•Project Title: *“Creed Perfume Sales & Customer Insights Dashboard”*
•Subtitle: *“Analyzing luxury fragrance sales across regions, demographics, and purchase channels”*
•Tools: **Python (Faker), BigQuery, Power BI**
•Author: *[Tanmay Sharma]*

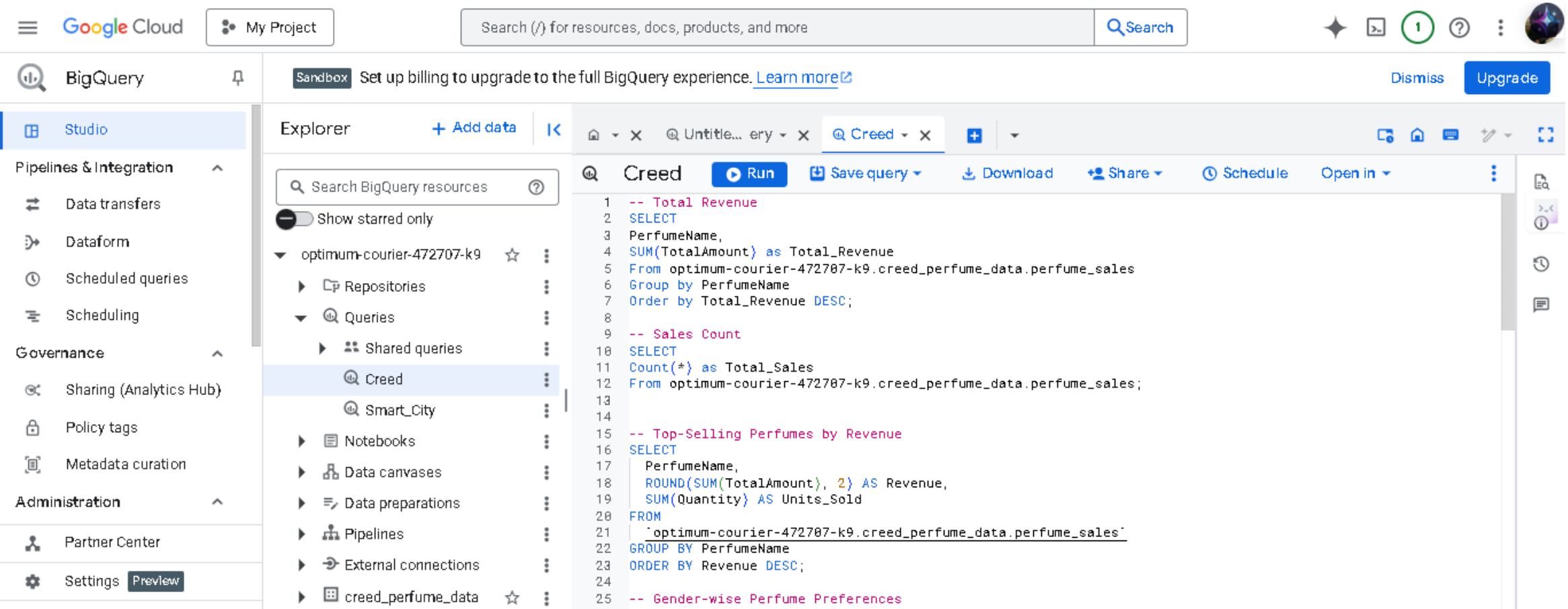
•Aim: To simulate and analyze sales performance of Creed perfumes using synthetic data.
Scope:
•Sales revenue trends
•Customer demographics & preferences
•Country-wise market reach
•Purchase channel distribution
•Value: Enables data-driven decision-making for luxury retail strategies.

Data Generation (Python)

- Used **Faker** library to create synthetic perfume sales dataset.
- Dataset: creed_perfume_sales.csv
- Key fields:
  - CustomerID, Gender, AgeGroup, City, Country
  - PerfumeName, FragranceFamily, Price, Quantity, Discount(%), TotalAmount
  - PurchaseChannel, PurchaseDate
- Size: 500 records (scalable).

