

Retail Sales Analysis Dashboard — UK Retail (2014–2016)

Subtitle: Analyzing product sales, inventory, and revenue trends to drive data-driven business decisions

Executive Summary

This dashboard analyzes UK retail sales from 2014 to 2016. Using Python and Power BI, raw sales and stock data were transformed into KPIs, trend analyses, and actionable insights to optimize inventory, marketing, and sales strategies.

Key Metrics (KPI Cards)

- **Total Products Sold:** 937
- **Total Sales:** £139,000
- **Total Stocks:** 2,000,000

Sales Trends

- **Yearly Sales:** 2016 (£59K), 2015 (£49K), 2014 (£31K)
- **Quarterly Sales:** Q1 (£36K), Q2 (£49K), Q3 (£48K), Q4 (£26K)
- **Monthly Sales:** June (£20K, highest), July (£17K), August (£4K, lowest)

Filters

- Year
- Quarter

Insights & Recommendations

- Sales peak in **Q2–Q3**, with June driving the highest monthly revenue — optimize promotions and inventory during this period.
- Low sales in August indicate opportunities for targeted campaigns or clearance strategies.
- High stock levels vs. sales trends may inform inventory planning to reduce holding costs.

Tools Used

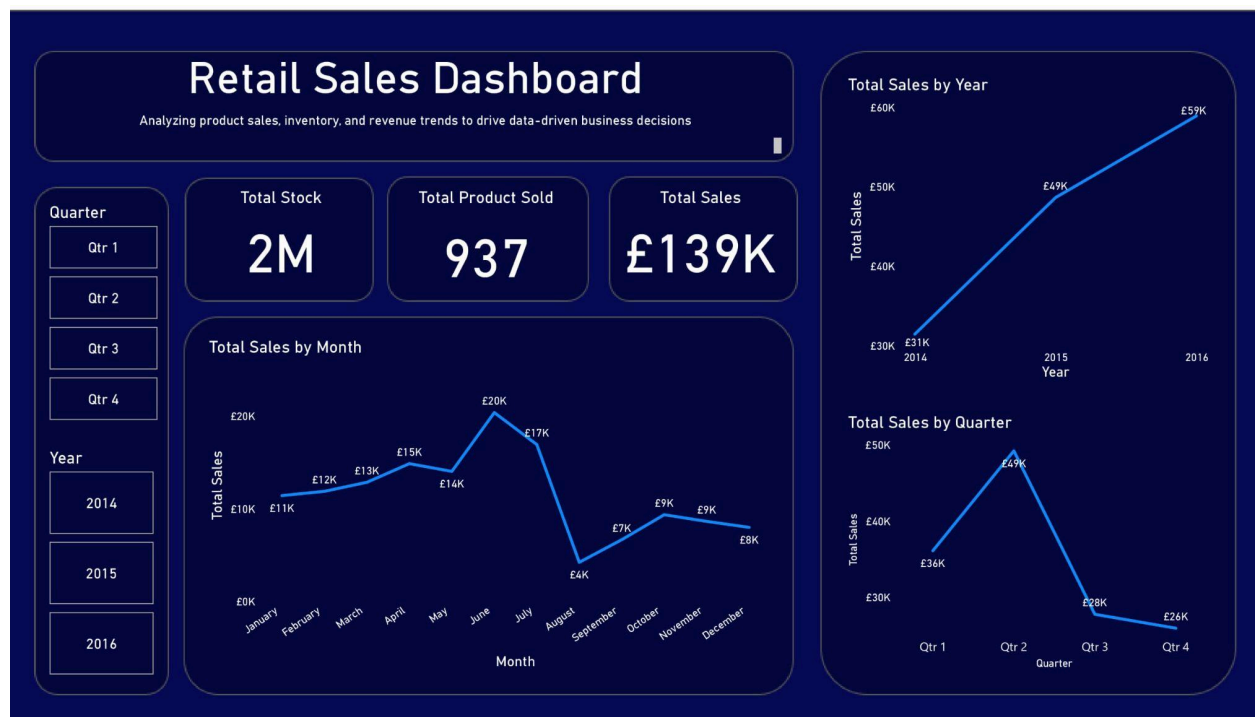
Power BI, Power Query

Dataset

[retail-sales-forecasting](#)

GitHub Repository

[Retail-Sales-Analysis-Dashboard](#)



Retail-Sales-Analysis-Dashboard

