**Ace Superstore Sales Data Dashboard**

**TASK-INT001-RDAMP [PowerBI Dashboard Link](https://app.powerbi.com/view?r=eyJrIjoiMTQ4NTczMWUtNjAwMy00ZjE0LWJjMDItZDA1NjI4NDY2ODFjIiwidCI6ImUxNjYwMTdmLWFmNTYtNDU2OC05NDg4LTgxNWUzZjZlZGNjNyJ9&pageName=30bc83d1934980295e63)**

**Reported By: Joefer Jan Cosio**

**Problem Description**

**ACE, a nationwide retail chain, has seen significant sales growth over the past two years. As the company prepares to expand into additional regions and optimize its current operations, senior leadership requires an introductory business intelligence report summarizing key sales performance trends.**

**Business Impact**

**This report will serve as a baseline to identify regional performance gaps, customer behavior patterns, and product category profitability, helping the executive team focus on high-impact areas in subsequent strategy sessions.**

**Business Criteria**

1. **Clean and validated data**
2. **Summarized total sales, revenue, and discount rates by region and segment**
3. **Identified top 5 best-selling products and underperforming products by revenue**
4. **Provided insights into product categories with highest margins**
5. **Analyzed sales distribution across Order Mode (Online vs In-Store)**
6. **Organized findings and recommendations in a professional report and Included at least 3 visualizations to support key insights.**

**Executive Summary**

* **Ace Superstore has generated £3.17 million in revenue from 11,000 orders and 115,404 units sold between January 2023 and March 2025.**
* **The business maintained a healthy weighted profit margin of ≈ 67%, however a gentle downward trajectory for 2025.**
* **East Midlands leads regional performance contributing 16% of overall revenue, while the North‑East lag significantly at ≈1%. Online transaction leads vs in‑store transactions (≈ 52 % vs 48 %), with most regions choosing digital channel with the exemption on Wales, where 57% of orders prefers in-store purchase.**
* **In the Category Section, Outdoor and Kitchen products are racing for the top spot in total sales, with 12.08% and 11.82% respectively.**

**KPI Overview ( 2025 vs 2024 )**

* **2025 figures represent partial‑year performance; sales are seasonally lower, but average discounting has tightened, helping to defend margins.**
* **Monthly revenue peaked mid‑2024 (≈ £155K in May) before gentle downward trend in 2025.**
* **Profit margin has trended from ≈ 68 % in 2024 to ≈ 63 % in 2025. Signaling a shift in cost prices or low selling price or both.**

| **Metric** | **Mar. 2025** | **2024** | **Δ YoY** |
| --- | --- | --- | --- |
| **Revenue** | **£360,542** | **£1,527,399** | **‑£1.17 M** |
| **Orders** | **1,194** | **5,327** | **‑4,133** |
| **Units Sold** | **12,615** | **56,051** | **‑43,436** |
| **Avg. Qty per Order** | **10.57%** | **10.52%** | **+0.5%** |
| **Avg. Discount** | **11.17%** | **17.08%** | **-5.9%** |
| **Weighted Profit Margin** | **63.27%** | **67.57%** | **‑4.3** |

**Regional Performance**

* **East Midlands outperforms with ≈16 % of overall revenue, more than 14× the North‑East**
* **North-East Region has the lowest overall revenue of £36,688 yet has the highest Avg. Discount price of 16.66%**

**Recommendations : Target Promotions and Stock realignment on low revenue Regions (North-East & wales ) and investigate discount strategies to improve margins. Drill down on East-midlands success to fanout on low performing regions.**

**Top Product Insights**

* **Top performer products with Over 100+ units sold and generated total revenue >£30K : Portable Refrigerator Freezer , Portable Solar Generator , Electric Bike , Compact Digital Camera , Herb Season‑Rice Seasoning**
* **Under performing products with < 5 units sold and generated <£300 : Herb Season‑Spices , Flavor‑Rice Cakes , Canned Black Beans , Baking Soda , Cinnamon Raisin Bagels**
* **Outdoor products revenue totaled £383.15k, driven primarily by Camping Equipment (41.63%) and Outdoor Accessories (36.11%).**
* **Kitchen products revenue reached £374.66k, with key contributions from Small Appliances (22.70%) and Cooking Appliances (19.74%).**

**Recommendations : Review pricing, promotions like bundle low-revenue items with high value products, or discontinue SKUs with low output to free up inventory capacity and maintaining volume on top performing products.**

**Product Category Margins**

* **Top Performing Category : Grooming , Baby , Storage , Wearable tech , Home Security.**
* **Under Performing Category : Sports , Bicycles, Footwear , Apps, Furniture**

**Recommendations : Scale-High Margin Categories with low units sold / orders.**

**Distribution Channel**

* **East Midlands leads regional performance contributing 16% of overall revenue, while the North‑East lag significantly at ≈1%. Online transaction leads vs in‑store transactions (≈ 52 % vs 48 %) , with most regions choosing digital channel with the exemption on wales, where 57% of orders prefers in-store purchase.**

