



Capstone Project: Retail Analytics



Microsoft: Power BI



Sales Analysis

Valuable Insights : Understanding which products customers prefer and how often they buy can help tailor marketing strategies and ensure stock availability. Analyzing order fulfillment and payment processing times can optimize workflows and enhance customer satisfaction. Identifying high-margin products, loyal customers, and effective pricing strategies can maximize revenue and drive business growth.

Customer Analysis

Improvement Focus : Enhance customer satisfaction and revenue growth by analyzing order details to identify top-selling products and optimize pricing strategies. Additionally, streamline payment processing and reduce late payments by monitoring payment trends and improving invoicing accuracy. Finally, improve inventory management efficiency by analyzing product performance and aligning stock levels with customer demand to minimize stockouts and optimize product availability.

Evaluation Effectiveness : By analyzing data from tables such as Orders, Order Details, Customers, Products, and Payments, the project provides insights into sales trends, product popularity, customer preferences, and revenue generation. This comprehensive approach enables informed decision-making, optimization of inventory management, pricing strategies, and enhancement of customer satisfaction, ultimately driving business growth and success.

Product Analysis

Trend Identification : We can identify trends such as popular products, customer purchasing behavior, payment trends, and revenue patterns. This analysis helps us understand which products are selling well, how customers are paying, and overall sales performance, guiding strategic decisions for inventory management, pricing strategies, and customer engagement initiatives.

Demographic Analysis

Comprehensive Understanding : The retail analysis project aims to understand and optimize various aspects of a retail company's operations. By analyzing data from tables such as Offices, Employees, Customers, Products, Orders, Order Details, and Payments, the project seeks to gain insights into office locations, employee performance, customer behavior, product sales, order fulfillment, and payment processing. This comprehensive approach allows for strategic decision-making to improve inventory management, sales performance, customer satisfaction, and overall business profitability.



