

# INTERACTIVE POWER BI DASHBOARD

## Retail Sales & Customer Performance Analysis



Access Dashboard : [Open Power BI Dashboard](#)

### Project Summary

This Power BI project delivers a complete Retail Sales & Customer Performance Analysis Dashboard, designed to track multi-dimensional business performance across markets, segments, products, pricing, and customer behavior. The dashboard transforms raw transactional data into actionable insights — helping stakeholders understand revenue drivers, profit patterns, discount impact, and customer value. It bridges analytical depth with executive clarity, empowering data-driven decisions to improve profitability, pricing discipline, and customer retention.

### Page 1 — Executive Snapshot

Provides an overall business summary with key metrics — Sales (\$12.6M), Profit (\$1.5M), Profit% (11.6%), Customers (1590), and Orders (25K).

Highlights loss-order ratio (30.1%) and visualizes revenue mix, discount impact, and category-wise profitability, identifying where growth and margin improvement opportunities exist.

### Page 2 — Markets & Seasonality

Analyzes performance by region and time, revealing APAC, EU, US, and LATAM as major markets driving ~87% of sales. Shows quarterly and monthly trends, identifying Q4 as the revenue peak and Q1 as the softest period. Correlates discount discipline with profit stability, guiding demand planning and regional inventory strategy.

### Page 3 — Customers & Segments

Explores customer segmentation across Consumer, Corporate, and Home Office groups. Evaluates profitability consistency, customer order frequency, and top-customer contribution. Reveals a broad revenue base (95% from long-tail customers) and suggests programs to increase repeat order frequency (“move-the-middle” strategy).

### Page 4 — Product Performance

Deep-dives into 17 product sub-categories, ranking them by sales, profit, and discount levels. Highlights top profit engines (Copiers, Phones, Appliances, Bookcases) and chronic drains (Tables with -8.4% margin). Identifies “rate-rich, dollar-light” products like Paper, Labels, and Envelopes as high-margin attach items, enabling smarter bundle and pricing strategies.

### Page 5 — Discount Dynamics

Analyzes how discounts directly affect profitability. Shows that profit margin falls sharply beyond 10% discount, with >20% discounts leading to -42% margin erosion. Highlights product-level discount disparities (e.g., Tables ~29% avg discount) and provides clear pricing guardrails to optimize promotions and profitability.

### Page 6 — Basket & Order Composition

Examines order structure and category mix within baskets.

Shows that Office Supplies appear in 76% of all orders, acting as a key cross-sell anchor.

Analyzes lines per order, items per order, and category overlaps to identify bundle opportunities that can raise average order value without increasing discount dependency.