**Recommendations : Can focus on digital marketing to capitalize higher online Average order.**

**About The data**

**Ace Superstore Retail Dataset contain information of orders between Jan 2023 to Dec 2025.**

**Dataset Schema**

| **Column Name** | **Data Type** | **Description** |
| --- | --- | --- |
| **Order ID** | **String** | **Unique identifier for each order transaction** |
| **Order Date** | **Date** | **Date when the order was placed (may include past and recent years) mm/dd/yyyy** |
| **Order Mode** | **String** | **Channel through which the order was made: “Online” or “In-Store”** |
| **Customer ID** | **String** | **Unique identifier for the customer placing the order** |
| **City** | **String** | **Customer’s city (some missing values may occur)** |
| **Postal Code** | **String** | **UK postal code linked to customer’s location** |
| **Country** | **String** | **Country of the customer (e.g England, Scotland, e.t.c)** |
| **Region** | **String** | **UK region (e.g., North, South, West); some values may be missing** |
| **Product ID** | **String** | **Unique identifier for each product sold** |
| **Product Name** | **String** | **Name/description of the product (may contain missing values)** |
| **Category** | **String** | **Product’s broader classification (e.g., “Food - Spices”)** |
| **Sub-Category** | **String** | **Detailed product classification (e.g., “Rubs and Seasonings”)** |
| **Cost Price** | **Float** | **Internal cost to the company for each unit of product sold** |
| **Sales** | **Float** | **Total revenue generated from the sale of each unit of product** |
| **Quantity** | **Integer** | **Number of units sold in the order** |
| **Discount** | **Float** | **Discount rate applied to the product, ranging from 0 to 1 (e.g., 0.15 = 15%)** |

**TOOLS & TECHNIQUES USED IN ANALYSIS**

1. **EXCEL**
   * **Data cleaning | String Manipulation | Descriptive Statistics | Data Aggregation**

**COUNT() , COUNTBLANK() , Istext() , Date(), VLOOKUP() , IF() , ISBLANK() , CONCAT() , MIN() , MAX()**

**PIVOT Table , Text to Columns**

1. **POWERBI**
   * **Data Profiling**

**Leveraged Column Profile, Column Quality, and Column Distribution for further data assessment and validation.**

* + **DAX Calculations**

**Developed calculated columns and measures to support advanced analysis, ranking, filtering, and KPI tracking.**

* + **Data Storytelling**
    - **Audience**

**This dashboard is tailored for key decision-makers, including: Head of Operations, Executive Teams, Senior Leadership, Regional Managers, and Marketing Teams.**

**It provides relevant insights aligned with their strategic and operational priorities.**

* + - **Visualization Strategy**

**Incorporates a mix of: Time-Series visuals for performance trends over time**

**Categorical visuals for comparing segments, products, and regions and highlight regional gaps**

* + - **Dashboard Layout Pattern**

**Follows best practices in visual hierarchy using**

**"F" Layout for scanning from top-left to bottom-right (emphasizes KPIs and trends)**

**"Z" Layout for storytelling flow across summary, breakdown, and detail sections**

* + **Data Visualization Analytics**
    - **Column Chart**

**Total Revenue By region : highlighting Best & Underperforming region using Rules**

**Total Revenue By Product : Highlighting Top5 and Bottom5 using DAX RANKX and Rules**

* + - **Bar Chart**

**Total Revenue By Category : Highlighting Top5 and Bottom5 using DAX RANKX and Rules**

**Total Revenue By Segment : Highlighting Top5 and Bottom5 using DAX RANKX and Rules**

**%Count of Order Mode By Region.**

* + - **Donut Chart + Card**

**Total Revenue By Order Mode and total orders.**

* + - **Table Chart**

**Summarize Total Order , Units Sold , %sales , Average Discount , Profit Margin ( weighted ) By region with Totals.**

**Identifying Top category , Top Segment , Top Product By Region Using DAX TOPN/RANKX & CALCULATE.**

* + - **Ribbon Chart**

**Revenue Trend Year-on-Year By Region**

* + - **Scatter Plot**

**Profit Margin Vs Revenue By Category with bubble size representing Total Profit.**

* + - **Area Chart**

**Profit Margin Year-on-Year Trend**

* + - **KPI Chart**

**Key Metrics with conditional formula to compare Current Year(2025) vs Previous year (2024)**

**Total units Sold , Total Orders , Average Qty Order , Overall**

**Data Preparation and Extract-Transform-Load**

1. **Create a raw copy of dataset to start with exploratory data analysis**
2. **Review in Excel for missing values , errors or duplicates.**

**Use Countblank() to check for empty cells use Count() to check for numerical values in [order\_date] , [Sales] , [Cost price] ,[Quantity] & [Discount] Concat [Order ID] , [Order Date] ,[City],[Product Name],[Quantity] to check duplicate orders. Use Min() , Max() to check numerical outliers.**