Data Storage (BigQuery)

- Dataset Name: `creed_perfume_data`
- Table Name: `perfume_sales`
- Queries Implemented:
  - **Top-Selling Perfumes by Revenue**
  - **Gender-wise Perfume Preferences**
  - **Country-wise Sales**
  - **Monthly Sales Trend**
  - **Purchase Channel Distribution**



Creed

Run | Save query | Download | Share | Schedule | Open in

```sql
-- Total Revenue
SELECT
PerfumeName,
SUM(TotalAmount) as Total_Revenue
From optimum-courier-472707-k9.creed_perfume_data.perfume_sales
Group by PerfumeName
Order by Total_Revenue DESC;

-- Sales Count
SELECT
Count(*) as Total_Sales
From optimum-courier-472707-k9.creed_perfume_data.perfume_sales;


-- Top-Selling Perfumes by Revenue
SELECT
  PerfumeName,
  ROUND(SUM(TotalAmount), 2) AS Revenue,
  SUM(Quantity) AS Units_Sold
FROM
  `optimum-courier-472707-k9.creed_perfume_data.perfume_sales`
GROUP BY PerfumeName
ORDER BY Revenue DESC;
```

```sql
-- Gender-wise Perfume Preferences
SELECT
  Gender,
  PerfumeName,
  FragranceFamily,
  COUNT(*) AS Purchase_Count
FROM
  `optimum-courier-472707-k9.creed_perfume_data.perfume_sales`
GROUP BY
  Gender, PerfumeName, FragranceFamily
ORDER BY
  Gender, Purchase_Count DESC;

-- (Country-wise) Sales
SELECT
  PerfumeName,
  Country,
  SUM(TotalAmount) AS Total_Amount,
  COUNT(*) AS Total_Sales
FROM
  `optimum-courier-472707-k9.creed_perfume_data.perfume_sales`
GROUP BY
  Country, PerfumeName
ORDER BY
  Total_Sales DESC;
```

Dashboard Design (Power BI)

Visuals Used:

- **KPI Cards**:
  - Total Revenue
  - Total Units Sold
  - Top Perfume by Revenue
  - Top Country by Sales
- **Bar Chart**: Top-Selling Perfumes
- **Stacked Column Chart**: Gender-wise Preferences
- **Pie Chart**: Purchase Channel Distribution
- **Line Chart**: Monthly Sales Trend
- **Map Visual**: Country-wise Sales
- **Matrix Table**: Perfume × FragranceFamily × Revenue

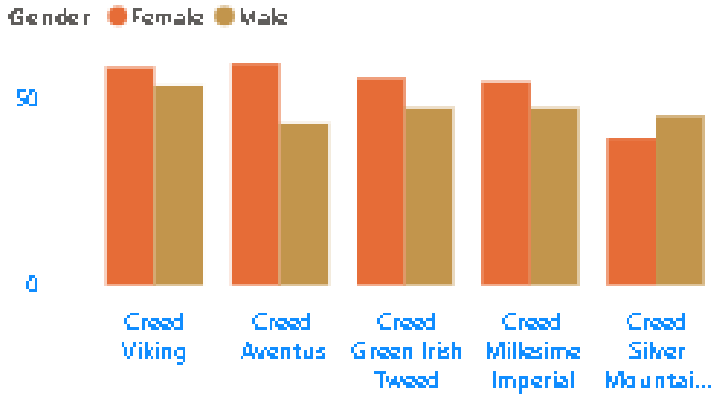
"Luxury Fragrance Analytics: Creed Perfume Sales Trends"

