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Dream Store Sales Performance Report

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Tools Used: Power BI, DAX

1. Introduction

This report analyzes **Dream Store's sales performance** from **2022 to 2025**. The goal is to uncover trends in sales growth, customer behavior, product performance, promotions, and operational efficiency.

The dataset was modeled in Power BI, enriched with calculated columns and DAX measures, and visualized through an interactive dashboard. This report provides a guided dashboard walkthrough, explaining each visual with insights and commentary.

2. Dashboard Overview

The dashboard includes the following visuals:

- **KPI Panel**
- **Sales Trends Over Time**
- **Sales by Payment Method**
- **Orders by Day of the Week**
- **Top Products by Sales**
- **Sales by Promotion**
- **Returns Over Time**

Each visual is explained below with insights and commentary.

3. KPI Panel

Total Sales	Total Orders	Avg. Order Value	Avg. Delivery Time	Total Returns	Return Rate %
\$3.33M	10K	\$333.02	4 days	513	5.13%

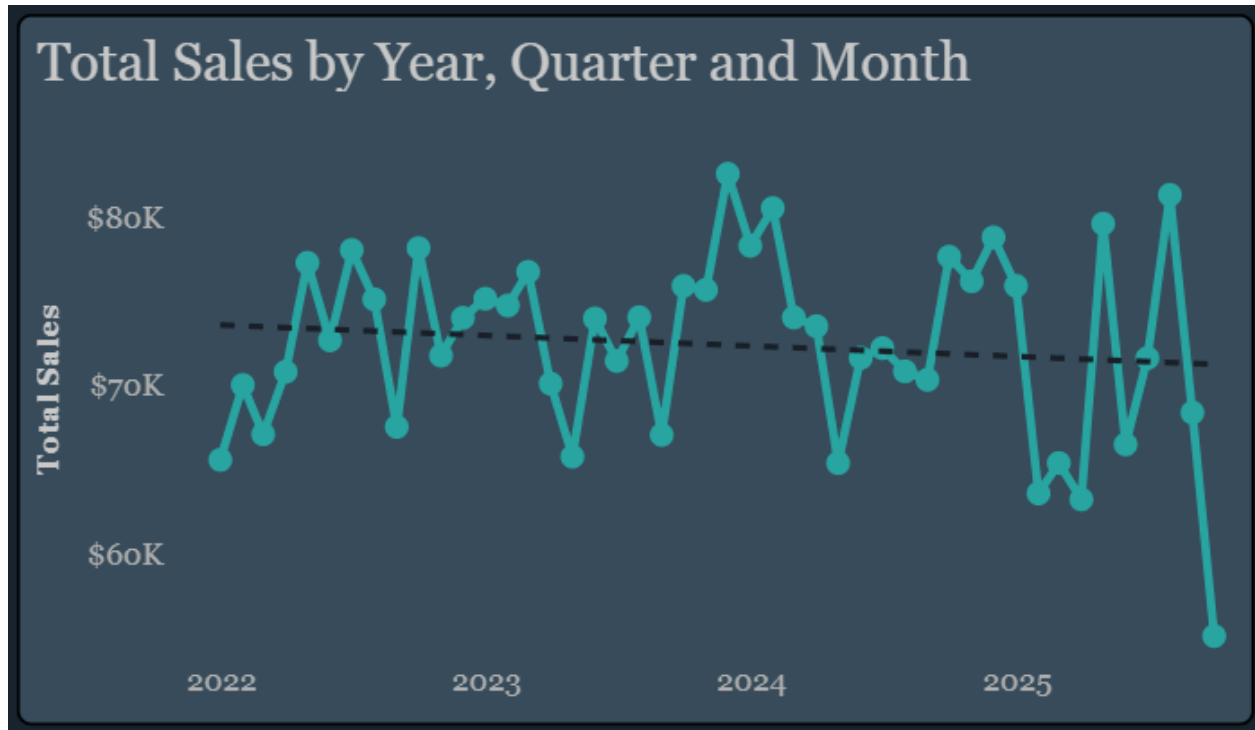
Visual: Cards showing Total Sales, Total Orders, Average Order Value, Average Delivery Time, Total Returns, Return Rate

Insight:

- Total Sales reached **\$3.33M** across **10K orders**.
- The **Average Order Value** is **\$333.02**, indicating consistent basket sizes.
- **Average Delivery Time** is **4 days**, with most deliveries clustering between 3–5 days.
- **Total Returns** amount to **513**, giving a **Return Rate of 5.13%**.

