

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.