



Sales Analysis Report Of A Retail Store - Urban Bazaar



< Introduction

This report presents a comprehensive analysis of sales data for a **Urban Bazaar**. It aims to provide insights into sales performance, profitability, and regional distribution using key performance indicators (KPIs) and pivot tables.



About Business

Urban Bazaar is a vibrant and dynamic retail store that caters to the diverse needs of modern shoppers. With a focus on quality products and exceptional customer service, **Urban Bazaar** has established itself as a go-to destination for a wide range of goods, from everyday essentials to unique and trendy items.



Recommended Analysis



Recommended Analysis

Q1: What Is The Total Sales Of Urban Bazaar By Product Category?

Q2: What are the Bestselling Products Of Urban Bazaar?

Q3: What Is The Trend In Total Sales Revenue And Profit Over The Months?

Q4: Which Region Has The Highest Total Sales Revenue And Highest Profit?

Q5: Who Are The Top 5 Performers in 2022?

Q6: How many Total Units Are Sold Based on Product Category & Region?



Recommended Analysis: Solution



Q1: What Is The Total Sales Of Urban Bazaar By Product Category?

Step 1: Create A pivot Table:

Use a Pivot Table to summarize total sales by product category.

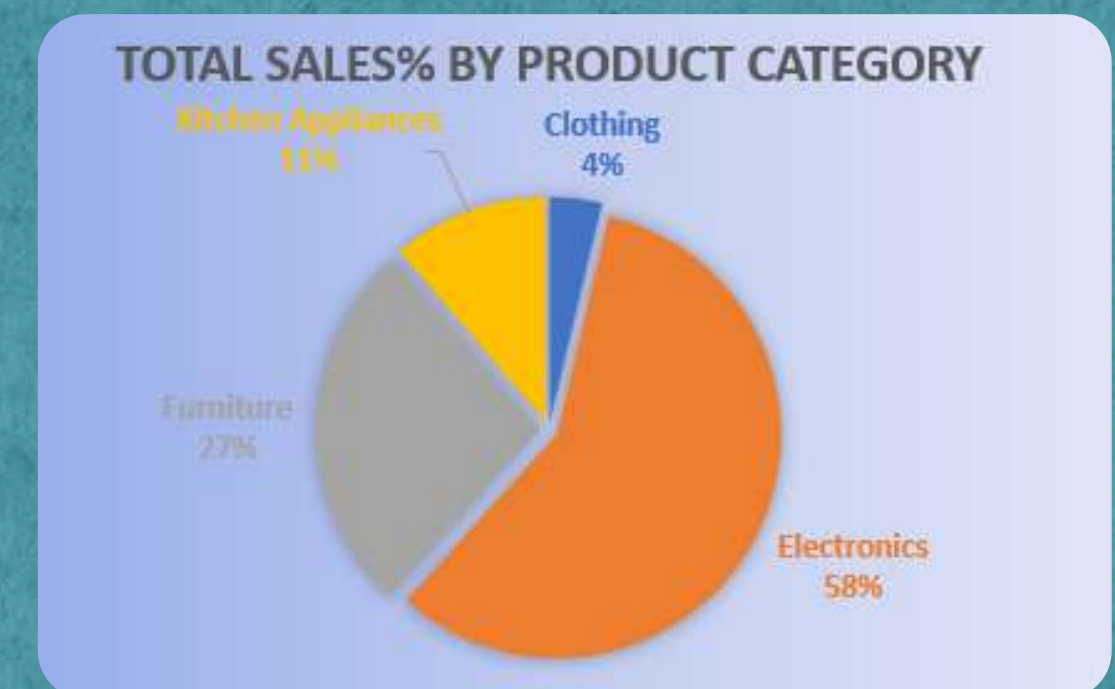
- Rows: Product Category
- Values: Total Sales (Sum)

The pivot table will display the total sales generated by each product category.

Step 2: Create a Data Visualization through Charts:

- Choose a suitable Chart to display the total sales per product category.
- A Pie Chart has been used in this project to show the Total sales in %.

