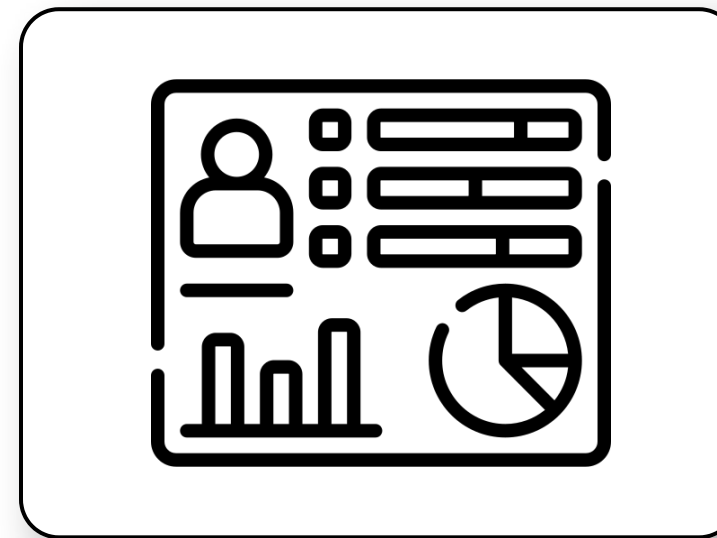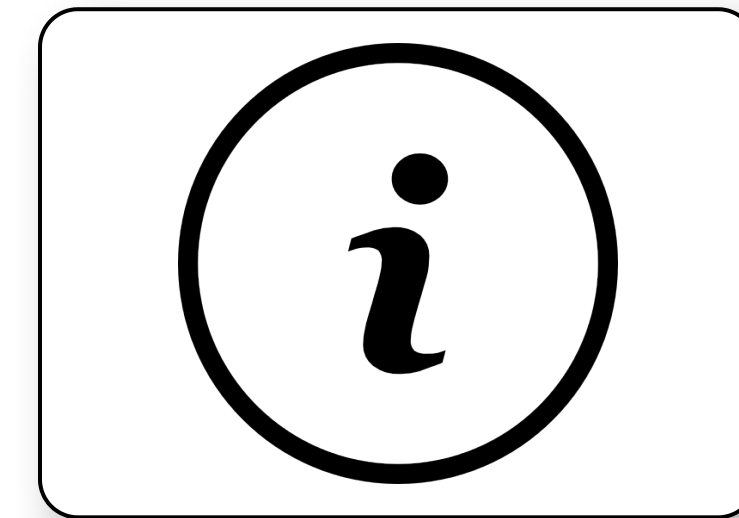# FMCG Analysis Report

Sales Analysis: Helps to analyze the performance of product categories based on key sales indicators.

Customer Analysis: Helps to evaluate customer engagement and identify top-performing segments and loyalty trends.

Info : Download **User Manual** and get to know the key information of this Report

All Financial Values are in USD
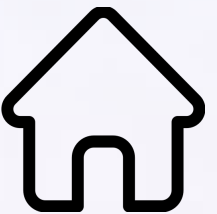
Sales Analysis

$925K	1000	5021	$184	$925	$221K
Total Sales	Total Transactions	Total Quantity	Average Unit Price	Average Order Value	Last Quarter Sale

Sales Performance by Category

Category	Sales	Sales %	Sales QTD	Sales MTD
Furniture	$207,134	22.39%	$53,425.7658	$20,742.9476
Electronics	$334,845	36.19%	$62,242.7577	$9,381.4528
Clothing	$383,140	41.42%	$105,557.2732	$29,721.1218
Jeans	$30,158	3.26%	$9,522.44	$2,798.0224
Jacket	$164,019	17.73%	$47,303.9029	$10,660.8485
Shirt	$188,964	20.43%	$48,730.9303	$16,262.2509
Total	$925,120	100.00%	$221,225.7967	$59,845.5222

