

Super Store Sales Analysis

Objective:

To contribute to the success of the business by Data analysis techniques, especially focusing on **time series analysis** to provide valuable insight and accurate **sales forecasting**.

Description:

1. Dashboard creation:

Identify the KPIs, design an intuitive and visually appealing dashboard, and add interactive visualisation and filtering capabilities to allow the users to explore the data at various levels of granularity.

2. Data Analysis:

Provide valuable insight to business entities regarding the effectiveness of their sales strategies through visualizations and charts.

3. Sales Forecasting:

Leverage historic data and apply time series to generate sales forecast for the next 15 days

4. Actionable insights & recommendations:

The end goal is to provide insights and actionable information that can drive strategic decisions that support the supermarket's goals for growth, efficiency and customer satisfaction.

Work Flow:

- Raw data in a worksheet was delivered.
- Data was initially cleaned and sorted.
- Later it was formatted as per the given requirements with the help of DAX queries.
- Data were thoroughly analyzed and key insights were identified.
- Finally, an interactive dashboard was created in Power Bi along with 15 days of sales forecasting was done using Dax queries.