



SHOPPING TRENDS ANALYSIS

INTRODUCTION

Objective:

- The goal of this presentation is to showcase the Sales Performance Dashboard built using Power BI. This tool provides actionable insights into sales trends, customer behavior, and product performance.

AGENDA

- Overview of the Dashboard
- Key Metrics and Visualizations
- Insights and Business Impact

BUSINESS IMPACT

This dashboard enables us to:

Identify High-Performing Products: Focus on categories like Dresses and Footwear to maximize revenue.

Optimize Discount Strategies: Analyze the impact of discounts on sales and adjust promotional campaigns accordingly.

Understand Customer Behavior: Tailor marketing efforts to target the most active age groups and regions."

OVERVIEW OF THE DASHBOARD

Purpose:

- "The dashboard is designed to provide a comprehensive view of sales performance, enabling stakeholders to make data-driven decisions."

Structure:

- Page 1: High-level overview of sales metrics (Total Sales, Customers, Best Selling Category, etc.).
- Page 2: Detailed analysis of sales by category, payment method, demographics, and more.



PAGE 1

Sales Overview

- **Total Sales:** Overall sales reached **657.2K** across **3.9K** customers, with an average purchase value of **59.7**
- **Best-Selling Product:** **Dresses** are the top-selling product, leading sales across categories
- **Gender Distribution:** Male customers dominate with **72.33%**, while females represent **27.67%**
- **Discount Impact:** Discounts were applied to **45.7%** of sales, significantly influencing purchase behavior

PAGE 1

Sales Overview

Sales by Category:

- Clothing leads with (294K), followed by Accessories(209K) and Footwear (102K)
- Outerwear is the lowest-performing category with (52K)

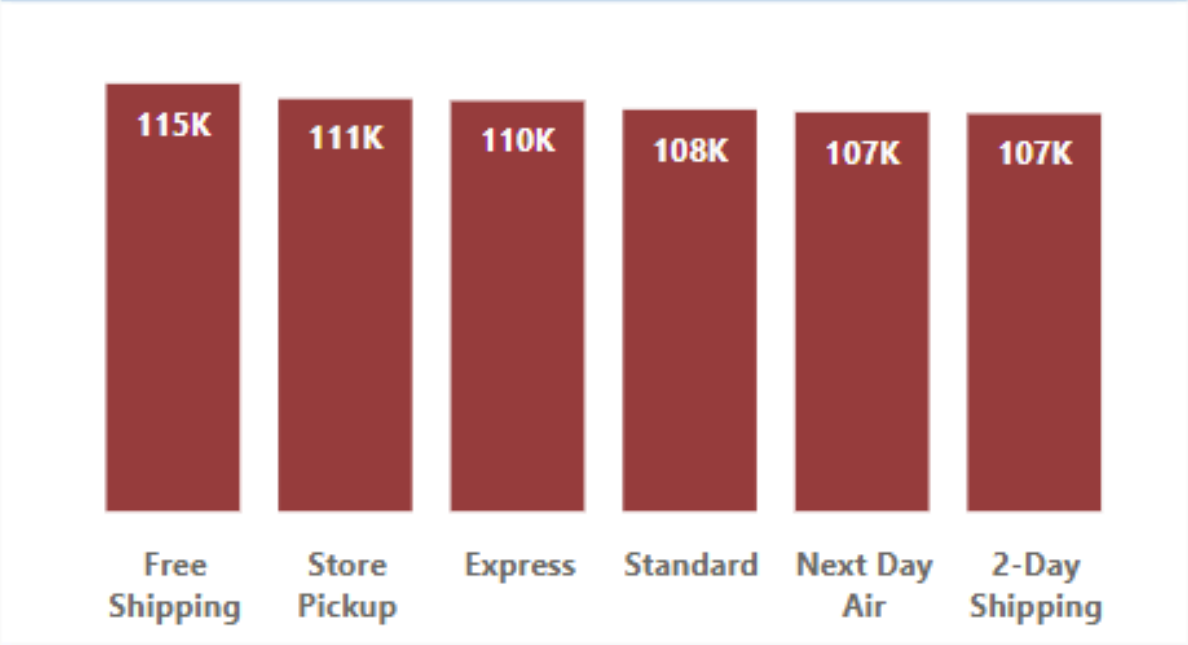
Payment Methods:

- Credit Card is the most preferred payment method (120K), followed by Venmo (113K) and Cash (110K)

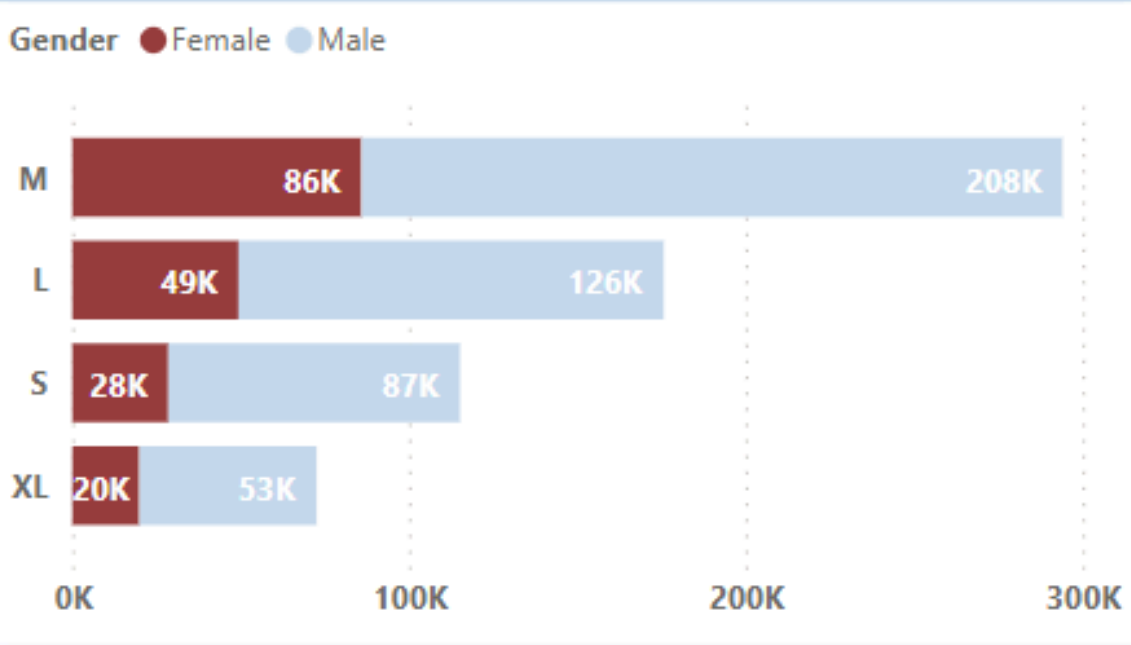
Sales by Size and Category:

- Size M dominates across all categories, especially in Clothing (93K) and Accessories (37K)

