

Title: Store Performance Dashboard

Purpose: This dashboard provides insights into sales performance, customer demographics, and financial performance based on data from store transactions, customer records.

Dashboard Overview

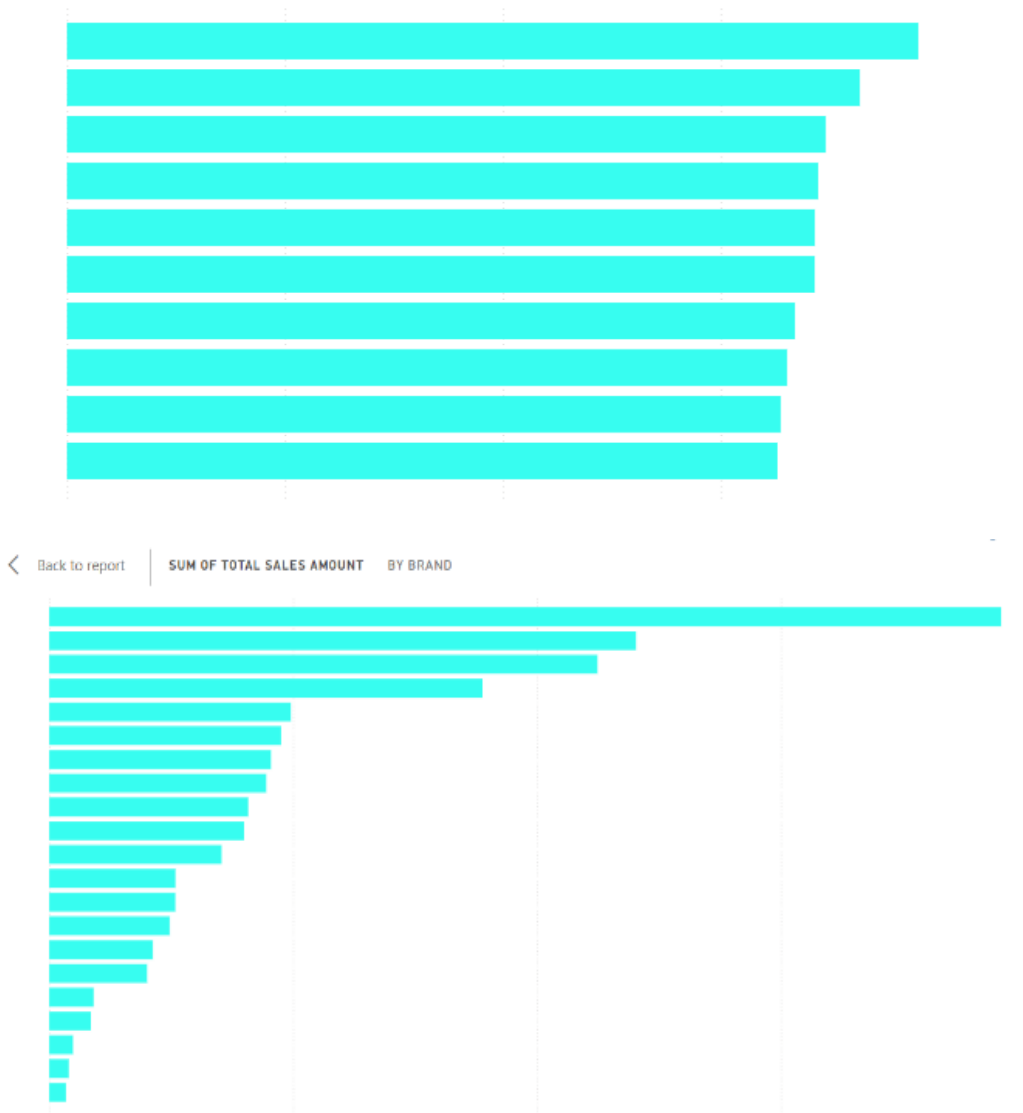
Description: The dashboard is divided into several key sections:

1. **Sales Performance:** Overview of sales trends, top-selling products, and sales by store.
2. **Customer Demographics:** Analysis of customer age, gender, and purchasing behaviour.
3. **Store and Product Analysis:** Performance and Product analysis for stores .



