

Cluntclux Retail Sales Analysis Report

Executive Summary

This report presents an end-to-end analysis of Cluntclux Store's retail sales data. Using Excel for data cleaning, SQL for querying, and Power BI for visualization, the goal was to uncover actionable insights on sales performance, customer demographics, product categories, and shipping methods. The analysis highlights key opportunities to improve revenue, optimize logistics, and strengthen marketing strategies.

Business Problem

The Cluntclux retail business needed greater visibility into its sales data to identify top-performing products, customer behaviors, and delivery methods. Without clear insights, inventory planning, marketing targeting, and logistics optimization remained difficult.

Methodology

- **Excel:** Data cleaning (removing duplicates, correcting inconsistencies, formatting).
- **SQL:** Queries to calculate KPIs including total sales, orders, revenue by category, customer demographics, and returns.
- **Power BI:** Dashboard creation to visualize sales by category, geography, channel, and shipping methods.

Detailed Insights

- **Total Sales:** \$505.4K across 1,000 orders.
- **Top Category:** Clothing generated the highest revenue (\$162K).
- **Customer Demographics:** Millennials contributed the most sales (26.7%).
- **Sales Channels:** Retail (36%) and Online (33.6%) drove the majority of sales.
- **Geographic Trends:** Georgia, Virginia, and Washington were the leading states.
- **Shipping:** Next Day delivery generated the highest revenue (\$177.3K).
- **Returns:** Return rates varied by product category, with some categories needing quality or fulfillment review.

Business Recommendations

1. Increase marketing and stock for high-performing categories such as Clothing.
2. Target Millennials with tailored promotions and loyalty programs.
3. Strengthen Next Day delivery service to leverage customer preference and drive additional revenue.
4. Expand inventory and marketing in high-performing states like Georgia and Virginia.
5. Investigate categories with higher return rates to improve product quality or delivery experience.

Conclusion

This project demonstrates the use of Excel, SQL, and Power BI to transform raw retail data into business insights. The findings provide actionable recommendations to improve inventory management, optimize logistics, and align marketing with customer behavior. The analysis illustrates how data-driven decision-making can directly support revenue growth and operational efficiency.