1. **Use the following Excel functions to check and clean [order\_date] column, convert text to date format and find Year,month,date**

**=Istext(B2) : Rows Mixed with Text Format & Date Format**

**Text To Column function**

**Date(Year,Month,Day)**

1. **Clean & Fill Missing Values on [Country] & [Region] using VLOOKUP to lookup correct data using [Postal Code] in store\_location dataset.**

**Region = VLOOKUP(F2,'Store locations'!$C:$E,3,FALSE)**

**Country = VLOOKUP(F2,'Store locations'!$C:$D,2,FALSE)**

**Standardize [Region] Name by Replacing *Yorkshire & the Humber* -> Yorkshire and the Humber**

1. **Clean missing values in [category]**

**Sort `[Sub-category] Alphabetically to group subcategory and fill missing values in category by comparing the adjacent values**

1. **Replace Null values in [discount] column**

**Replace null values with 0 and format as percentage : Assume Null values No discount given**

1. **Create new Excel sheet , Copy&Paste the cleaned data and rename [RDAMP\_Task1] Load Clean excel file in PowerBI**
2. **Perform further data quality check based on entire dateset.**

**Enable Column quality to check each column for error or missing values.**

**Enable column profile to check data statistics ( min , max , errors)**

**Enable Column Distribution to assess duplicate/unique Values.**

1. **Correct Formats**

**Text : Order ID , Order Mode , Customer ID , City, Postal Code , Country, Region , Proeduct ID , Product Name , Category , Sub-Category.**

**Date : Order Date**

**Fixed Decimal Number : Sales , Cost Price round to 2 decimal places**

**Whole Number : Quantity**

1. **Create New Column PriceValue to flag negative amounts in [Sales] & [Cost price] fields without deleting any rows, Can then filter on this column in Power BI to analyse either only positive values or to include the negative values as required.**
2. **Create New column Segment by splitting [category] with Delimiter “ – “ to optimize main category , [segment] with missing values will be replace by [sub-category] value**
3. **Create \_MeasureGroup to organize all measures.**

**Calculated Columns**

| **Calculated Columns** | **Formula** |
| --- | --- |
| **[Revenue]** | **= Ace\_Superstore\_retail\_dataset[Sales] \* Ace\_Superstore\_retail\_dataset[Quantity]** |
| **[Unit Profit]** | **= Ace\_Superstore\_retail\_dataset[Sales] - Ace\_Superstore\_retail\_dataset[Cost Price]** |
| **[Total Profit]** | **= (Ace\_Superstore\_retail\_dataset[Sales] - Ace\_Superstore\_retail\_dataset[Cost Price]) \* Ace\_Superstore\_retail\_dataset[Quantity]** |
| **[Total Cost]** | **= Ace\_Superstore\_retail\_dataset[Cost Price] \* Ace\_Superstore\_retail\_dataset[Quantity]** |
| **[Profit Margin (Unweighted)]** | **= (Ace\_Superstore\_retail\_dataset[Sales]-Ace\_Superstore\_retail\_dataset[Cost Price]) / Ace\_Superstore\_retail\_dataset[Sales]** |

