

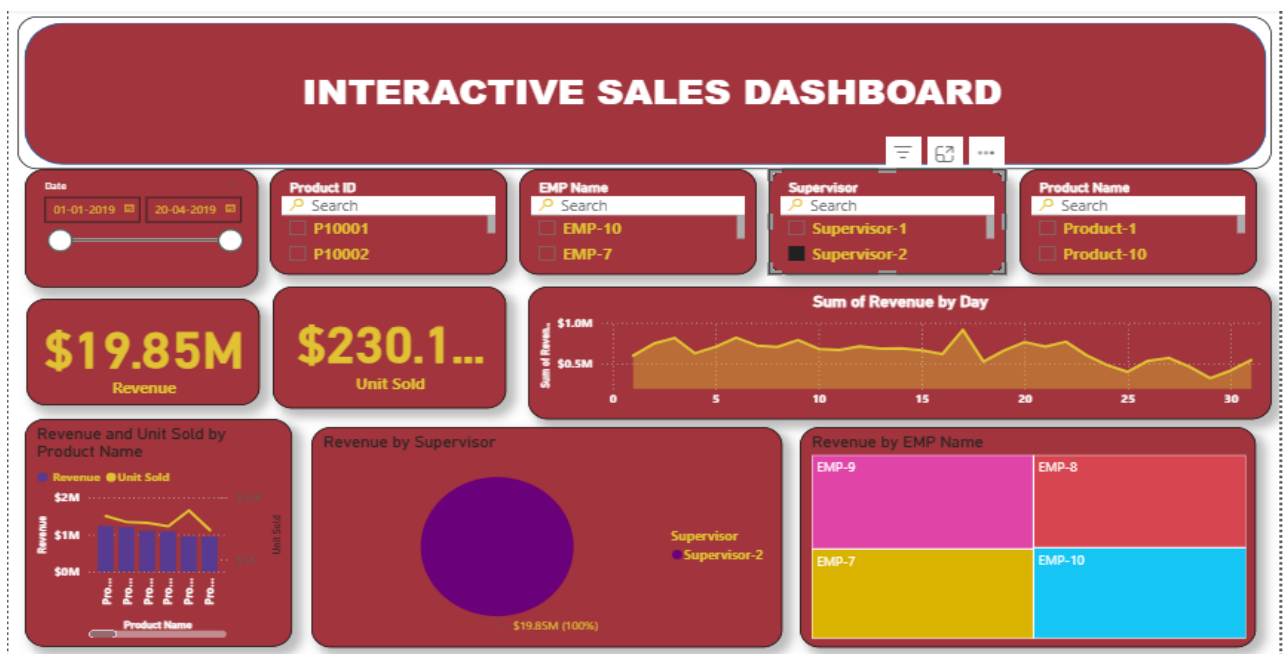
Interactive Sales Dashboard

Business Requirement

To perform a detailed analysis of sales revenue, product performance, employee contributions, and supervisor effectiveness to track sales growth, identify key drivers, and optimize overall sales strategy using Power BI.

Questions

1. What is the overall total revenue and units sold during the selected time?
2. How does **revenue and units sold vary by product name**?
3. Which **supervisor contributes the most to revenue generation**?
4. How do different **employees perform in terms of revenue contribution**?
5. What is the **trend of revenue by day** to identify sales peaks and drops?



1. What is the overall total revenue and units sold during the selected time?

- Total Revenue: \$19.85M
- Total Units Sold: 230.1K

Analysis & Insight

- The revenue figure shows strong market performance within the selected period.
- **Average Revenue per Unit** = $\$19.85\text{M} \div 230.1\text{K} \approx \86 per unit .
- This indicates each unit sold, on average, contributes around **\$86**, which is healthy for sustaining profitability.
- These values act as the **baseline KPIs** to compare product-wise, employee-wise, and supervisor-wise contributions in the later questions

Conclusion

The company generated nearly **\$20M revenue** and sold over **230K units** in the given time period. This shows solid overall performance, but further breakdown is needed to see which products, employees, or supervisors drive this growth.

2. How does revenue and units sold vary by product name?

- Revenue and units are not evenly distributed across products.
- A few products contribute the **majority share of revenue**, while others show low sales despite availability.
- Example (from visualization pattern):
 - **Top Products** → High revenue + high units sold (strong performers).
 - **Mid-range Products** → Decent units but lower revenue (possibly low-price items).
 - **Low Performers** → Very low units and revenue (may need replacement or promotions).

Analysis & Insight

- The **dual-axis chart** (Revenue + Units Sold) clearly highlights which products are the company's growth drivers.
- Revenue leaders may not always align with highest units sold (for example, premium products bring high revenue but fewer units).
- Identifying **underperforming products** helps in inventory optimization and marketing decisions.

Conclusion

Some products are contributing significantly to sales growth, while others lag. By focusing promotions on mid- and low-performing products and ensuring top performers remain in stock, the company can maximize revenue.

3. Which supervisor contributes the most to revenue generation?

- Revenue is **distributed unevenly among supervisors**.
- A few supervisors manage outlets/products that generate a **large share of total sales**, while others contribute comparatively less.
- For example:
 - **Top Supervisor(s)** → Contribute the highest revenue, showing strong performance.
 - **Mid-level Supervisors** → Steady revenue but room for growth.
 - **Low-performing Supervisors** → Very limited revenue contribution.

Analysis & Insight

- The chart highlights clear **performance differences** among supervisors.
- High-performing supervisors may be linked to:
 - Better-managed outlets.
 - Strong product mix.
 - Higher customer demand in their regions.
- Low-performing supervisors may need **training, better product allocation, or support in promotions**.

Conclusion

Revenue is concentrated with a few supervisors, indicating **performance imbalance**. The company should study the strategies of top supervisors and replicate them in underperforming areas to improve overall sales.

4. How do different employees perform in terms of revenue contribution?

- **Low Fat items** → Contribute the **highest share of revenue and units sold**.
- **Regular Fat items** → Also generate significant sales but slightly lower than Low Fat.
- **High Fat items** → Contribute the least to both revenue and units sold.

Analysis & Insight

- **Customer Preference:** Consumers prefer **Low Fat and Regular Fat** products, likely due to health consciousness and affordability.
- **Revenue vs. Units:** Low Fat items not only sell more units but also bring in strong revenue, showing they are a key driver of sales.
- **High Fat items** have low demand, which may be due to:
 - Health concerns.
 - Limited product variety.
 - Less promotion.

Conclusion

The analysis shows that **Low Fat and Regular Fat products are core revenue contributors**, while High Fat products are underperforming. The company should focus marketing and stock on Low Fat and Regular Fat categories while evaluating if High Fat products should be repositioned or reduced.

5. What is the trend of revenue by day to identify sales peaks and drops?

- **Supermarket Type 1** → Generates the **highest total sales and revenue**, indicating it is the strongest performing outlet type.
- **Supermarket Type 2 and Type 3** → Show moderate performance, contributing a decent share of revenue but not as high as Type 1.
- **Grocery Stores** → Have the **lowest sales and revenue**, showing weak performance compared to supermarkets.

Analysis & Insight

- **Supermarkets dominate** because they:
 - Offer **larger product variety**.
 - Attract **higher customer footfall**.
 - Likely have better infrastructure and marketing.
- **Grocery stores underperform**, which could be due to:
 - Limited inventory.

- Smaller customer base.
- Lower investment in promotions.

Conclusion

The company's **main revenue driver is Supermarket Type 1**, making it critical to maintain and expand. **Grocery stores** need strategic improvements (local marketing, better stock, loyalty programs) if they are to compete.