Detailed Explanation of Visualizations

1. Sales Performance



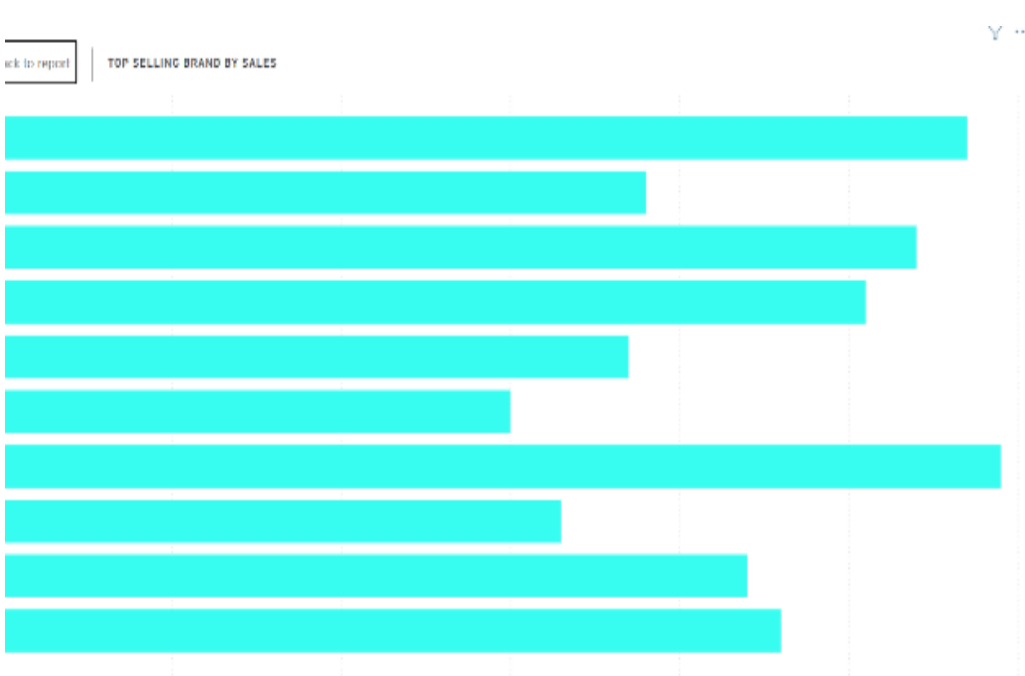
- **Data Source:** Sales transaction records
- **Metrics:** Total sales, sales by product, sales by region
- **Insights:** Understanding overall sales performance, identifying top-selling products, and regional sales trends.

2. Customer Demographics



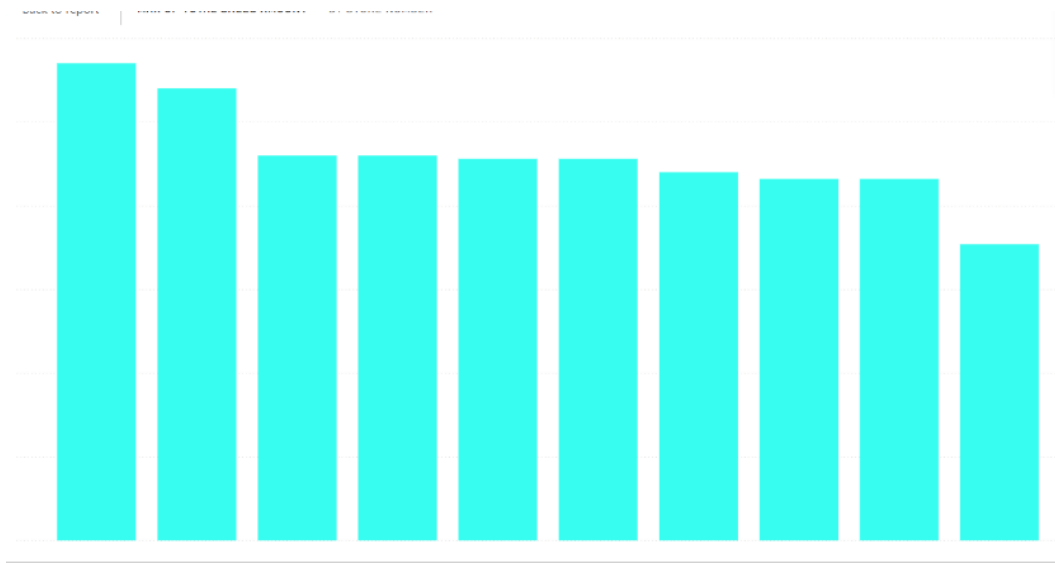
- **Data Source:** Customer records
- **Metrics:** Age distribution, life sales distribution, purchase frequency
- **Insights:** Identifying customer demographics to tailor marketing strategies and improve customer engagement.