**Calculated Measures**

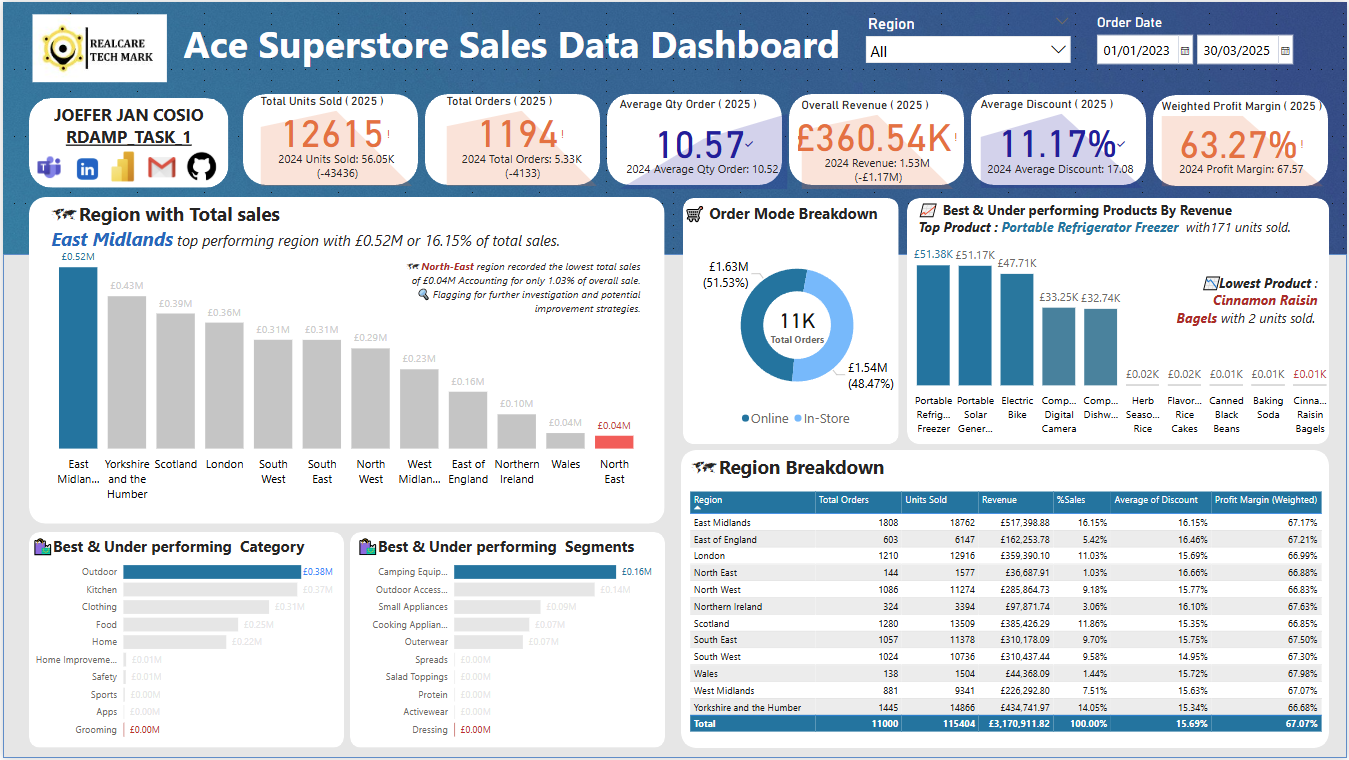
| **Calculated Measures** | **Formula** |
| --- | --- |
| **[Average Discount]** | **= AVERAGE(Ace\_Superstore\_retail\_dataset[Discount])** |
| **[Average Order]** | **= Average(Ace\_Superstore\_retail\_dataset[Quantity])** |
| **[Total Orders]** | **= COUNT(Ace\_Superstore\_retail\_dataset[Order ID])** |
| **[Total Units Sold]** | **= SUM(Ace\_Superstore\_retail\_dataset[Quantity])** |
| **[Total Revenue]** | **= SUM(Ace\_Superstore\_retail\_dataset[Revenue])** |
| **Profit Margin (Weighted)** | **= ( (SUM(Ace\_Superstore\_retail\_dataset[Revenue]) - SUM(Ace\_Superstore\_retail\_dataset[Total Cost])) / sum(Ace\_Superstore\_retail\_dataset[Revenue]) )** |