Revenue
318.13K

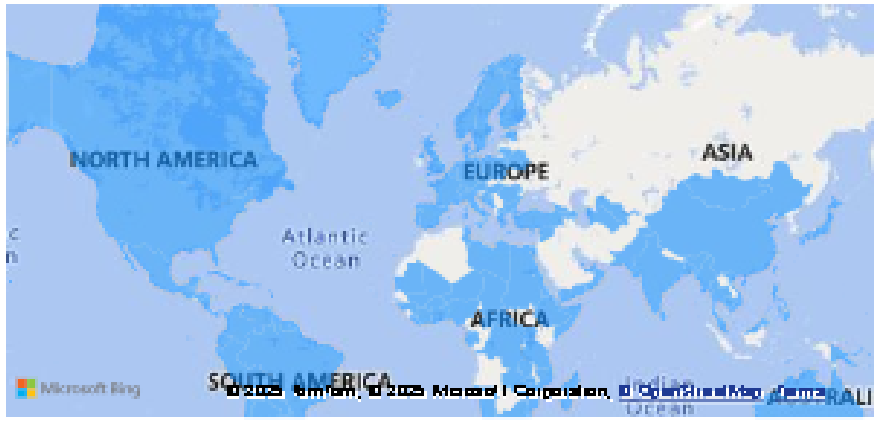
Units Sold
999

Country with highest Revenue
Bhutan

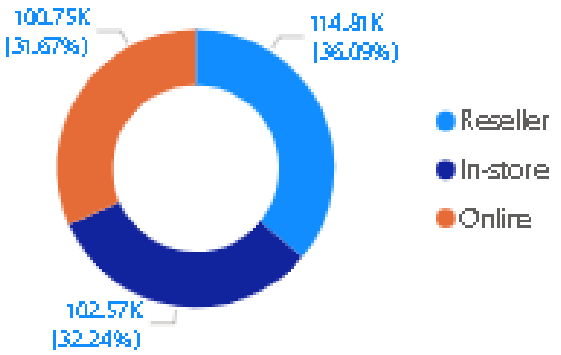
Gender-wise Perfume Preferences



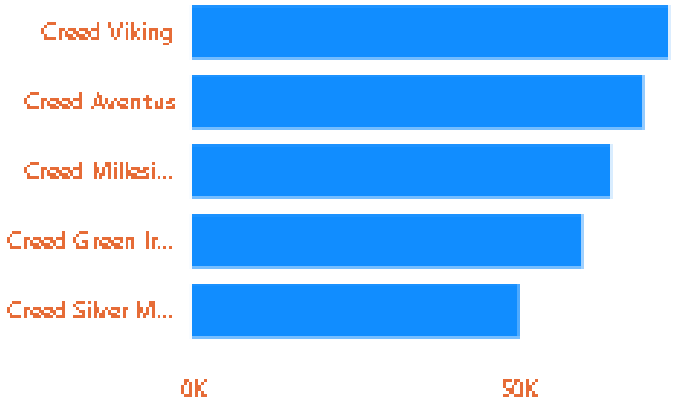
Region-wise Sales



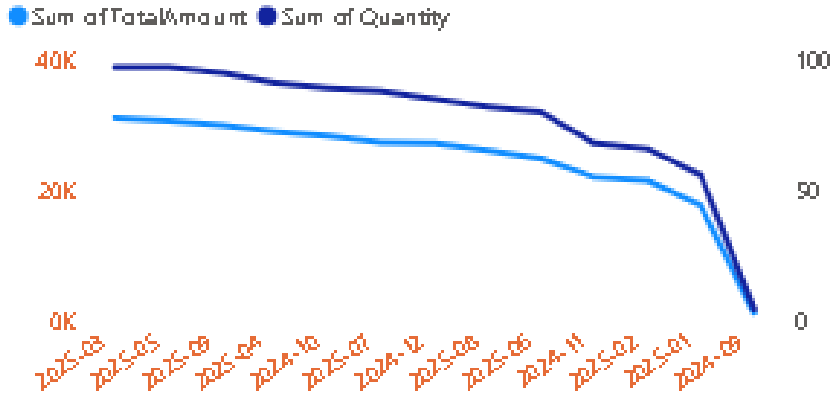
Purchase Channel Distribution



Top Perfumes by Revenue



Monthly Sales Trend



PerfumeName

Insights

• *Revenue Drivers*: Aventus & Green Irish Tweed lead sales.
• *Gender Preference*: Females prefer floral & fresh families, males prefer woody & spicy.
• *Geography*: Strong sales in European countries.
• *Purchase Channels*: Online dominates, but in-store sales are higher in luxury segments.
• *Trends*: Seasonal spikes (holidays, festive months).

Business Impact

- Helps identify **top-performing perfumes** and optimize inventory.
- Reveals **gender & age preferences** for targeted marketing.
- Country-wise insights enable **global expansion strategies**.
- Channel distribution guides **online vs offline investments**.

Future Enhancements

- Integration with **real POS/CRM systems**.
- Forecasting using **time series models** (Prophet, ARIMA).
- Customer segmentation with **clustering (K-Means)**.
- Sentiment analysis on **customer reviews** (text data).

Conclusion

This project demonstrates the power of **synthetic data + cloud warehouse (BigQuery) + BI visualization (Power BI)** in analyzing luxury retail sales. It showcases how **data-driven strategies** can support business decisions in niche markets like luxury perfumes.

Thank You

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Git hub: https://github.com/Tanu272004/-Creed-Perfume-Sales-Customer-Insights-Dashboard-.git