3. Top-Selling Products



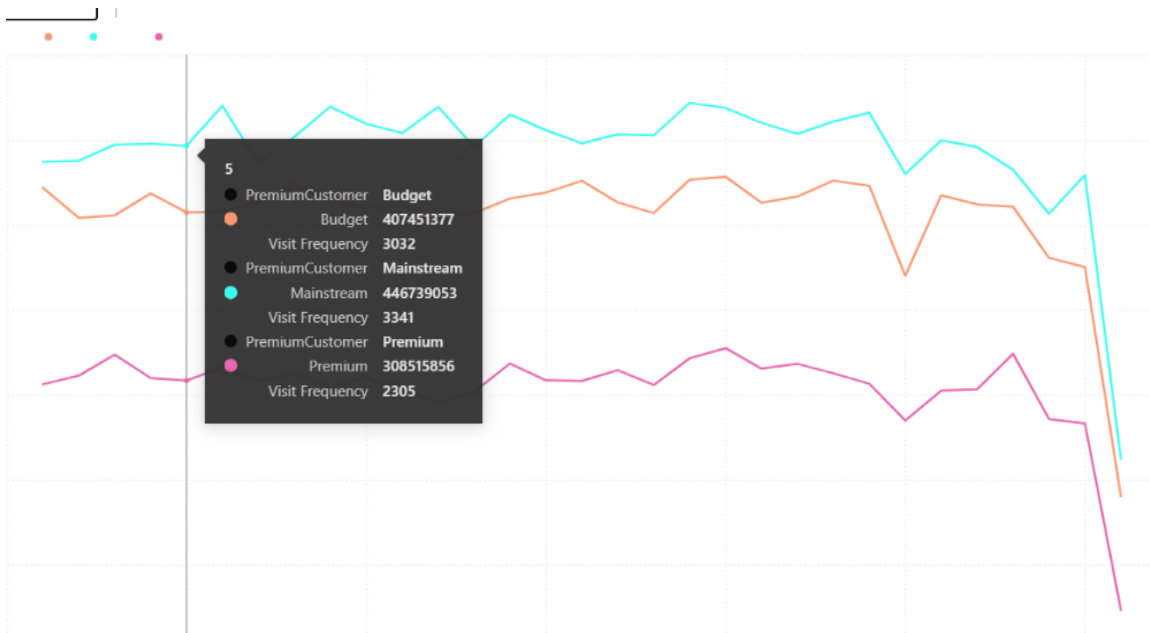
- **Data Source:** Sales transaction records
- **Metrics:** Frequency of product sales, Brand
- **Insights:** Identifying the most popular products to optimize inventory and sales strategies.

4. Sales by Store



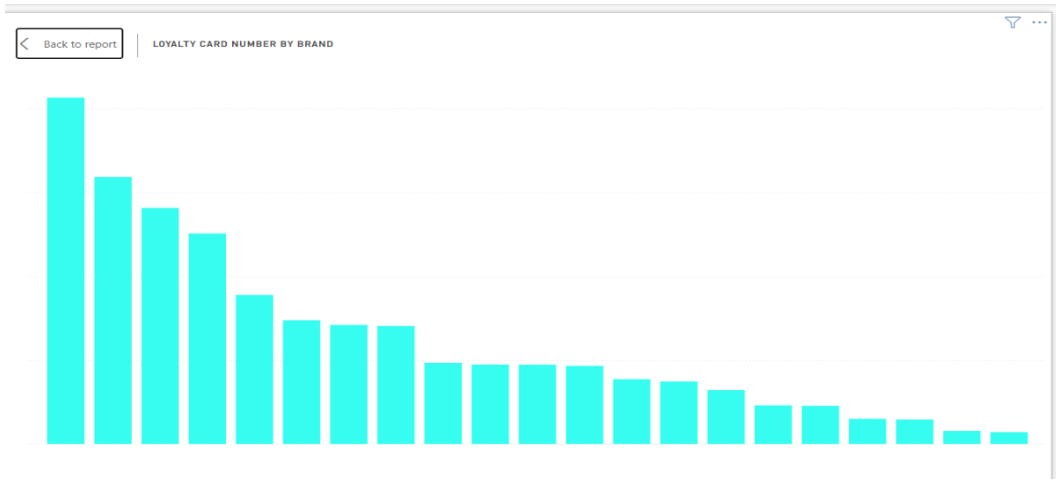
- **Data Source:** Sales transaction records
- **Metrics:** Sales volume by region
- **Insights:** Understanding regional sales performance to target marketing and distribution efforts.

