

- 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**

Google Cloud

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BigQuery

Sandbox Set up billing to upgrade to the full BigQuery experience. [Learn more](#)

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optimum-courier-472707-k9

Repositories

Queries

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Creed

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creed_perfume_data

Creed

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-- 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;

-- Gender-wise Perfume Preferences

```
1  -- Total Revenue
2  SELECT
3  PerfumeName,
4  SUM(TotalAmount) AS Total_Revenue
5  From optimum-courier-472787-k9.creed_perfume_data.perfume_sales
6  Group by PerfumeName
7  Order by Total_Revenue DESC;
8
9  -- Sales Count
10 SELECT
11 Count(*) AS Total_Sales
12 From optimum-courier-472787-k9.creed_perfume_data.perfume_sales;
13
14
15 -- Top-Selling Perfumes by Revenue
16 SELECT
17     PerfumeName,
18     ROUND(SUM(TotalAmount), 2) AS Revenue,
19     SUM(Quantity) AS Units_Sold
20 FROM
21     `optimum-courier-472787-k9.creed_perfume_data.perfume_sales`
22 GROUP BY PerfumeName
23 ORDER BY Revenue DESC;
```

```
24 -- Gender-wise Perfume Preferences
25 SELECT
26     Gender,
27     PerfumeName,
28     FragranceFamily,
29     COUNT(*) AS Purchase_Count
30 FROM
31     `optimum-courier-472787-k9.creed_perfume_data.perfume_sales`
32 GROUP BY
33     Gender, PerfumeName, FragranceFamily
34 ORDER BY
35     Gender, Purchase_Count DESC;
36
37 -- (Country-wise) Sales
38 SELECT
39     PerfumeName,
40     Country,
41     SUM(TotalAmount) AS Total_Amount,
42     COUNT(*) AS Total_Sales
43 FROM
44     `optimum-courier-472787-k9.creed_perfume_data.perfume_sales`
45 GROUP BY
46     Country, PerfumeName
47 ORDER BY
48     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



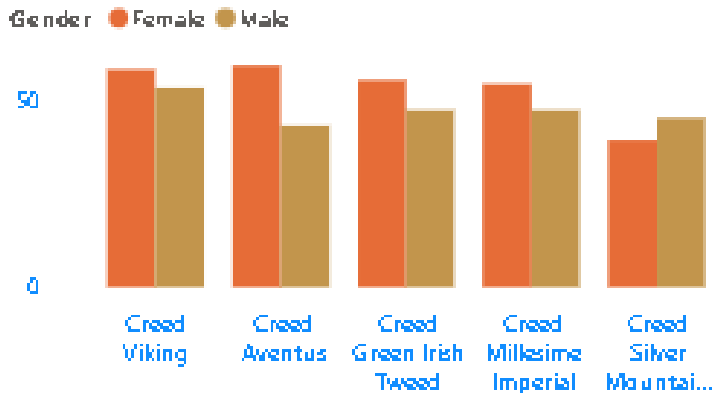
Revenue
318.13K

Units Sold
999

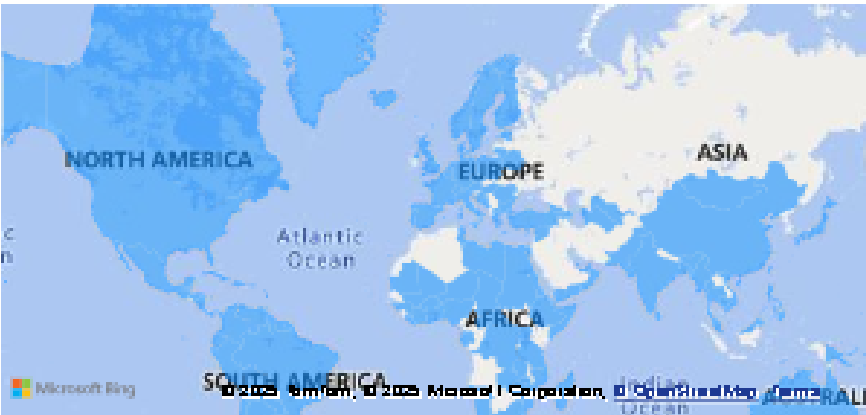
"Luxury Fragrance Analytics:
Creed Perfume Sales Trends"

Country with highest Revenue
Bhutan

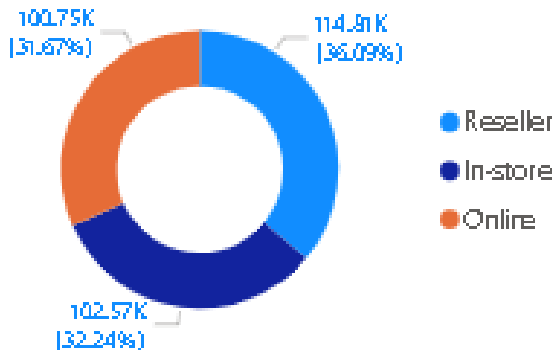
Gender-wise Perfume Preferences



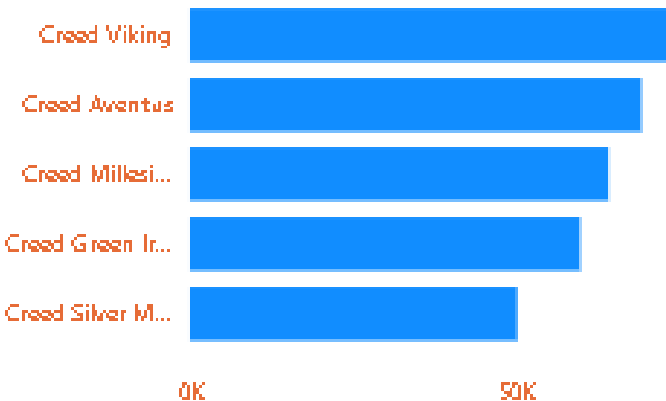
Region-wise Sales



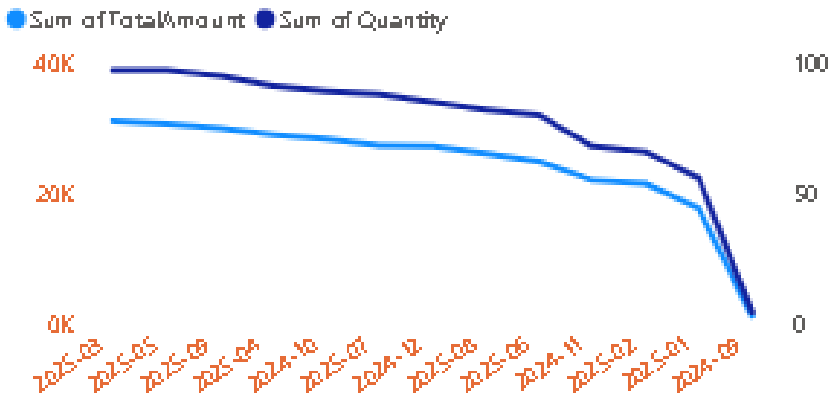
Purchase Channel Distribution



Top Perfumes by Revenue



Monthly Sales Trend



PerfumeName

Creed Aventus	Creed Silver Mountain Water
Creed Green Irish Tweed	Creed Viking
Creed Millesime Imperial	

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>