Retail Sales Performance Analysis – Final Report

Prepared by: Tejas Phalke
Tools Used: Microsoft Excel (Pivot Tables, Charts, Formulas, Dashboard)
Duration of Data: 2021–2023
Total Transactions: 11,021
**Total Revenue:** ₹51,322
Total Profit: ₹17,963

1. Executive Summary

This report presents an in-depth analysis of retail sales data across cities, months, and product categories. Using Excel, the data was cleaned, transformed, and visualized through pivot tables and dashboards. The key objective was to uncover trends in product performance, seasonal patterns, and regional sales contribution to support business decisions.
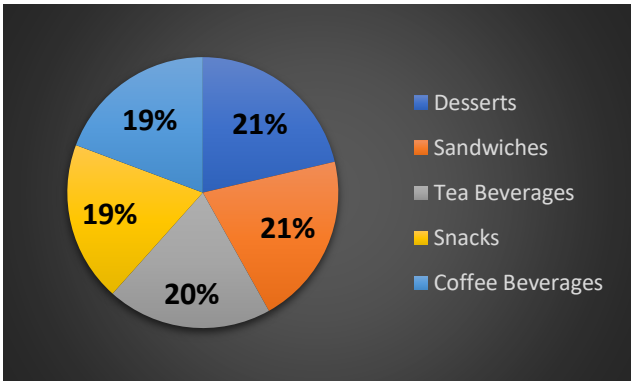
2. Key Performance Indicators (KPIs)

Metric	Value
Total Transactions	11,021
Total Quantity Sold	15,653
Total Revenue	₹51,322
Total Profit	₹17,963
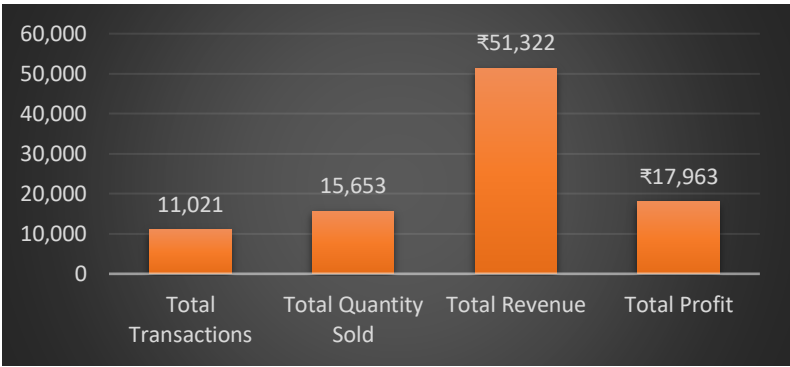
3. Top Product Categories

Category	Revenue (₹)
Desserts	7,971
Sandwiches	7,675
Tea Beverages	7,364
Snacks	7,135
Coffee Beverages	7,209

By Profit:

Category	Profit (₹)
Desserts	2,790
Sandwiches	2,686
Tea Beverages	2,577
Coffee Beverages	2,523
Cold Drinks	2,418
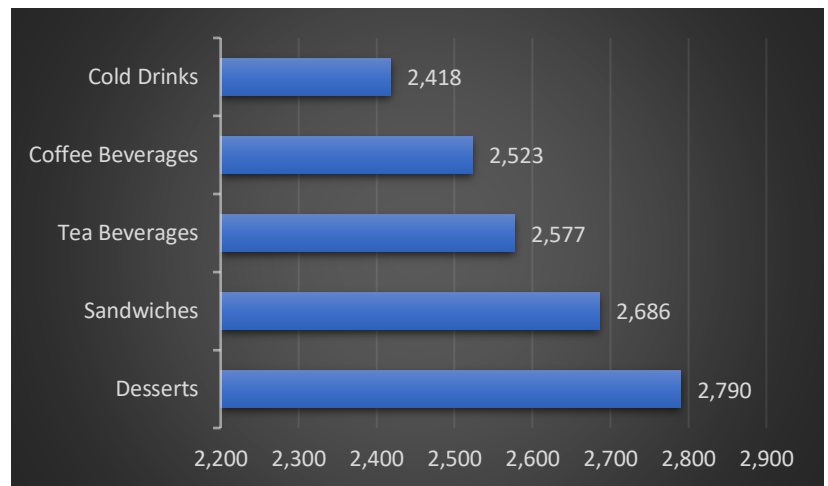
By Quantity Sold:

Category	Units Sold
Sandwiches	2,339
Desserts	2,277
Specialty Drinks	2,224
Cold Drinks	2,155
Coffee Beverages	2,102
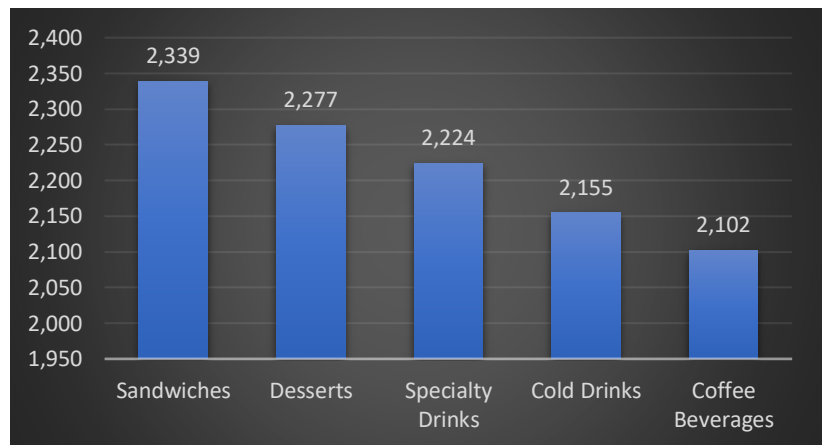
4. City-Wise Revenue

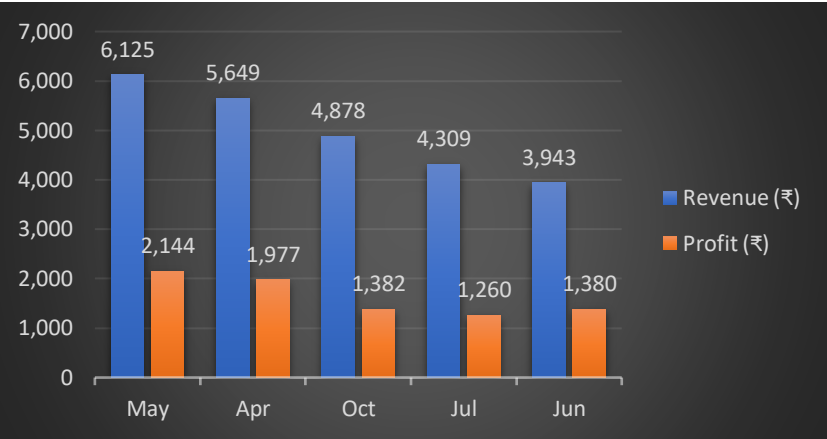| City	Revenue (₹)
Chicago	12,426
Los Angeles	11,813
New York	11,425
Austin	9,349
Seattle	6,309

→ **Top-Performing City:** Chicago

5. Sales Trends by Time
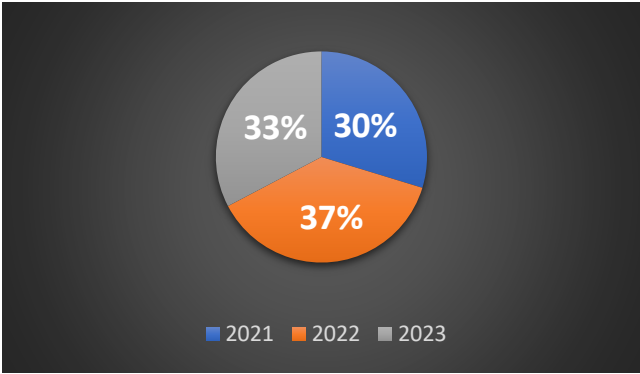
Monthly Performance (Top Months):

Month	Revenue (₹)	Profit (₹)
May	6,125	2,144
Apr	5,649	1,977
Oct	4,878	1,382
Jul	4,309	1,260
Jun	3,943	1,380

Year-Wise Revenue:

Year	Revenue (₹)
2021	15,253
2022	19,289
2023	16,780

→ **Best Year:** 2022

→ **Best Month:** May

6. Weekday Performance

Weekday	Transactions
Friday	1,649
Saturday	1,604
Sunday	1,564
Tuesday	1,549
Wednesday	1,547
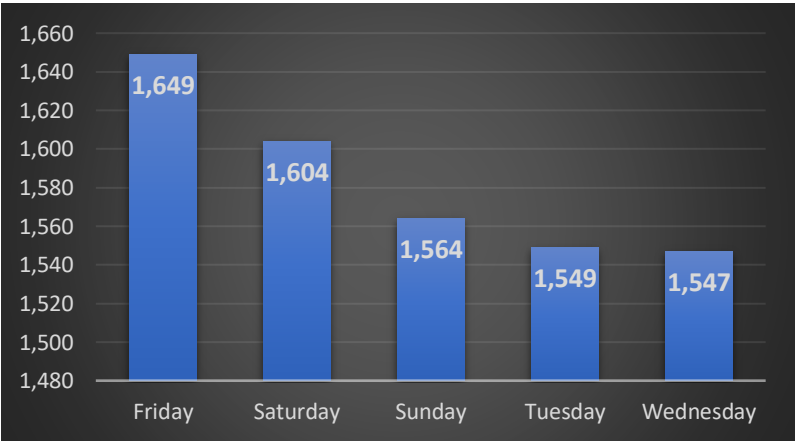
→ **Peak Day:** Friday

8. Conclusion & Recommendations

The analysis highlighted that **Desserts** and **Sandwiches** are the most profitable and high-demand product categories. **Chicago** led in total revenue contribution, while **May** and **Friday** saw peak sales. These insights suggest focusing more on stocking and promoting popular categories during high-performing months and days to maximize revenue.