5. Customer Purchase Frequency



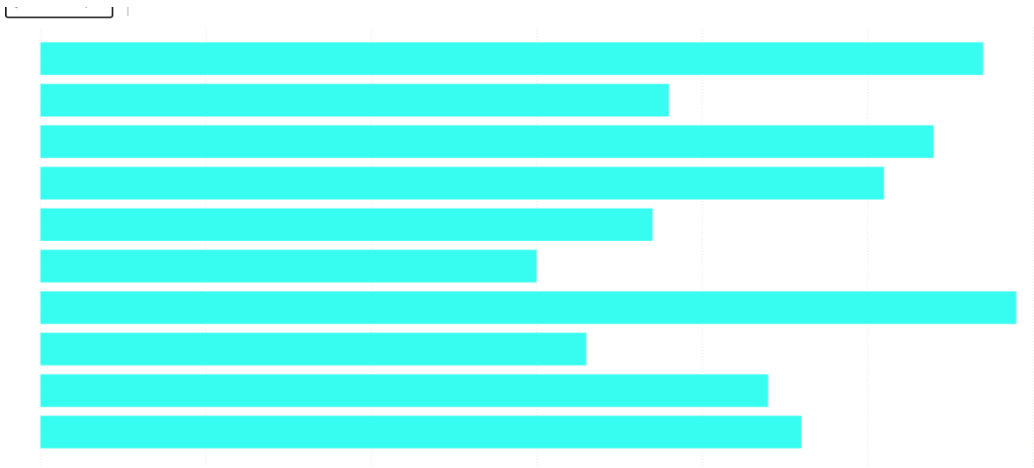
- **Data Source:** Sales transaction records
- **Metrics:** Purchase frequency by customer
- **Insights:** Identifying loyal customers and understanding purchase behaviour to improve customer retention strategies.

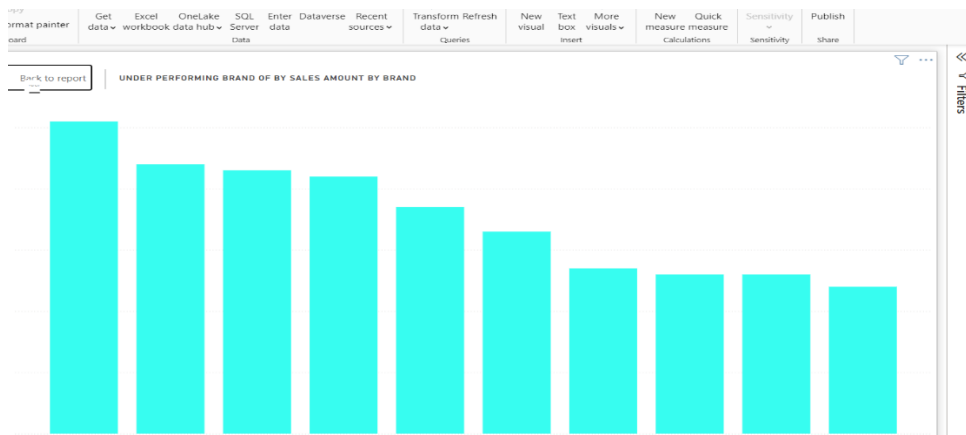
6. Loyalty customer by Brand



- **Data Source:** Loyalty customer
- **Metrics:** Brand
- **Insights:** Assessing customer loyalty on Brand.