Regional Sales Distribution

| QTD | MTD | YTD |

Percentage of Sales by Region for the Selected Period

North 18.53%
East 30.57%
South 24.48%
West 26.42%

$925.12K
YTD

- East
- West
- South
- North
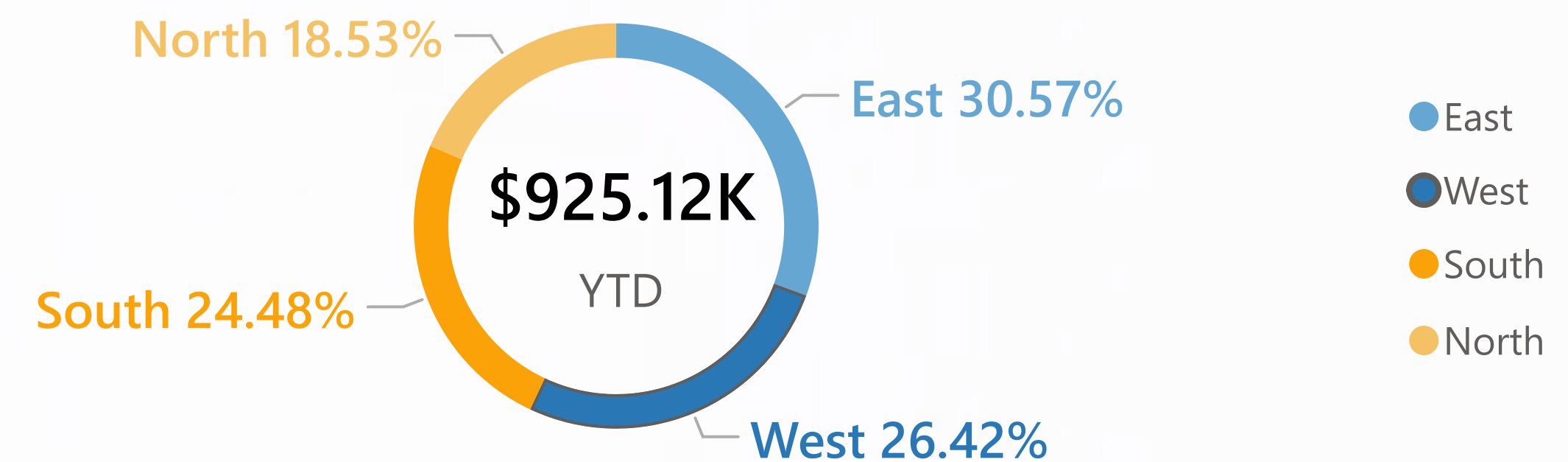
Monthly Sales and Transactions Trend

- Sales
- Transactions
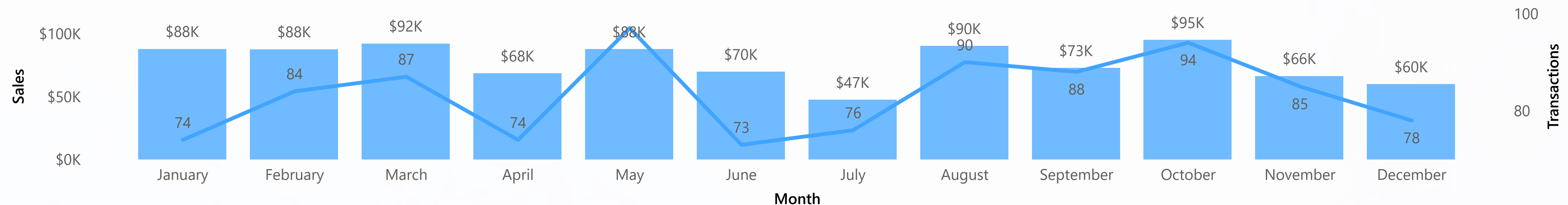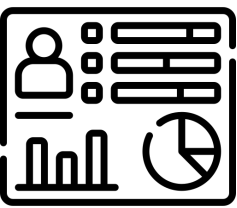
Month	Sales	Transactions
January	$88K	74
February	$88K	84
March	$92K	87
April	$68K	74
May	$88K	88
June	$70K	73
July	$47K	76
August	$90K	90
September	$73K	88
October	$95K	94
November	$66K	85
December	$60K	78

Customer Analysis

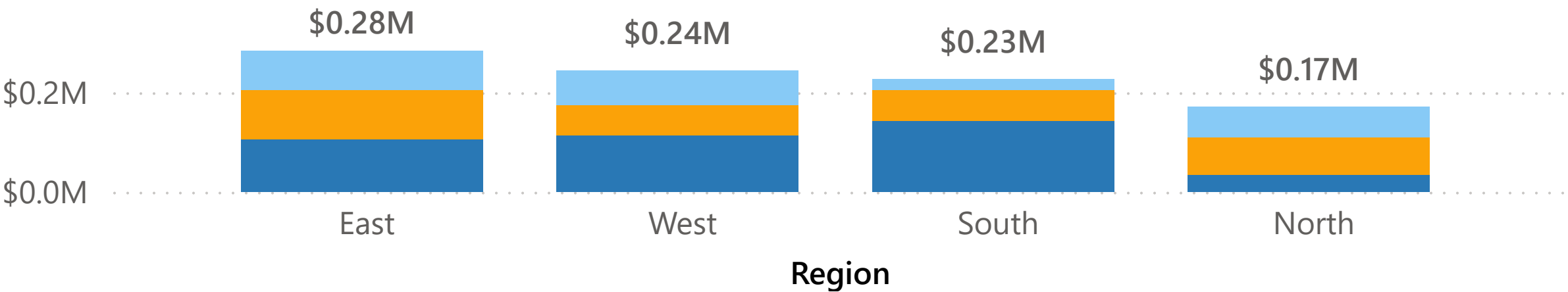| **$925K**	**50**	**5021**	**4**	**3.00**	**0.32**
Total Sales	Active Customers	Total Quantity Sold	Unique Users/Region	Basket Diversity	Loyalty Percentage