**Calculated Measures (TopN/BottomN)**

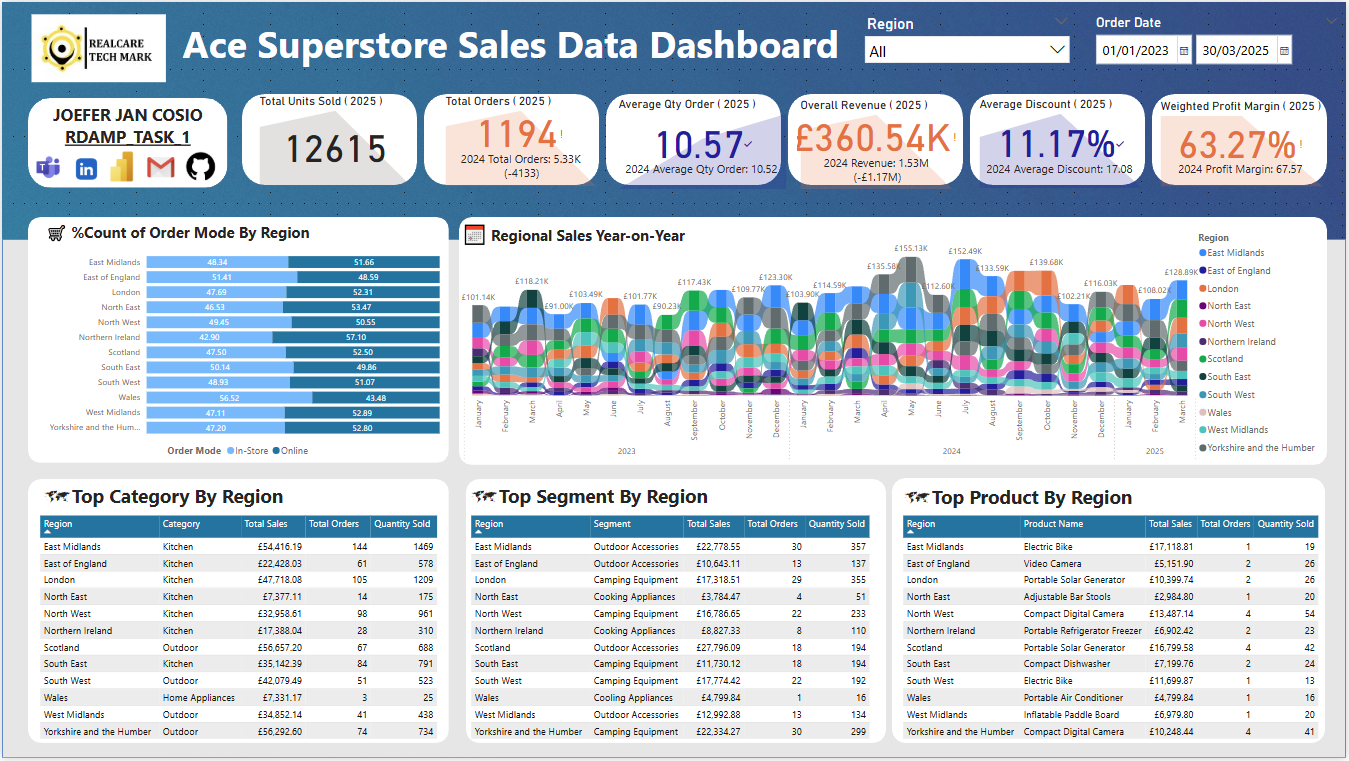
| **Calculated Measures (Ranking)** | **Formula** |
| --- | --- |
| **TopN Product By Total Revenue** | **=** |
|  | **VAR RankingContext = VALUES ( Ace\_Superstore\_retail\_dataset[Product Name] )** |
|  | **RETURN** |
|  | **CALCULATE(** |
|  | **[Total Revenue],** |
|  | **TOPN ( 1, ALL ( Ace\_Superstore\_retail\_dataset[Product Name] ), [Total Revenue]),** |
|  | **RankingContext)** |
| **TopN Category By Total Revenue** | **=** |
|  | **VAR RankingContext = VALUES ( Ace\_Superstore\_retail\_dataset[Category] )** |
|  | **RETURN** |
|  | **CALCULATE(** |
|  | **[Total Revenue],** |
|  | **TOPN ( 1, ALL ( Ace\_Superstore\_retail\_dataset[Category] ), [Total Revenue]),** |
|  | **RankingContext)** |
| **TopN Segment By Total Revenue** | **=** |
|  | **VAR RankingContext = VALUES ( Ace\_Superstore\_retail\_dataset[Segment] )** |
|  | **RETURN** |
|  | **CALCULATE(** |
|  | **[Total Revenue],** |
|  | **TOPN ( 1, ALL ( Ace\_Superstore\_retail\_dataset[Segment] ), [Total Revenue]),** |
|  | **RankingContext)** |
| **TopN & BottomN ProductName By Total Revenue** | **=** |
|  | **VAR \_rank\_top =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Product Name] ) ), [Total Revenue],, DESC, DENSE )** |
|  | **VAR \_rank\_bottom =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Product Name] ) ), [Total Revenue],, ASC, DENSE )** |
|  | **VAR \_result =** |
|  | **IF (** |
|  | **\_rank\_top <= 5,** |
|  | **[Total Revenue],** |
|  | **IF ( \_rank\_bottom <= 5, [Total Revenue], BLANK () ) )** |
|  | **RETURN** |
|  | **\_result** |
| **TopN & BottomN Category By Total Revenue** | **=** |
|  | **VAR \_rank\_top =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Category] ) ), [Total Revenue],, DESC, DENSE )** |
|  | **VAR \_rank\_bottom =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Category] ) ), [Total Revenue],, ASC, DENSE )** |