7. Top selling and Under Perform of brand





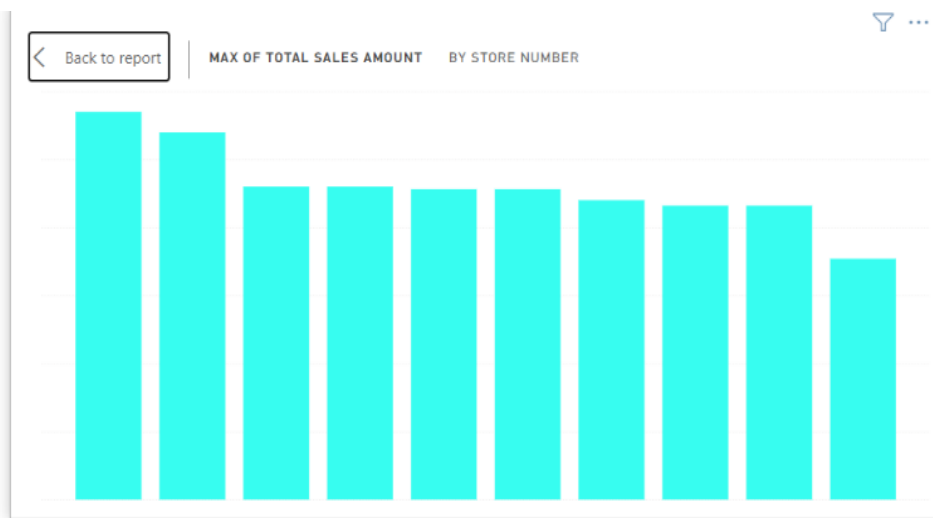
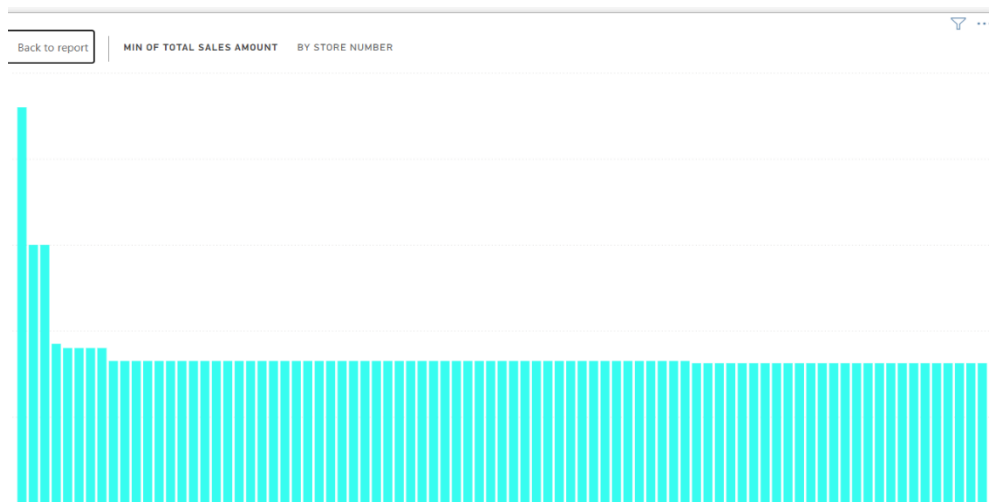
- **Data Source:** Brand
- **Metrics:** product brand, sales
- **Insights:** minimum and maximum sales for brand.

8.Product performance



- **Data Source:** Product Attribute
- **Metrics:** Pack size
- **Insights:** Evaluating profitability to make informed business decisions.

9.Store Performance



- **Data Source:** Sales transaction records
- **Metrics:** Sales volume by store
- **Insights:** Comparing store performance to identify high and low-performing stores.



10.Sales Performance



- **Data Source:** Sales transaction records
 - **Metrics:** Sales volume by life stages
 - **Insights:** Assessing customer performance and identifying percentage of customer.
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Key Findings

- **Sales Performance:** The highest sales are observed on Product Smith Cmkle chip orgnl bigbag brand.
 - **Customer Demographics:** Majority of customers are premium mainstream customer
 - **Top-Selling Products:** Doritos and infusion are the most popular products.
 - **Sales by Store:** Highest sales volumes are store number 226.
 - **Revenue and Expenses:** Significant portion of revenue is from such brand like Kettle.
 - **Store Performance:** The downtown store has the highest sales volume.
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Conclusion

Recap: The dashboard highlights key insights into sales performance, customer demographics, inventory levels, financial performance, and store performance.

Next Steps: Use these insights to improve sales strategies, optimize inventory management, enhance financial planning, and improve store performance.