Sales by Region and Loyalty Status

Breakdown of Sales Across Bronze, Silver, and Gold Loyalty Tiers

● Bronze ● Gold ● Silver

- East: $0.28M
- West: $0.24M
- South: $0.23M
- North: $0.17M

Top 5 Customer's Quantity Summary

Customer Name	Quantity
Customer-16	129
Customer-23	130
Customer-24	129
Customer-46	137
Customer-47	147
Customer-5	137
Total	**809**

Top 5 Customer's Sales Summary

Customer Name	Sales
Customer-24	$26,227
Customer-34	$26,031
Customer-44	$25,917
Customer-47	$26,103
Customer-5	$28,667
Total	**$132,945**

Regional Transaction Distribution

Percentage of Transaction by Region

- North 18.8%
- East 33.1%
- West 23.4%
- South 24.7%

● East ● South ● West ● North
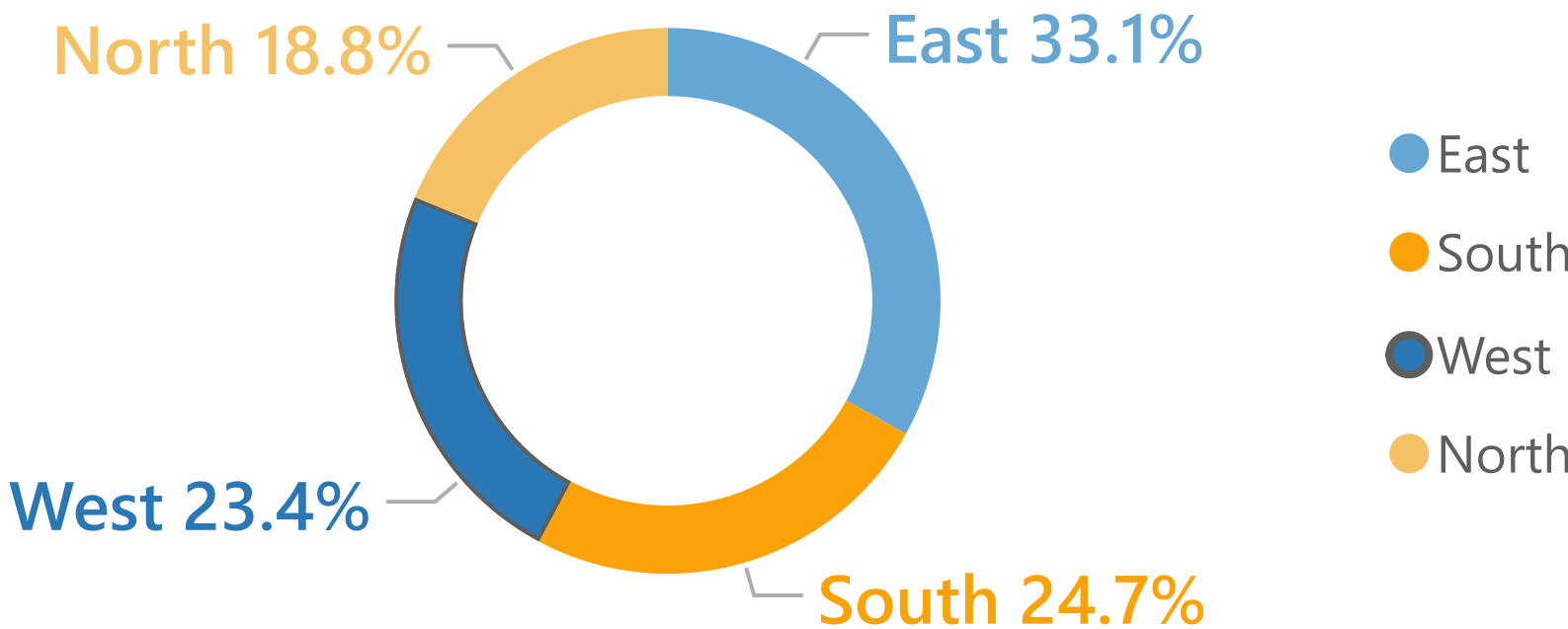
Loyalty Status Distribution