SALES ANALYSIS

Select Product Category

Classic Cars

Motorcycles

Planes

Ships

Trains

Trucks and Buses

Vintage Cars

Total Sales

9.60M

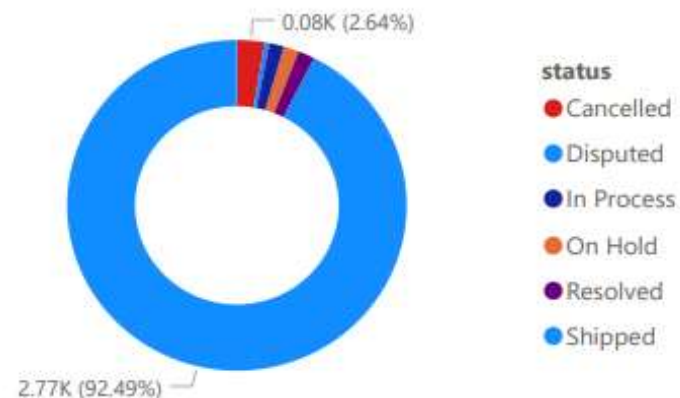
Average Sales

3.21K

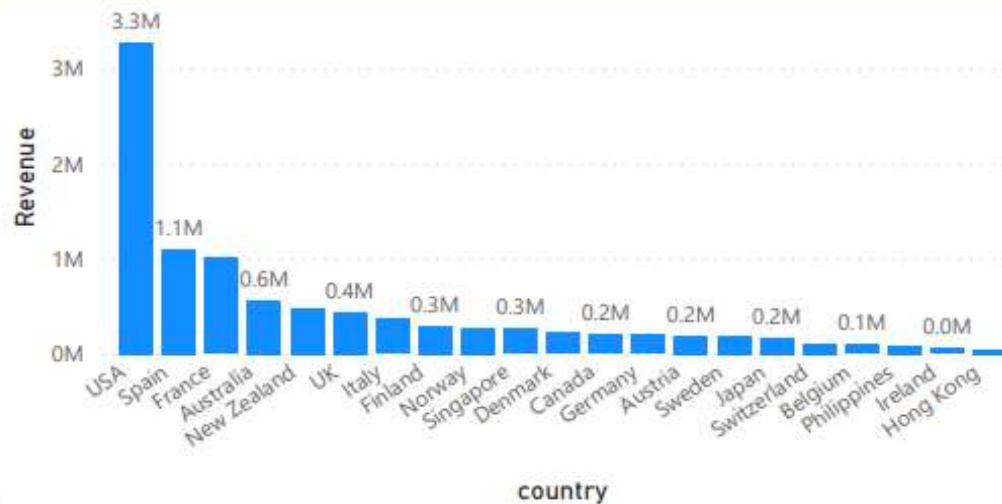
order_volume by Month



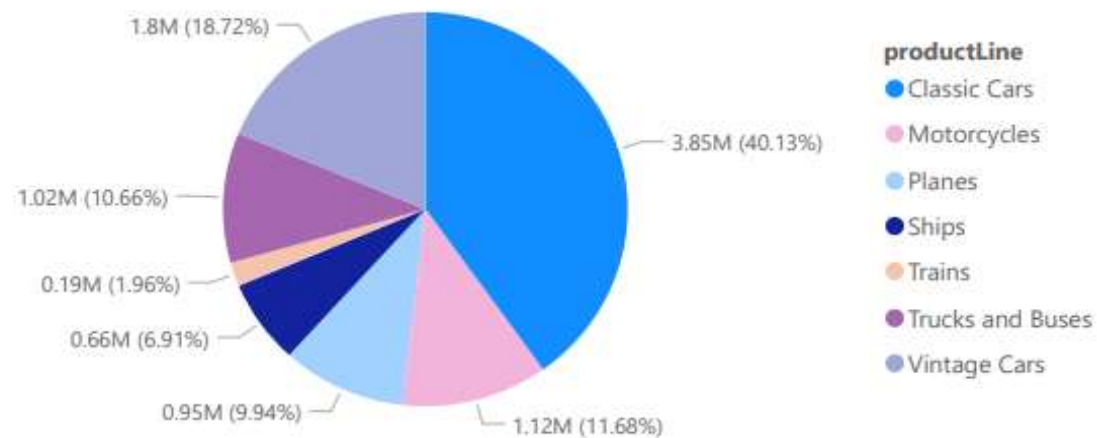
Order Status



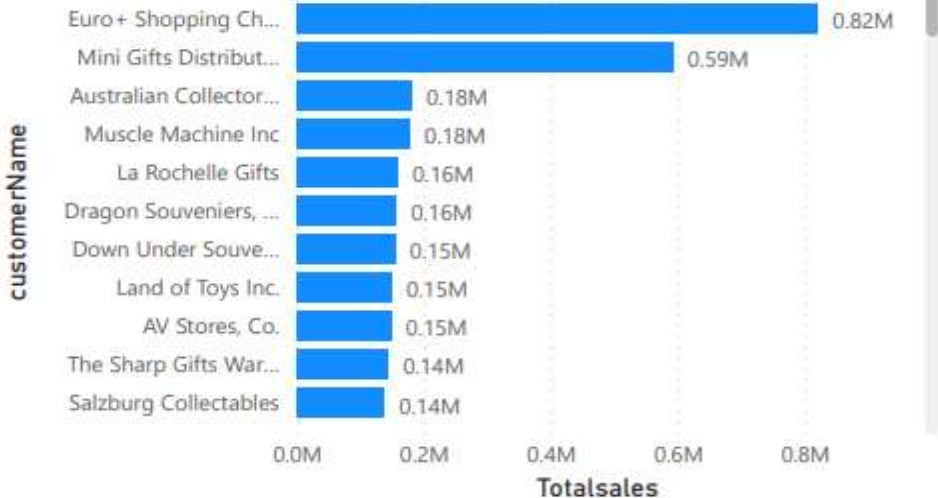
Revenue by country



Sales by Products