Comment: These KPIs provide a quick snapshot of Dream Store's performance. The return rate is within acceptable retail benchmarks, but delivery time could be optimized further to improve customer satisfaction.

4. Sales Trends Over Time



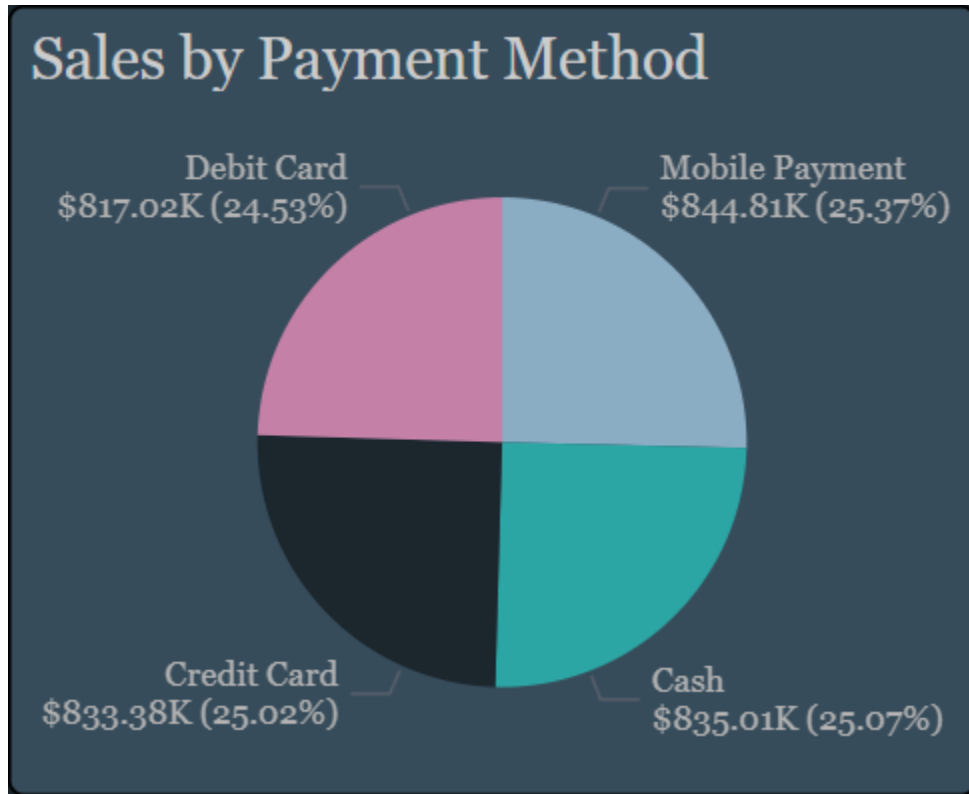
Visual: Line chart by Year, Quarter, and Month

Insight:

- Sales peaked in **2023–2024**, with strong seasonal spikes.
- Early **2025 shows a decline**, though the year is incomplete.
- Quarterly patterns suggest consistent end-of-year boosts, likely tied to promotions or holiday shopping.

Comment: This chart highlights the importance of seasonality. Management should plan inventory and campaigns around Q4 peaks while monitoring the slowdown in 2025.