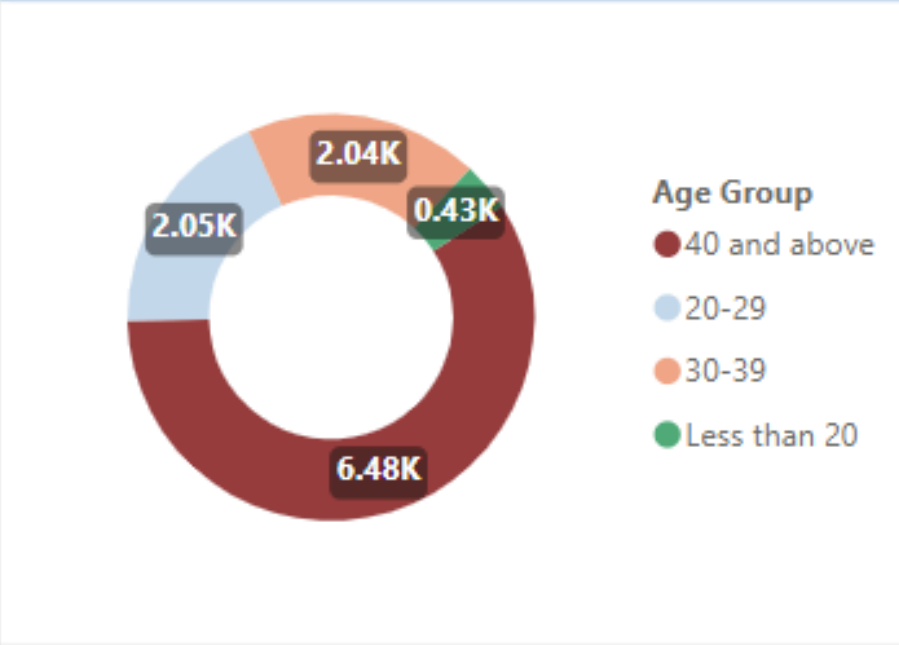
Total Sales by Shipping Type



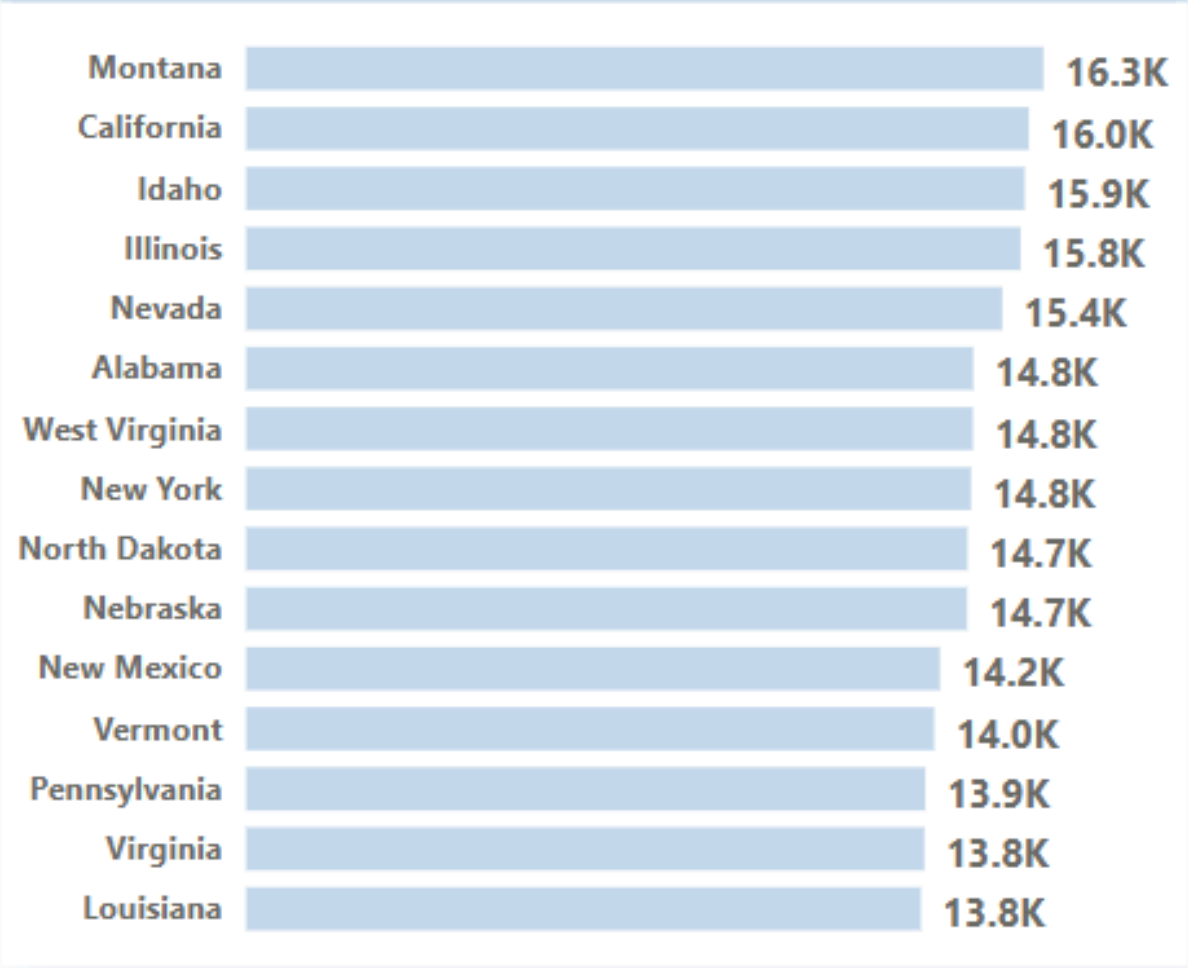
Total Sales by Size and Gender



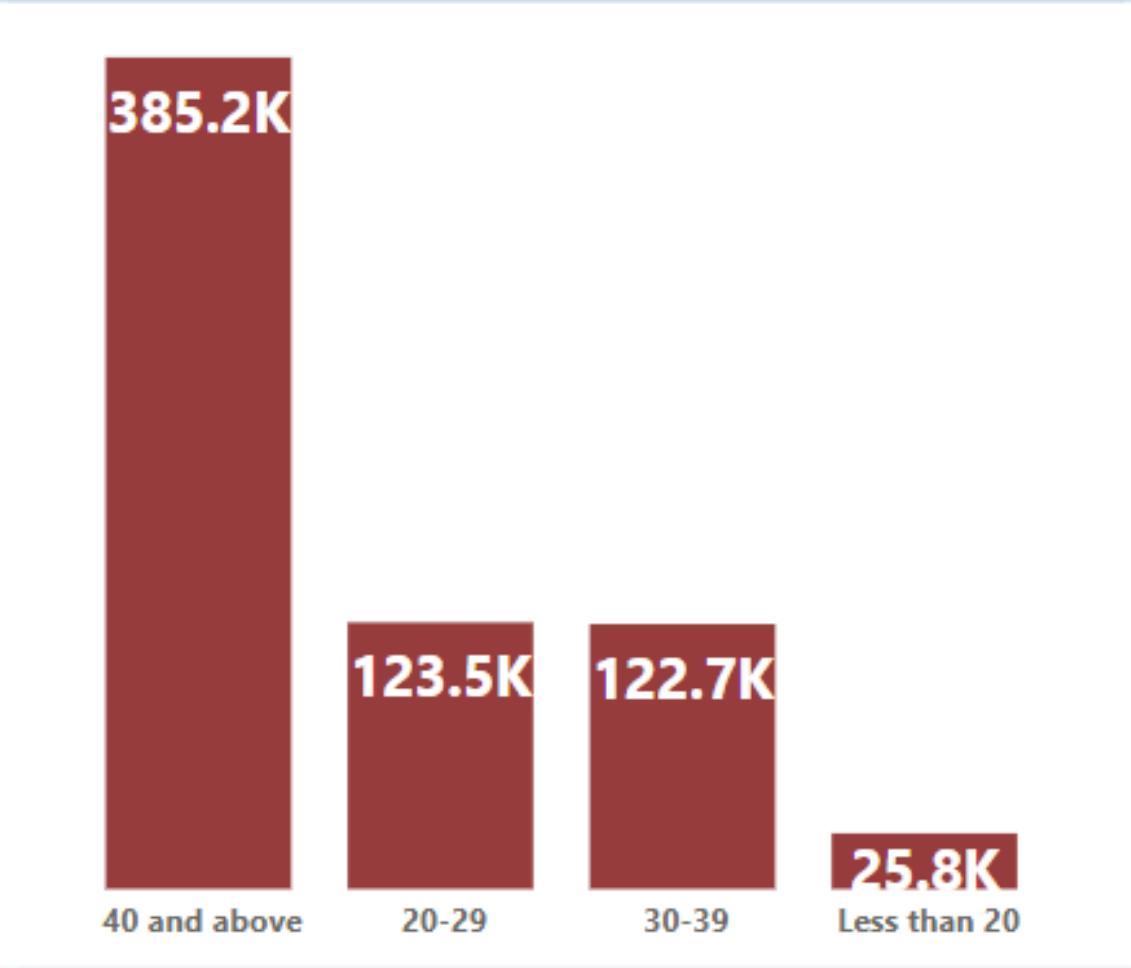
Item Purchased by Age Group



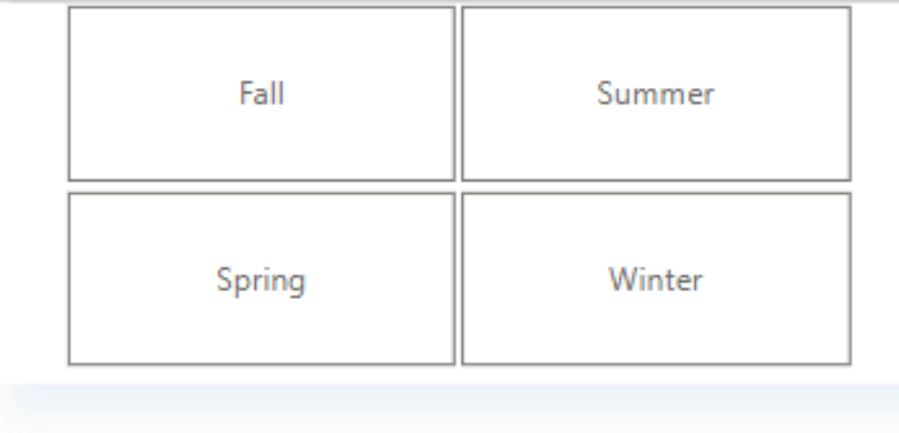
Total Sales by Location



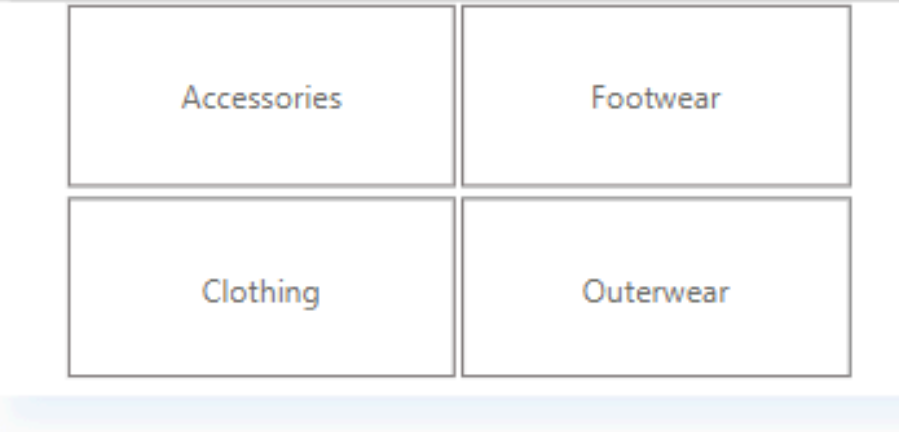
Total Sales by Age Group



Season



Category



PAGE 2

Detailed Sales Analysis

Shipping Type: Free Shipping leads with **115K**, followed closely by Store Pickup and Express with minimal differences.

Size and Gender: Male customers dominate, especially for M (208K) and L (126K) sizes.

Age Group Purchases: The 40 and above age group leads with **385.2K**, followed by 20-29 and 30-39 with approximately **123K** each.

PAGE 2

Detailed Sales Analysis

Location Insights

- Montana leads sales with **(16.3K)**, followed closely by California **(16K)** and Idaho **(15.9K)**
- Southern states like Louisiana and Virginia show lower engagement, under **14K**, suggesting potential for targeted campaigns.

PROPOSED STRATEGIES TO BOOST SALES

- Target age group 40+ with personalized campaigns.
- Increase female engagement by promoting key sizes.
- Introduce discounts for the under 20 age group.
- Focus on Free Shipping to attract cost-conscious customers.
- Boost Outerwear category with strategic offers

CONCLUSION



Summary:

- In conclusion, this Power BI dashboard provides a clear, actionable view of our sales performance. By leveraging these insights, we can make informed decisions to drive growth and improve customer satisfaction.



THANK YOU
