

Zara Clothing Sales Analysis – Power BI Dashboard Report

Overview

This Power BI dashboard provides a detailed analysis of Zara's clothing sales, focusing on product types, pricing trends, customer segments, and overall purchasing behavior. The data was cleaned, transformed, and visualized to extract meaningful insights for business decisions.

Data Preparation (Power Query Editor)

1. Checked for Null Values

- Verified all columns for missing data.
- No null values were found, so no imputation was required.

2. Verified and Corrected Data Types

- Reviewed data types for every column in Power Query.
- Ensured text, numeric, and date columns were assigned correctly.

3. Converted Data Formats

- Updated date columns to the proper Date format.
- Converted price column into USD currency format for consistency.
- Adjusted formatting for better readability in visuals.

4. Removed Unnecessary Columns

To improve model performance and remove noise:

- Dropped columns like URL, Name, and Time that were not required for analysis.

Data Modeling & Visualization

After transformation, the cleaned dataset was loaded into the Power BI report for visualization.

5. Created Insightful Visuals

Bar Chart

- Used to display different clothing categories such as Jeans, Jackets, T-Shirts, etc.
- Helped compare sales volume across categories.

Slicer

- Added a Price Range Slicer to filter and analyze which price segment is most popular among buyers.

Pie Chart

- Shows the distribution of clothing categories.
- Helps understand how many items are sold per category.

Table / Matrix

Used to break down:

- Price segments
- Seasonal trends
- Promotional sales patterns

Provides a detailed numeric view.

Text Cards

- Used for headings, KPIs, and highlighting key metrics.

Key Insights (Storytelling)

Who Buys More?

- Men purchase more clothing compared to women in this dataset.
- Suggests a strong male customer base for Zara.

Which Product Performs Best?

- Jackets are the highest-selling item among all product categories.
- Indicates higher demand for premium or seasonal items.

What Price Range Sells the Most?

- Using the slicer, it was observed that mid-range priced items are purchased the most.

Conclusion

This Power BI dashboard effectively highlights the purchasing patterns of Zara customers. Through proper data cleaning, model preparation, and well-designed visualizations, the report provides key insights such as:

- Majority customers are men
- Jackets lead as the top-selling category
- Certain price ranges influence buying behavior

The dashboard enables business teams to make better marketing, inventory, and pricing decisions.