5. Sales by Payment Method



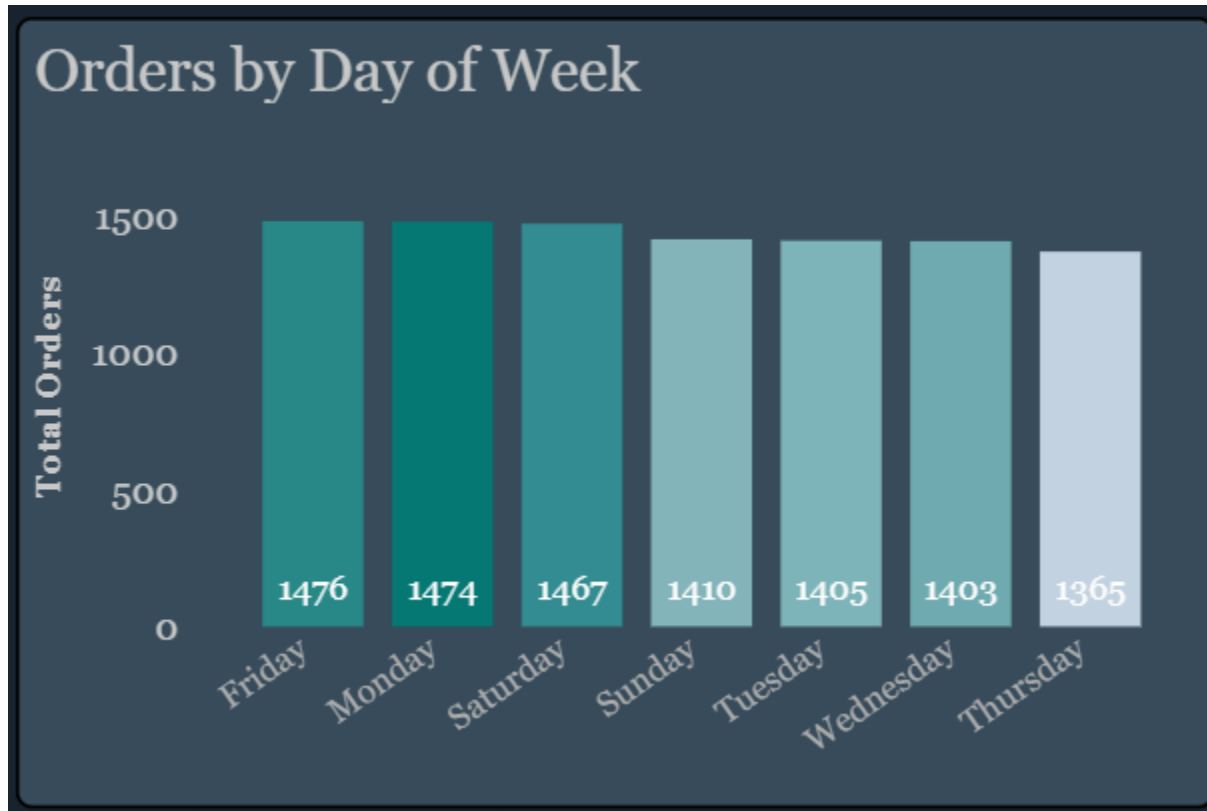
Visual: Pie chart

Insight:

- Mobile Payments (25.37%), Cash (25.07%), Credit Cards (25.02%), and Debit Cards (24.53%) are almost perfectly balanced, with less than a 1% difference between them.

Comment: Unlike many retailers where one payment method dominates, Dream Store's customers show **no strong preference** - they are evenly split across digital and traditional options. This balance highlights the importance of maintaining smooth, reliable experiences across **all four channels**. Small incentives (e.g., loyalty points for mobile, faster refunds for cards) could gently shift adoption, but the key takeaway is that **payment flexibility is a strength** and should remain a priority.