|  | **VAR \_result =** |
|  | **IF (** |
|  | **\_rank\_top <= 5,** |
|  | **[Total Revenue],** |
|  | **IF ( \_rank\_bottom <= 5, [Total Revenue], BLANK () ) )** |
|  | **RETURN** |
|  | **\_result** |
| **TopN & BottomN Segment By Total Revenue** | **=** |
|  | **VAR \_rank\_top =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Segment] ) ), [Total Revenue],, DESC, DENSE )** |
|  | **VAR \_rank\_bottom =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Segment] ) ), [Total Revenue],, ASC, DENSE )** |
|  | **VAR \_result =** |
|  | **IF (** |
|  | **\_rank\_top <= 5,** |
|  | **[Total Revenue],** |
|  | **IF ( \_rank\_bottom <= 5, [Total Revenue], BLANK () ) )** |
|  | **RETURN** |
|  | **\_result** |
| **TopN & BottomN Category By Profit Margin** | **=** |
|  | **VAR \_rank\_top =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Category] ) ), [Profit Margin (Weighted)],, DESC, DENSE )** |
|  | **VAR \_rank\_bottom =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Category] ) ), [Profit Margin (Weighted)],, ASC, DENSE )** |
|  | **VAR \_result =** |
|  | **IF (** |
|  | **\_rank\_top <= 5,** |
|  | **[Profit Margin (Weighted)],** |
|  | **IF ( \_rank\_bottom <= 5, [Profit Margin (Weighted)], BLANK () ) )** |
|  | **RETURN** |
|  | **\_result** |
| **TopN & BottomN Segment By Profit Margin** | **=** |
|  | **VAR \_rank\_top =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Segment] ) ), [Profit Margin (Weighted)],, DESC, DENSE )** |
|  | **VAR \_rank\_bottom =** |
|  | **RANKX ( ( ALLSELECTED ( Ace\_Superstore\_retail\_dataset[Segment] ) ), [Profit Margin (Weighted)],, ASC, DENSE )** |
|  | **VAR \_result =** |
|  | **IF (** |
|  | **\_rank\_top <= 5,** |
|  | **[Profit Margin (Weighted)],** |
|  | **IF ( \_rank\_bottom <= 5, [Profit Margin (Weighted)], BLANK () ) )** |
|  | **RETURN** |
|  | **\_result** |