Sales Contribution by Top Customers



Geographical Distribution of Customers



Total Customers

122

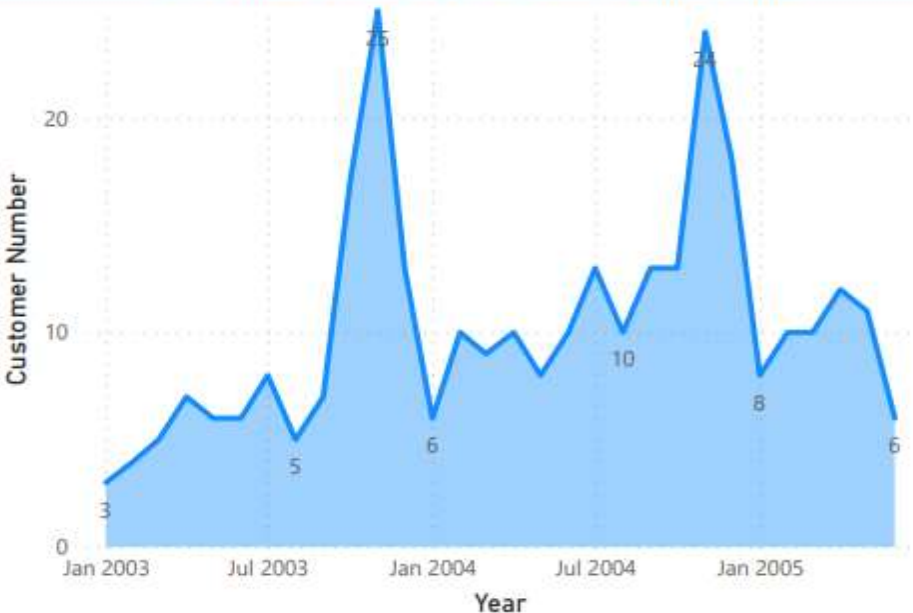
Customer Countries

27

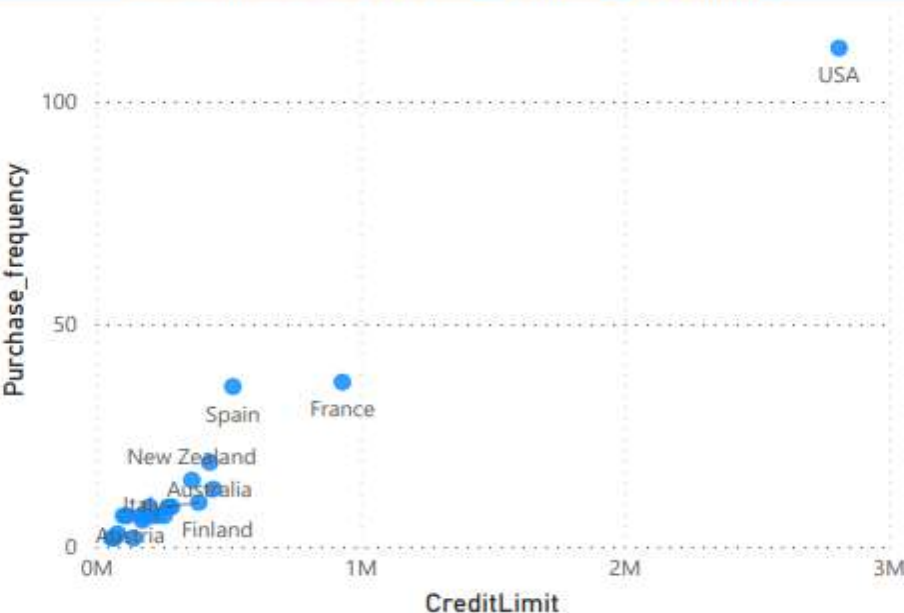
Average Sales

3.21K

Customer Number by Year, Quarter and Month



CreditLimit and Purchase_frequency by country



Select Country

- ☐ Australia
- ☐ Austria
- ☐ Belgium
- ☐ Canada
- ☐ Denmark
- ☐ Finland
- ☐ France



