Cloth Sales Analysis Dashboard

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1. Project Objective

The objective of this project is to analyze sales, unsold inventory, pricing, and revenue distribution across different clothing products using Power BI. The focus is on identifying top-selling products, unsold stock issues, revenue contribution by categories, and the impact of discounts on total revenue.

Key questions addressed:

1. Which products generate the highest sales and revenue?
2. Which products have the highest unsold counts?
3. How does the total price distribution compare between the Male and Female categories?
4. What is the impact of a 50% discount on the total price?
5. Which categories contribute more to total revenue?

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2. Dataset Description

The dataset (**Cloth Sales.xlsx**) includes the following fields:

- **sno** – Serial number
- **product name** – Clothing item (e.g., T-Shirt, Jeans, Kurta, Saree, etc.)
- **category** – Gender category (Male / Female)
- **price** – Price per product
- **sold** – Units sold
- **unsold** – Units unsold

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3. Approach

- Imported the dataset into Power BI.
- Generated total revenue by multiplying **sold × price**.

- Applied a **50% discount calculation** to evaluate price reduction impact.
- Built dashboard visualisations:
  - **Bar chart** for sales by product.
  - **Bar chart** for unsold products.
  - **Donut chart** for revenue distribution by product.
  - **Bar chart** for revenue by category.
  - **Bar chart** for price distribution by category.
  - **Cards** to highlight the discount-adjusted price and total revenue.

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4. Visualisations & Answers

1. **Sales by Product (Bar Chart)**
   - T-shirts, Caps, and Shirts recorded the highest sales volumes.
   - Kurtas and Tops were among the lowest.
2. **Unsold by Product (Bar Chart)**
   - Jeans, T-shirts, and Caps showed the highest unsold counts, suggesting overstocking.
   - Products like the Gown and Blazer had the lowest unsold numbers.
3. **Revenue by Product (Donut Chart)**
   - The highest revenue is generated by Jeans, T-shirts, and Shirts.
   - Kurta, Tracksuit, and Top contributed the least to revenue.
4. **Price by Category (Bar Chart)**
   - Female category products had slightly higher total prices than Male category products.
5. **Revenue by Category (Bar Chart)**

- Both categories contribute significantly, but the Female category edges out in overall revenue.

6. **Discount Impact (Cards)**

- **Total after 50% discount:** 51K.
- **Total revenue:** 9M.

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5. Insights

- **T-shirts** and **Jeans** dominate both sales and revenue, but also suffer from higher unsold stock.
- Overstocking in high-demand products may indicate a mismatch between demand forecasting and supply.
- **The female clothing category** slightly outperforms the Male category in both price and revenue.
- Applying a **50% discount** drastically reduces the overall price, useful in clearance strategies.

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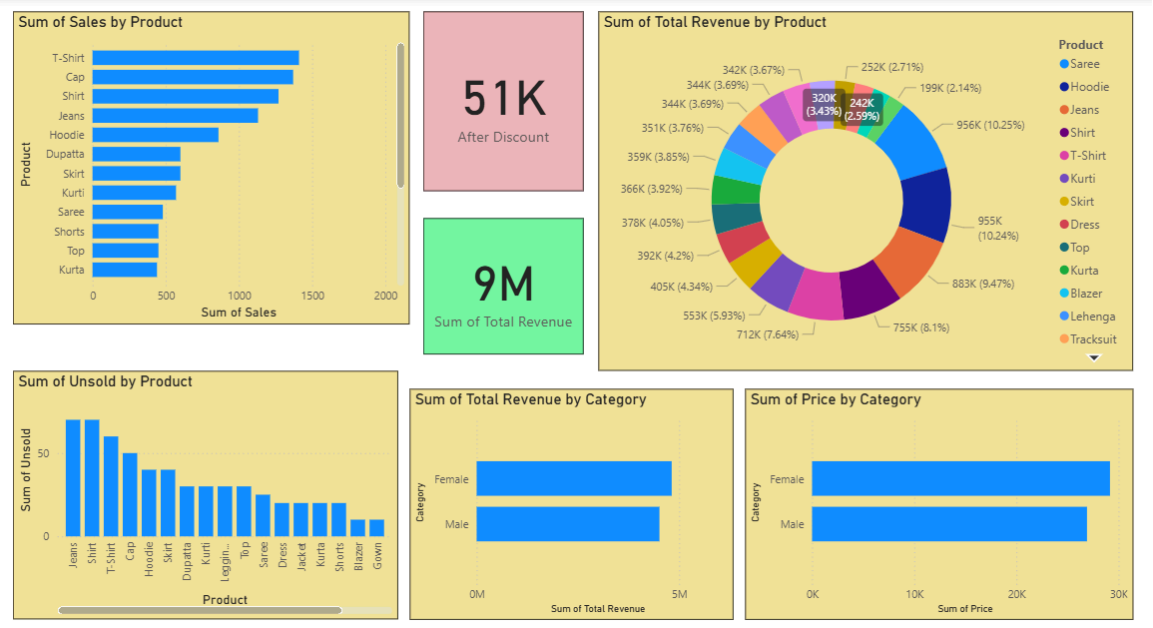
6. Dashboard Snapshot



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7. Conclusion

The Power BI dashboard successfully analyses clothing sales data and answers the key business questions. It highlights top-performing products, unsold inventory issues, category-level comparisons, and discount impacts. The analysis provides valuable insights for better inventory management, pricing strategies, and sales planning.
