.