PRODUCT ANALYSIS

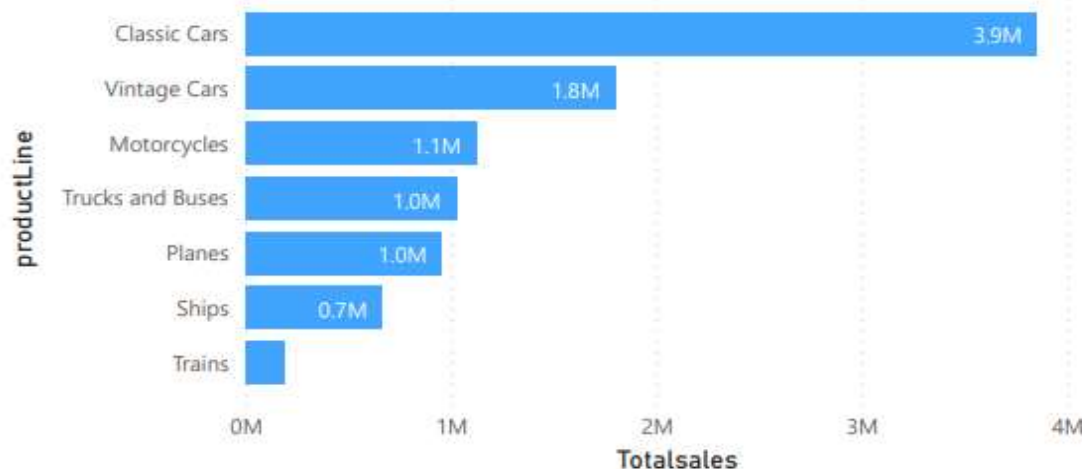
Select Product Category

[Classic Cars](#)[Motorcycles](#)[Planes](#)[Ships](#)[Trains](#)[Trucks and Buses](#)[Vintage Cars](#)

Revenue by Month



Sales by Category



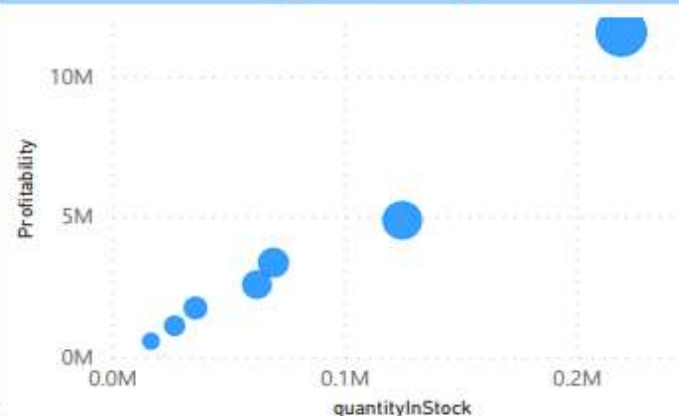
Top 5 Products by Sales

productName	Total Sales
1952 Alpine Renault 1300	190,017.96
1968 Ford Mustang	161,531.48
1992 Ferrari 360 Spider red	276,839.98
2001 Ferrari Enzo	190,755.86
2003 Harley-Davidson Eagle Drag Bike	170,686.00

Bottom 5 Products by Sales

productName	Total Sales
1982 Lamborghini Diablo	30,972.87
1982 Ducati 996 R	33,268.76
1958 Chevy Corvette Limited Edition	31,627.96
1939 Chevrolet Deluxe Coupe	28,052.94
1936 Mercedes Benz 500k Roadster	29,763.39