Row Labels	Sum of Total Sales
Clothing	\$ 6,48,800
Electronics	\$ 1,00,82,400
Furniture	\$ 47,05,900
Kitchen Appliances	\$ 19,56,800
Grand Total	\$ 1,73,93,900



Q2: What are the Bestselling Products Of Urban Bazaar?

Step 1: Create A pivot Table:

Use a Pivot Table to identify the products with the highest units sold.

- Rows: Product Name
- Values: Units Sold (Sum), Total Sales (Sum)

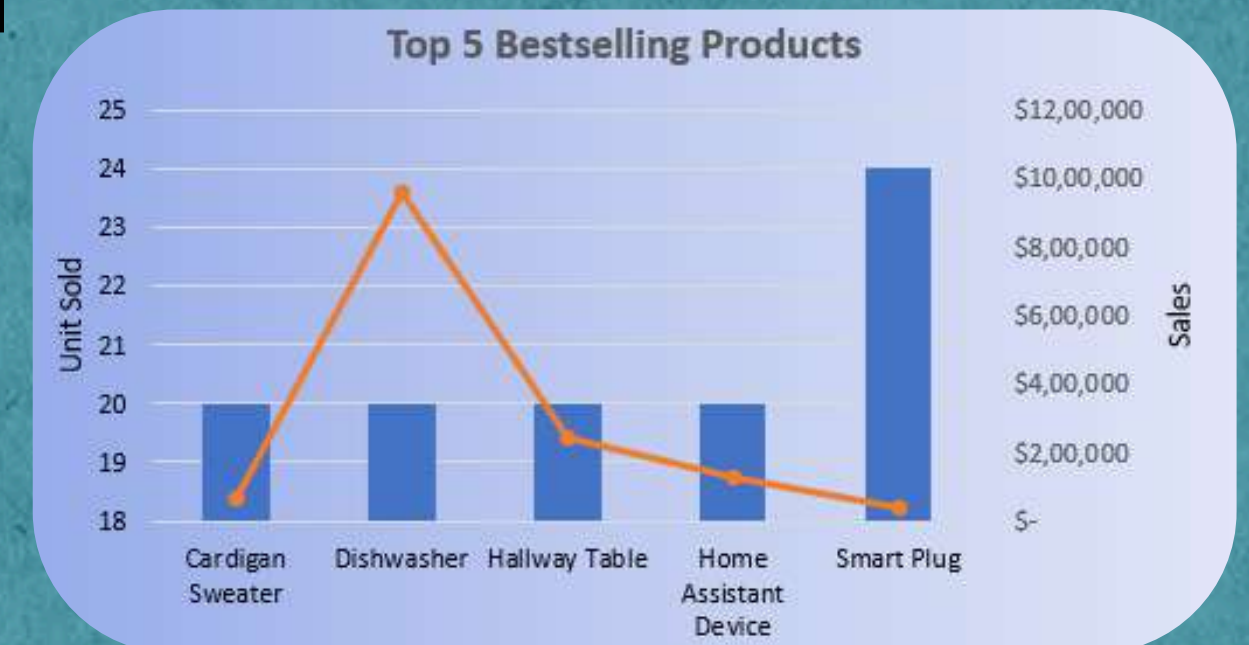
Sort the table in descending order to see the bestselling products at the top.

The pivot table will display the bestselling products with the most units sold and most sales.

Step 2: Create a Data Visualization through Charts:

- Customize the chart to display the best-selling products.
- Combo of the Bar chart and Line Chart were used in this project.

Row Labels	Sum of Units Sold	Sum of Total Sales
Cardigan Sweat	20	\$ 64,000
Dishwasher	20	\$ 9,60,000
Hallway Table	20	\$ 2,40,000
Home Assistant	20	\$ 1,28,000
Smart Plug	24	\$ 38,400
Grand Total	104	\$ 14,30,400



Q3: What Is The Trend In Total Sales Revenue And Profit Over The Months?

