

ELECTRA RETAIL INC. SALES PERFORMANCE ANALYSIS (2019)

Tool: Power BI | **Dataset Size:** 209,000 transactions | **Domain:** Retail / Business Intelligence

Overview

Analyzed one year of transactional data for Electra Retail Inc. to assess sales trends, product performance, and market distribution. Designed a multi-page Power BI dashboard that provided real-time visibility into revenue growth, product segmentation, and regional profitability.

Key Findings

- Total annual revenue: **\$34.5M**, with sales growing 2.5x from January to December.
- **MacBook Pro (\$8M)** and **iPhone (\$4.8M)** were the top-selling products.
- Sales peaked at **7 PM and on weekends**, indicating optimal windows for time-based promotions.
- **San Francisco, New York, and Seattle** contributed over 50% of total revenue.

Impact

Insights led to improved business decisions around:

- Dynamic pricing and bundle promotions.
- Demand forecasting for inventory management.
- Targeted marketing in high-performing metro areas.

Skills & Tools Applied

Power BI dashboard design, data modeling, DAX, business reporting, sales trend analytics.