**POWER BI DASHBOARD IMAGES**

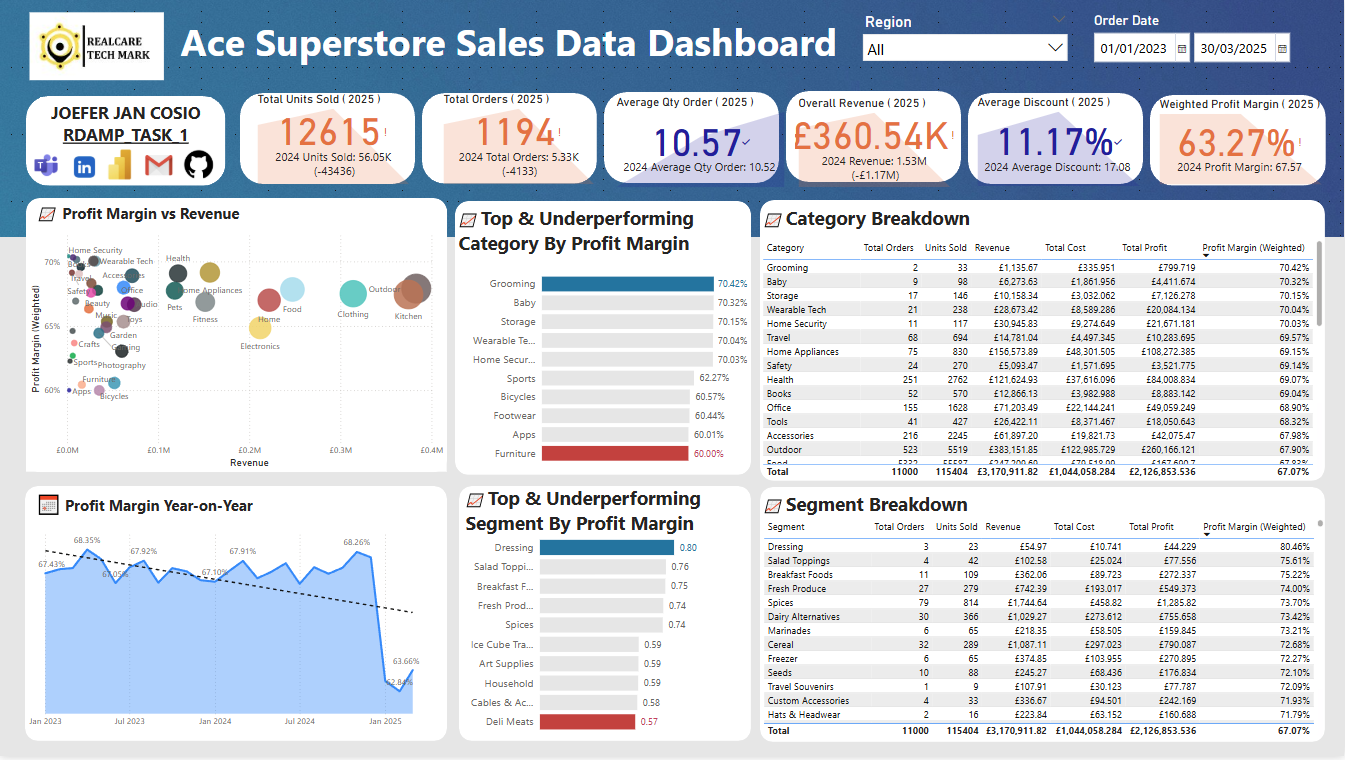
**TOP-LEVEL-SUMMARY**

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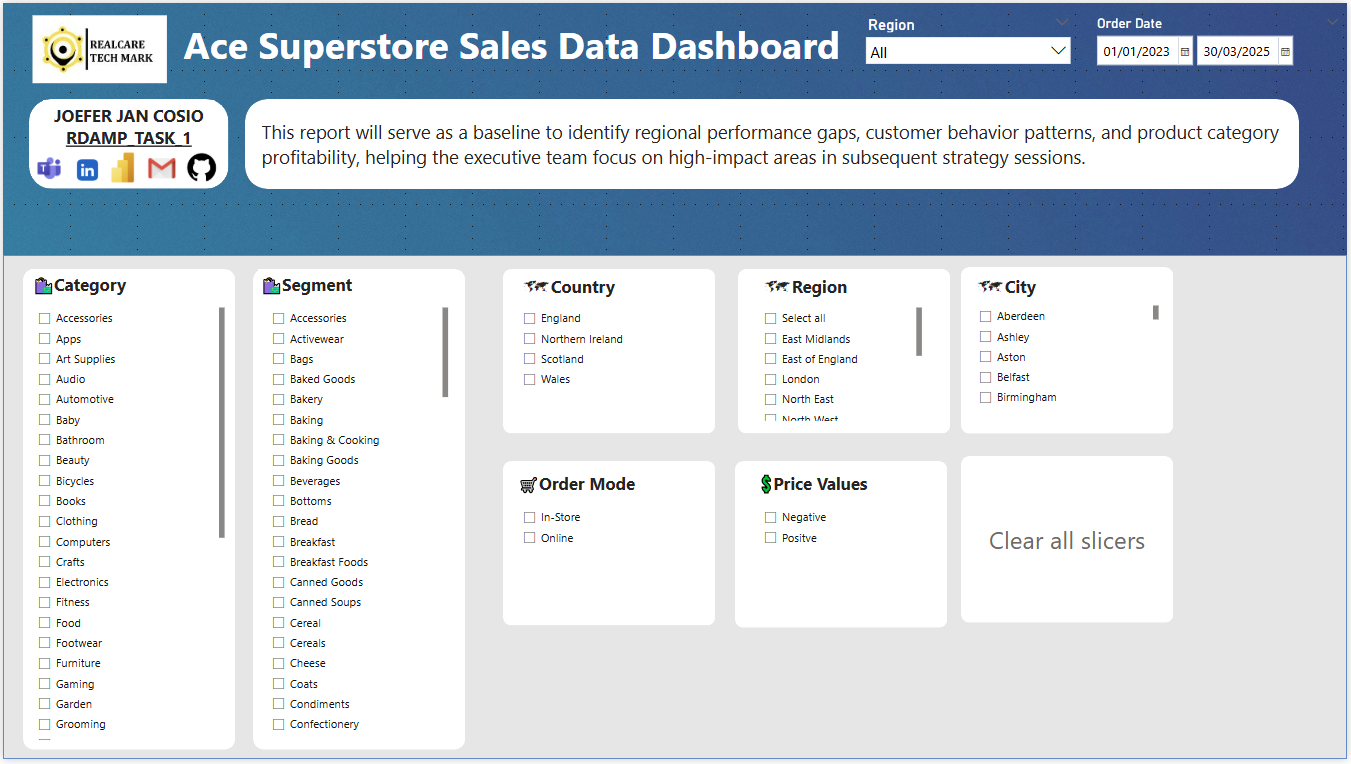
**REGIONAL\_ANALYSIS**

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**PRODUCT\_ANALYSIS**

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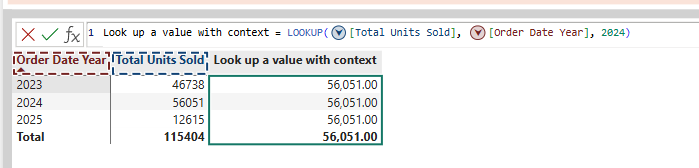
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**Screenshots**

