### **Dashboard Summary – STORE DATASET ANALYSIS**

# **Objective of the Dashboard:**

To analyze store sales performance across various dimensions such as time (month and day), product categories, and customer demographics (gender and age) in order to identify trends, peak periods, and customer preferences—supporting data-driven decision-making to improve sales strategies and inventory planning.

### KPI Cards:

Total Quantity: 3K

o Total Sale: 456K

Total Price per Unit: 180K

#### Visuals Created:

- Month-wise Total Sale (Line Chart) Displays sales trends from January to December.
- Day-wise Sales Distribution (Bar/Area Chart) Shows daily performance with Saturday having the highest sales.
- Product Category % Wise (Pie Chart) Breakdown of product categories:

■ Clothing: 35.56%

Electronics: 33.77%Beauty: 30.67%

• **Representation** (Donut Chart) – Gender distribution:

o Female: 51%

o Male: 49%

- To Date Filter Slicer to filter data from 01-01-2023 to 01-01-2024

• **Variable Series** Gender Filter – Toggle to view data by Male or Female.

## Key Insights:

- Peak Month: May saw the highest total sales among all months.
- Low Sales Month: September had the lowest total sales.
- Best Sales Day: Saturday recorded the highest sales, suggesting strong weekend performance.
- **Product Preference:** Clothing was the top-performing category, slightly ahead of Electronics and Beauty.
- **Gender Split:** Sales are nearly evenly split between genders, with a slight tilt toward female customers (51%).