Step 1: Create A pivot Table:

Use a Pivot Table to track total sales and profit by month.

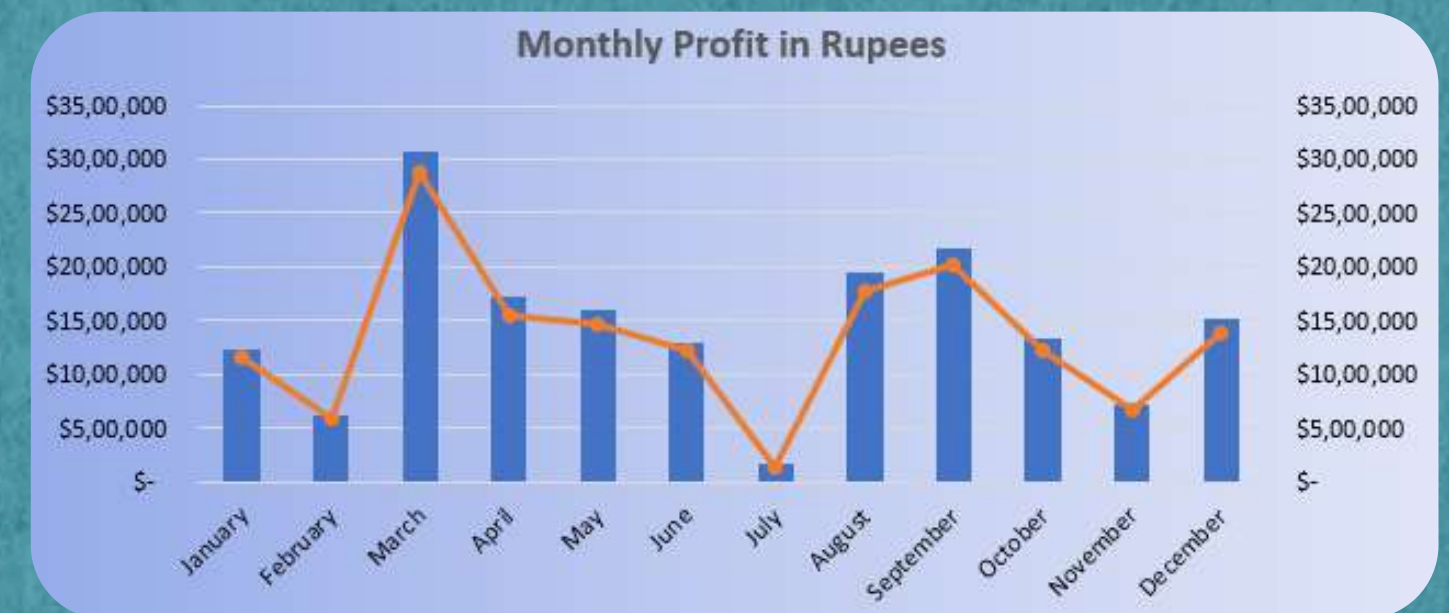
- Rows: Month Name
- Values: Total Sales (Sum), Profit (Sum)

The pivot table will display the monthly trends in sales and profit.

Step 2: Create a Data Visualization through Charts:

- Customize the chart to display the monthly trends in sales and profit.
- Combo of the Bar chart and Line Chart were used in this project

Months		Sum of Total Sal	Sum of Profit
January	\$	12,41,600	\$ 11,65,435
February	\$	6,17,600	\$ 5,82,370
March	\$	30,80,000	\$ 28,83,855



Q4: Which Region Has The Highest Total Sales Revenue And Highest Profit?

Step 1: Create A pivot Table:

Use a Pivot Table to display total sales and profit by region.

- Rows: Region
- Values: Total Sales (Sum), Profit (Sum)

Sort the pivot table in descending order to identify the region with the highest total sales and highest profit.

The pivot table will display the region with the highest total sales and highest profit.