Percentage of Customers by Loyalty Tier

- Silver 24%
- Bronze 42%
- Gold 34%

● Bronze ● Gold ● Silver
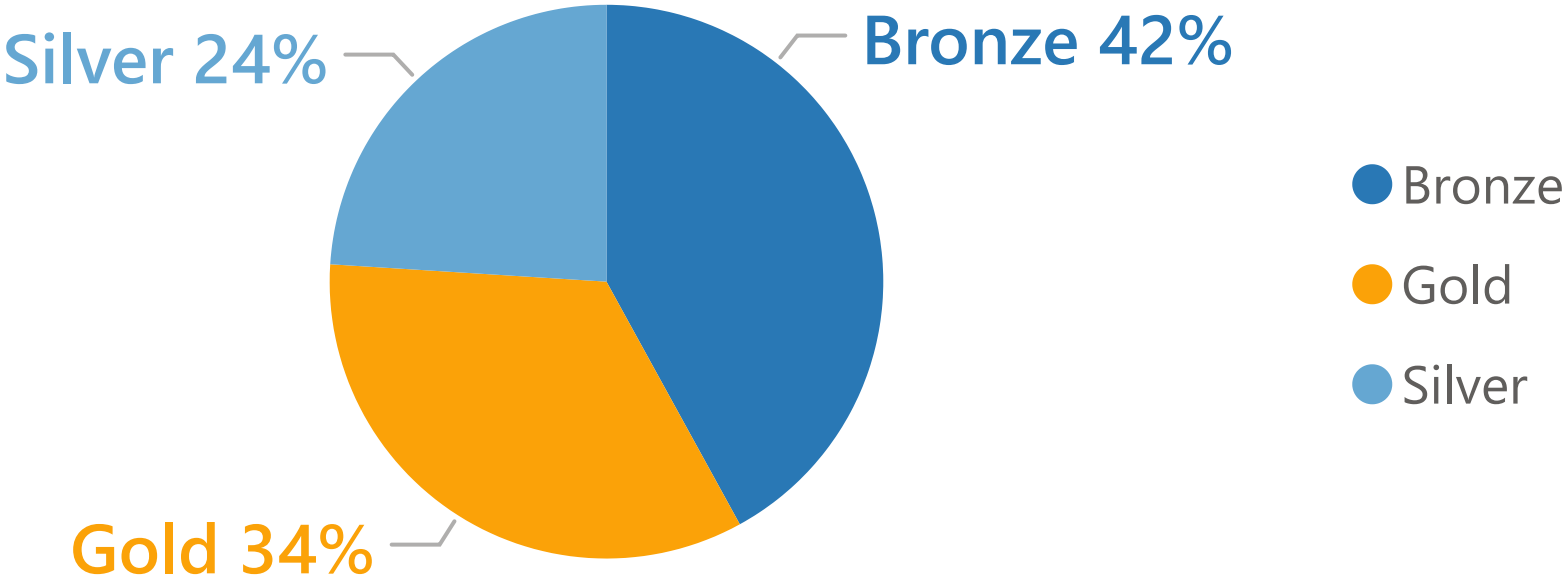
Transaction Volume by Category

Category	Total	MTD	QTD
⊟ **Clothing**	**441**	**34**	**119**
Jacket	159	8	38
Jeans	50	3	12
Shirt	232	23	69
⊞ **Electronics**	**320**	**17**	**69**
⊞ **Furniture**	**239**	**27**	**69**
Total	**1000**	**78**	**257**

ⓘ Information Page
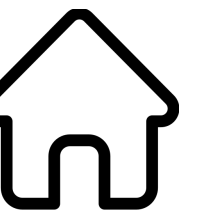
The FMCG Analysis Report Dashboard is built using Power BI, leveraging a robust data model integrated with DAX (Data Analysis Expressions) for advanced calculations and real-time analytics. The dashboard utilizes a combination of DirectQuery and Import modes to ensure efficient data refresh and performance, depending on the data source size and update frequency. The data model is optimized with relationships between dimension tables (e.g., Date, Category, Region) and fact tables (e.g., Sales, Transactions, Customer Metrics) to support complex queries. Key technical features include:

- Data Sources: Connected to CSV files or a relational database (e.g., SQL Server) containing sales, transaction, and customer data, updated via scheduled or on-demand refreshes.

- DAX Measures: Custom measures like Total Sales, Average Order Value, and Sales QTD are implemented using functions such as CALCULATE, SUM, and DATESQTD for time intelligence.

- Visuals: Utilizes native Power BI visuals (e.g., bar charts, donut charts, tables) and field parameters for dynamic slicers (e.g., Time Intelligence: QTD, MTD, YTD).

- Performance Optimization: Incremental refresh is enabled for large datasets (>1 GB), and query caching is utilized in Premium capacity to reduce load times. The model employs star schema design to minimize redundancy.

- Interactivity: Bookmarks and page navigation are implemented using Power BI's navigation buttons, with dynamic titles driven by DAX measures (e.g., DynamicTitle) to reflect selected time periods.

- Security: Row-level security (RLS) can be configured to restrict data access based on user roles, ensuring compliance with data governance policies.