6. Orders by Day of the Week



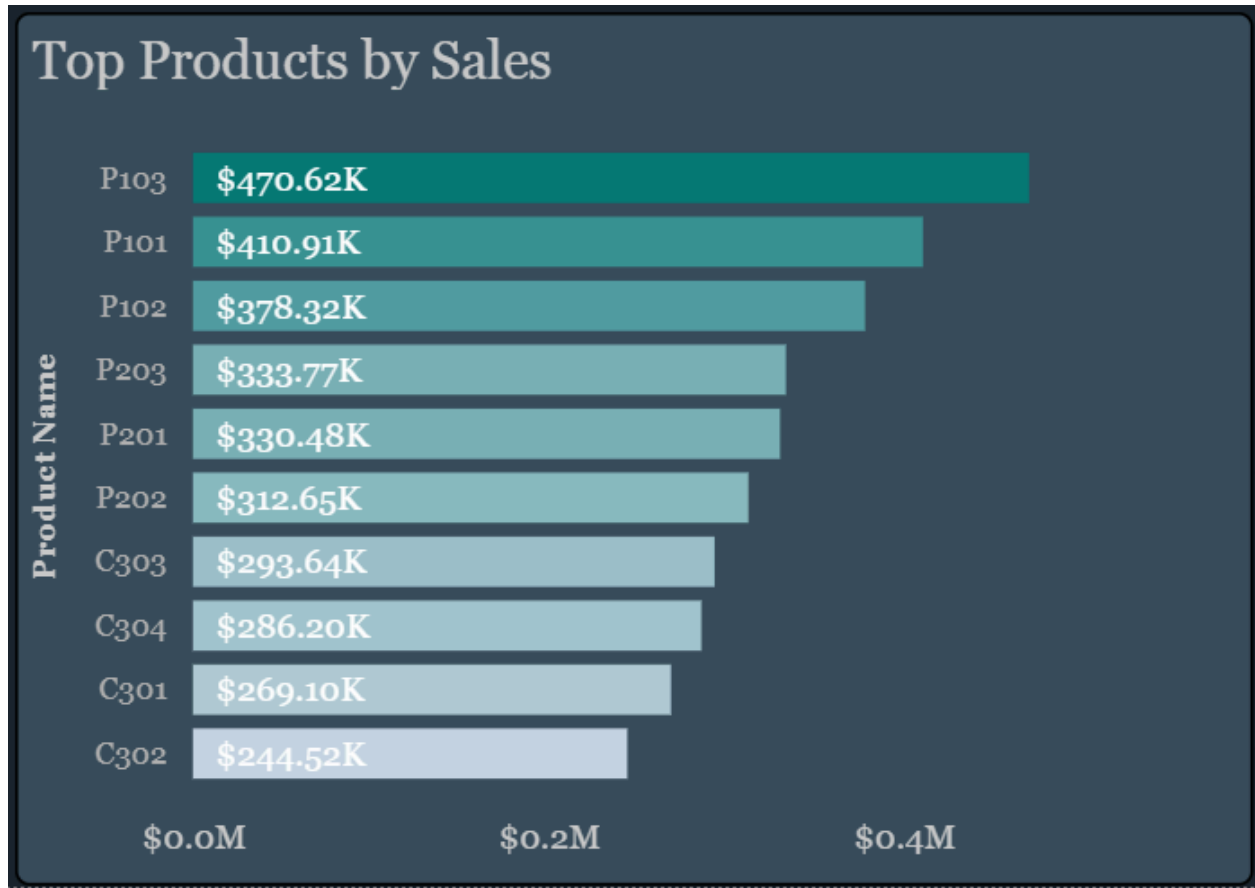
Visual: Bar chart

Insight:

- Orders are **evenly distributed**, with Friday (1,476) and Monday (1,474) slightly stronger.
- Midweek (Tue–Thu) dips slightly, with Thursday lowest at 1,365.
- Weekends remain solid, with Saturday (1,467) and Sunday (1,410).

Comment: Dream Store enjoys steady demand across the week. Promotions could be targeted midweek to balance volumes, while Friday/Monday campaigns could maximize peak activity.

