

Retail Sales Dashboard - Summary

This report shows the main findings from my Retail Sales Dashboard project, which is built using Power BI, Python, PostgreSQL and Excel. The dashboard helps to understand sales trends, discount effects, payment methods and store performance over the years.

What This Dashboard Shows

- **Total Sales:** 52.46 million from January 2020 to May 2024.
- **Monthly Trends:** Sales in each month are displayed, showing ups and downs. Highest sales are in March (5.11M) and lowest in June (3.94M).
- **Discount Impact:** Almost half of the sales used some kind of discount. "Discount on Selected Items" and "BOGO" promotions have very similar order counts and sales numbers.
- **Payment Methods:** Customers used cash, credit card, debit card, and mobile payment almost equally.
- **Store Types:** All store types (pharmacy, supermarket, warehouse club, convenience store, etc.) made similar sales, with each around 8.7-8.8 million.
- **Location Insights:** The highest sales are from stores in New York state.

My Learnings

- Data was cleaned in Excel and Python, then loaded into PostgreSQL for better management.
- Power BI was used to make the visuals and interactive dashboard.
- The results help to see what promotions work, which payment methods are popular and where sales are coming from.

Key Takeaway

This dashboard makes it easy to check sales and business performance quickly and understand how discounts, payments and store type affect the results.