Step 2: Create a Data Visualization through Charts:

- Customize the chart to display both Total Sales and Profit for each region.
- Combo of the Bar chart and Line Chart were used in this project

Row Labels		Sum of Total Sales	Sum of Profit
West	\$	37,49,600	\$ 34,37,384
South	\$	38,46,400	\$ 35,43,336
North	\$	77,96,000	\$ 72,30,880
East	\$	20,01,900	\$ 18,31,861
Grand Total	\$	1,73,93,900	\$1,60,43,461



Q5: Who Are The Top 5 Performers in 2022?

Step 1: Create A pivot Table:

Use a Pivot Table to display the Top 5 performers.

- Rows: Salesperson
- Values: Total Sales (Sum), Units Sold (Sum)

Sort the pivot table in descending order to identify the Top 5 performers.

The pivot table will display the Top 5 performers.

Step 2: Create a Data Visualization through Charts:

- Customize the chart to display the Top 5 performers.
- Combo of the Bar chart and Line Chart were used in this project

Row Labels	Sum of Total Sales	Sum of Units Sold
Aditi Verma	\$ 13,68,000	19
Kiara Mehta	\$ 9,60,000	20
Kriti Choudhury	\$ 8,32,000	13
Meera Agarwal	\$ 9,60,000	20
Varun Joshi	\$ 10,56,000	11
Grand Total	\$ 51,76,000	83



Q6: How many Total Units Are Sold Based on Product Category & Region?

Step 1: Create A pivot Table:

Use a Pivot Table to display Total Units Sold Based on Product Category & Region

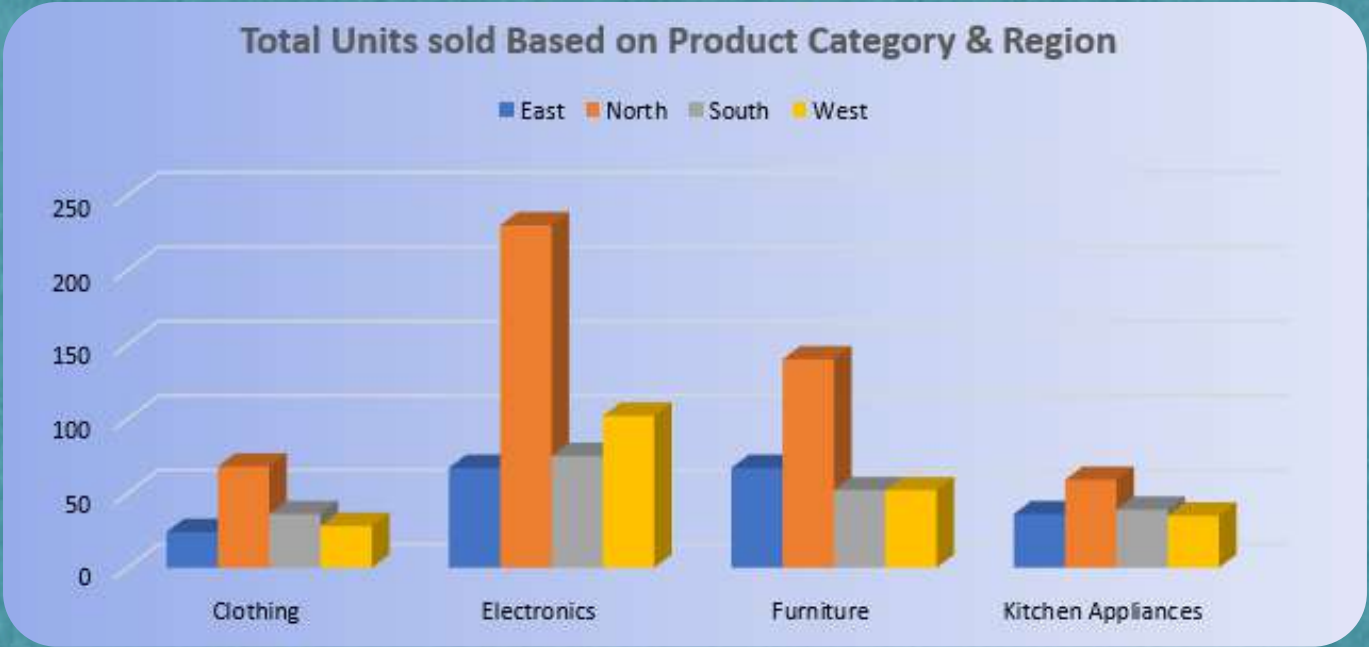
- Rows: Product Category
- Columns: Region
- Values: Units Sold (Sum)