7. Top Products by Sales



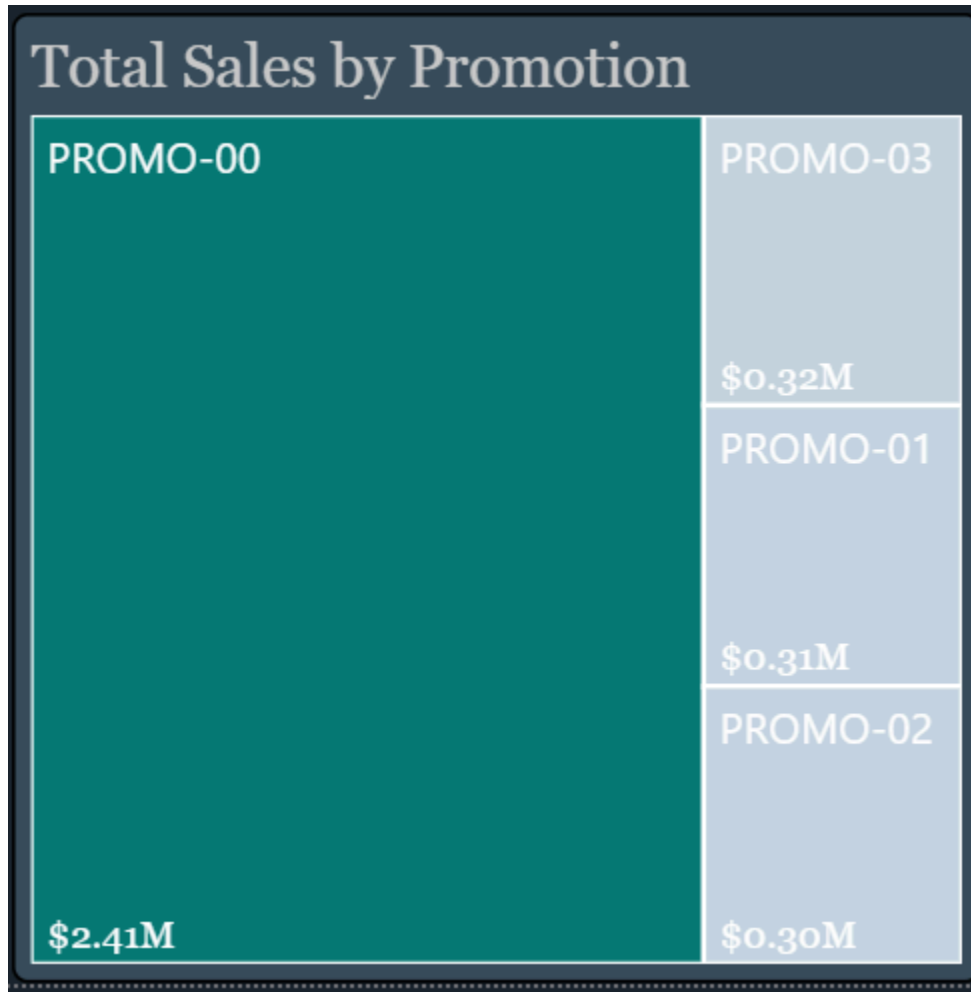
Visual: Horizontal bar chart

Insight:

- A handful of products dominate sales, with the top product exceeding **\$765K**.
- The top five products account for the majority of revenue.

Comment: This concentration highlights both strength (clear best-sellers) and risk (dependency on a few items). Expanding the product mix could reduce reliance on top performers.

8. Sales by Promotion



Visual: Treemap chart

Insight:

- **PROMO-00** generated **\$2.4M**, far surpassing other campaigns.
- PROMO-01 (\$600K) and PROMO-02 (\$300K) contributed moderately.
- PROMO-03 (\$30K) had minimal impact.

Comment: Promotions are a major driver of sales, but the heavy reliance on a single campaign suggests vulnerability. Diversifying promotional strategies could stabilize revenue.

9. Returns Over Time



Visual: Line chart

Insight:

- Returns show fluctuations, with noticeable peaks in certain months.
- The overall return rate remains stable at ~5%.


Comment: Monitoring return reasons (e.g., defects, wrong items) could help reduce costs and improve customer satisfaction. Linking returns to products or promotions may reveal patterns.

10. Conclusions

- Dream Store generated **\$3.33M in sales** with steady order volumes across the week.
- **Promotions are critical**, with one campaign (PROMO-00) driving the majority of sales.
- **Digital payments dominate**, but cash remains relevant.
- **Returns are** at 5%, but the reasons should be analyzed further.
- **Delivery time averages 4 days**, leaving room for operational improvement.
- **Product sales are concentrated**, with a few items driving most revenue.

11. Recommendations

1. **Diversify Promotions:** Reduce reliance on PROMO-00 by testing new campaigns.
2. **Boost Midweek Sales:** Launch flash sales or loyalty rewards Tue–Thu.
3. **Optimize Delivery:** Aim to reduce the average delivery time to below 4 days.
4. **Expand Product Mix:** Introduce new products to reduce dependency on top sellers.
5. **Analyze Returns:** Investigate reasons to lower the 5% return rate.
6. **Leverage Digital Payments:** Enhance mobile-first checkout experiences to align with customer preferences.

 **Final Note:** This dashboard and report provide a **comprehensive, executive-friendly view** of Dream Store's performance. It balances financial, customer, and operational insights, making it a valuable tool for decision-making and strategic planning.