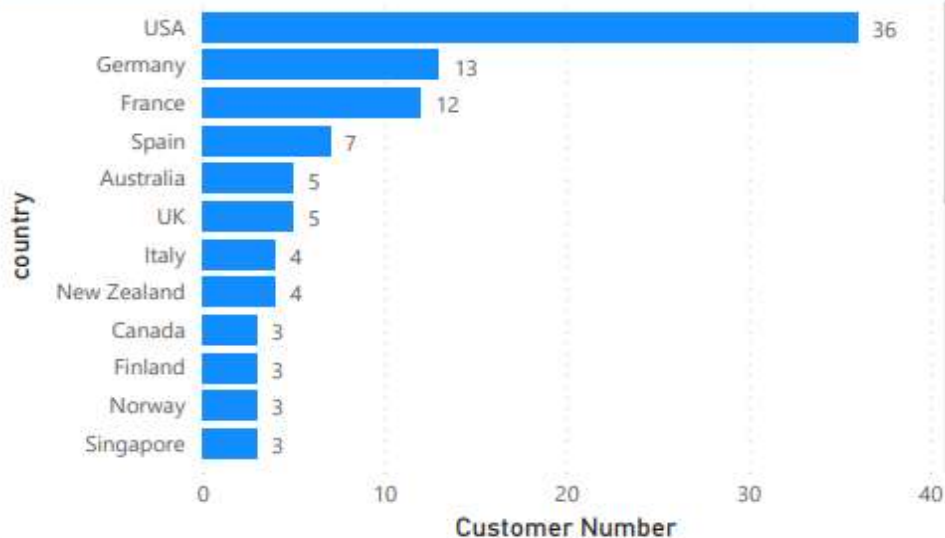
Profitability VS Quantity in Stock

**Total orders****326****Total Categories****7****Total No of Products****110****Total Quantity Ordered****106K****Total Quantity in Stock****555K**

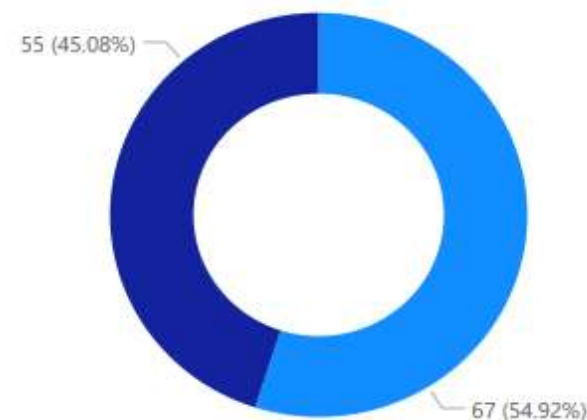


DEMOGRAPHIC ANALYSIS

Top Customers by Country



Gender Distribution



Total Countries

27

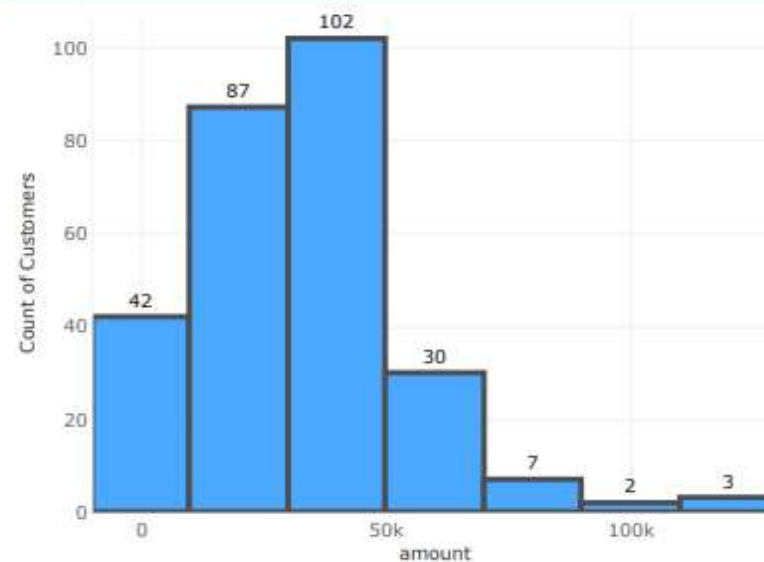
Purchase Frequency

326

Number of Employees by Country



Amount Spent by Customer



Select Country

- ☐ Australia
- ☐ Austria
- ☐ Belgium
- ☐ Canada
- ☐ Denmark
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Hong Kong
- ☐ Ireland
- ☐ Italy