The pivot table will display the Total Units Sold Based on Product Category & Region

Step 2: Create a Data Visualization through Charts:

- Customize the chart to display the Total Units Sold Based on Product Category & Region
- A bar chart was used in this project

Sum of Units Sold		Column Labels <div></div>				
Row Labels	<div></div>	East	North	South	West	Grand Total
Clothing		24	68	36	28	156
Electronics		67	230	75	102	474
Furniture		67	140	52	52	311
Kitchen Appliances		36	59	39	35	169
Grand Total		194	497	202	217	1110



KPIs (Key Performance Indicators)



- Total Sales Revenue
- Total Units Sold
- Average Monthly Sales
- Average Sales Per Person
- Average Sales By Region
- Profit In (\$)

Total Sales Revenue

Total Sales Revenue
\$1,73,93,900

Measure: This KPI represents the total revenue generated by the sales of all products.

Solution:

1. Use the SUM function to calculate the total sales revenue.

- **Formula:** =sum('DataSet'[Total Sales])

1. This measure will provide the total revenue from all sales transactions.

Alternatively, create a pivot table:

- Drag Total Sales(Created measure) into the Values field to calculate the sum.

Total Units Sold

Unit Sold
1110

Measure: This KPI represents the Total Units Sold.

Solution:

1. Use the SUM function to calculate the Total Units Sold.

- Formula: `=sum('DataSet'[Units Sold])`

1. This measure will provide the Total Units Sold

: Create a pivot table:

- Drag Units Sold(Created measure into the Values field to calculate the sum.

Average Monthly Sales

Avg Monthly Sales
\$1,73,93,900

Measure: This KPI represents the Average Monthly Sales.

Solution:

Use the SUM function to calculate the Average Monthly Sales.

- Formula: =AVERAGEX(VALUES('DataSet'[Month]),sum('DataSet'[Total Sales]))

1. This measure will provide the Average Monthly Sales.

: Create a pivot table:

- Drag Average Monthly Sales(Created measure) into the Values field to calculate the sum.

Average Sales Per Person

Avg Sales / person
\$1,73,93,900

Measure: This KPI represents the Average Sales Per Person.

Solution:

Use the SUM function to calculate the Average Sales Per Person.

- Formula: =AVERAGEX(VALUES('DataSet'[Salesperson]),sum('DataSet'[Total Sales]))

1.This measure will provide the Average Sales Per Person.

: Create a pivot table:

- Drag Average Sales Per Person(Created measure) into the Values field to calculate the sum.

Average Sales By Region

Avg Sales by Region
\$1,73,93,900

Measure: This KPI represents the Average Sales By Region.

Solution:

Use the SUM function to calculate the Average Sales By Region.

- **Formula: =AVERAGEX(VALUES('DataSet'[Region]),sum('DataSet'[Total Sales]))**

1. This measure will provide the Average Sales By Region.

: Create a pivot table:

- Drag Average Sales By Region(Created measure) into the Values field to calculate the sum.

Profit In (\$).

Profit in (\$)
\$1,46,93,022

Measure: This KPI represents the Profit In (\$).

Solution:

Use the SUM function to calculate the Profit In (\$).

- **Formula:** =DIVIDE([Sum of Profit],[Sum of Total Sales])*100

1. This measure will provide the Profit In (\$).

: Create a pivot table:

- Drag Profit In (\$)(Created measure) into the Values field to calculate the sum.



Thank you!