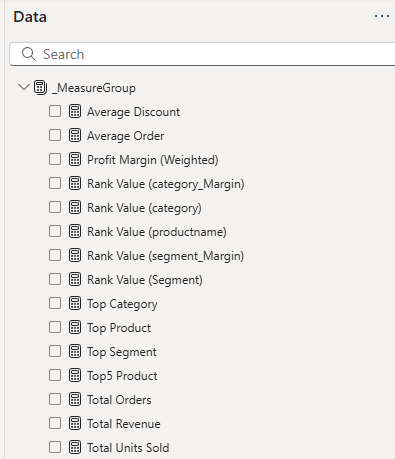
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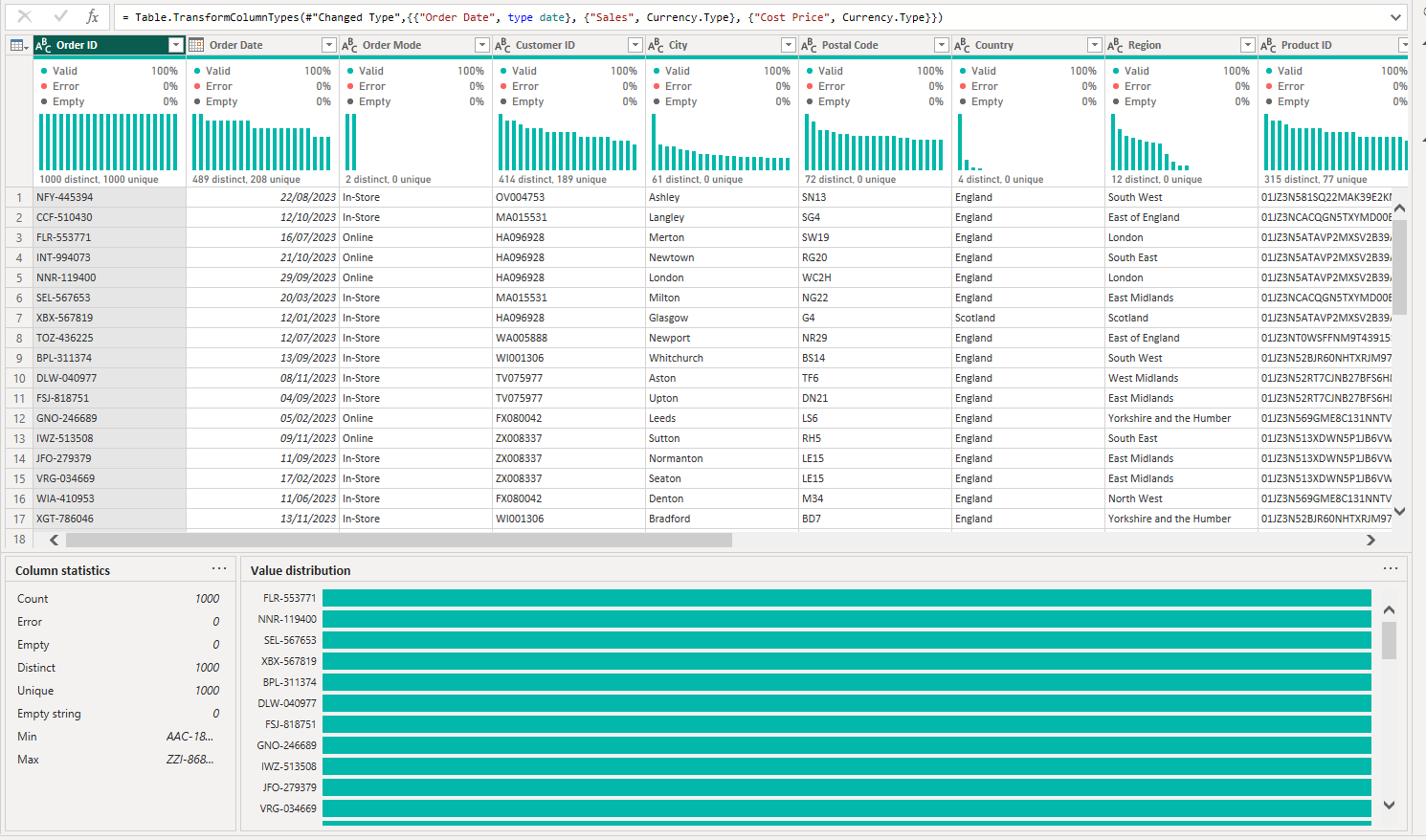
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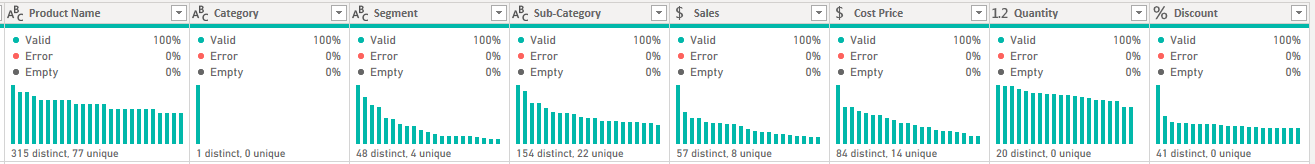
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**Organize MeasuredGroup**

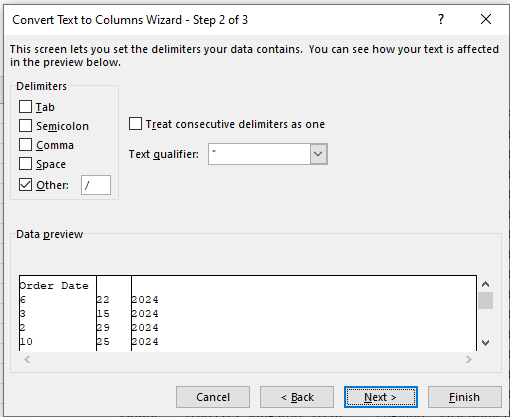
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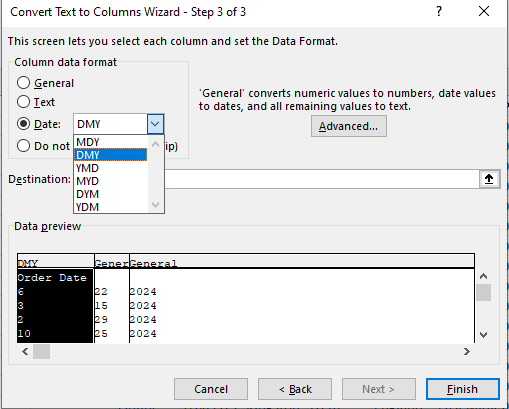
**Data Profiling**

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**Date Cleaning Text to Columns**

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