RETAIL SALES AND OPERATION DASHBOARD



Problem Statement

This dashboard gives an interactive overview of retail sales and operations, focusing on product demand, reorder trends, payment behaviors, and sales performance by store and demographic segmentation. It helps business stakeholders identify high-performing products, peak demand conditions, customer preferences, and location-wise performance for better retail planning.

III Visual-wise Questions & Insights

1. KPI Summary Cards (Top Section)

Question:

What are the key retail performance indicators?

Insight:

These cards show high-level metrics such as **Total Sales**, **Total Quantity**, **Top Category**, **Top Product**, and **Best Selling Location**. They offer a quick snapshot of current retail status and top-performing elements.

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2. Weather-wise Forecast vs Actual Demand (Line Chart)

Question:

How does product demand vary under different weather conditions?

Insight:

This visual compares **actual** and **forecasted** demand across weather types like Sunny, Stormy, Rainy, and Cloudy. It helps identify forecast accuracy and understand external environmental impact on product demand.

3. Reorder Quantity (Bar Chart)

Question:

Which products required the highest reorder quantity last year?

Insight:

This chart ranks products based on how often they were reordered. It helps plan **stock replenishment** for frequently moving items like Laptops, Smartphones, Cameras, etc.

4. Payment Method by Gender (Stacked Bar Chart)

Question:

Which payment methods are preferred across genders?

Insight:

This visual breaks down usage of **Digital Wallets**, **Debit/Credit Cards**, and **Cash** by Male, Female, and Other gender groups. It is useful for identifying trends in payment behavior and planning gender-specific promotions.

5. Quantity Sold by Age Group & Promotion Type (Bubble Chart)

Question:

Which age groups respond better to promotions?

Insight:

This chart shows the quantity sold among different age groups segmented by **promotion types** like BOGO, None, and Percentage Discount. It helps target promotions more effectively.

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6. Total Sales by Different Categories and Locations (Matrix Table)

Question:

How do locations perform across product categories?

Insight:

This table provides a comparative view of **Appliance** and **Electronics** sales across store locations like Chicago, Dallas, Los Angeles, etc. It highlights topperforming regions and helps with inventory and marketing alignment.

Final Conclusion

The dashboard combines sales performance, inventory trends, customer demographics, and promotional impact to offer a comprehensive view of retail operations. It serves as a decision-making tool for sales strategy, stock management, and promotion planning in a retail environment.