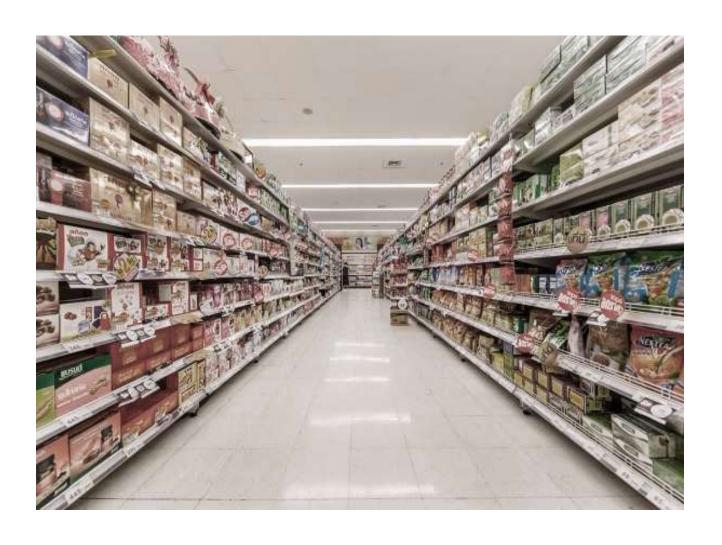# A.Z. SUPER SHOP

Project Report

Sales Analysis Dashboard

Project Title: A.Z. Super Shop – Sales Analysis Dashboard

Project Overview:

Every dataset tells a story. The goal of this project was to uncover the business story hidden inside A.Z. Super Shop's sales data — to understand how customers shop, which products lead the market, and which cities drive the business forward.

Through this Power BI dashboard, I wanted to answer key business questions:

- Which products bring in the most revenue?

- Which cities perform best?

- How do customer types and payment methods affect sales?

- Which month drives the highest income?

Tools & Techniques Used:

Microsoft Power BI: Dashboard creation & data visualization.
Power Query Editor: Data transformation & cleaning.
Microsoft Excel: Pre-processing & exploration.
DAX (Data Analysis Expressions): Creating KPIs & calculated columns.

Data Preparation:

The raw dataset contained sales transactions of various product categories across different cities and months. Before analysis, I:

1. Cleaned duplicate records.
2. Formatted dates and numerical fields.
3. Replaced missing values.
4. Created calculated columns like: Month = FORMAT('Sales'[Date], "MMM").

Key Metrics Summary:

Metric	Value
Total Revenue (BDT)	1.33M
Average Rating	7.49
Product Quantity	2527
Customers	500
Top Product Revenue (BDT)	Food & Beverages (264K)
Lowest Product Revenue (BDT)	Home & Lifestyle (150K)
Top City Revenue (BDT)	Dhaka (273K)
Top Month Revenue (BDT)	May (148K)

Rating Average	Total Revenue
7.49	1.33M

Product Quantity	Total Customer
2527	500

Performer Report

Highest	Lowest
Food & Beverages	Home & Lifestyle
264,314.54	150,182.74
May	Mar
148,951.03	68,091.20
Dhaka	Chittagong
273,865.80	242,935.17

Business Impact:

This dashboard empowers decision-makers to:

- Identify top-performing cities and products.
- Forecast high and low sales seasons.
- Adjust product and pricing strategies.
- Recognize payment trends and customer preferences.

It transforms simple sales data into a narrative of progress, insight, and opportunity.

Dashboard:

Dashboard Overview:

01. Revenue by Product VS City-

	Dhaka	Chittagong	Khulna	Rajshahi	Sylhet	Total (BDT)
Electronics	67.30K	20.35K	54.41K	44.39K	58.13K	244.57K
Fashion	59.96K	44.36K	63.27K	35.61K	45.60K	248.80K
Food & Beverages	36.41K	68.58K	43.55K	44.04K	71.74K	264.31K
Health & Beauty	22.11K	38.31K	21.77K	64.31K	27.57K	174.08K
Home & Life Style	20.17K	15.30K	29.21K	51.9K	33.58K	150.18K
Sports	67.92K	56.04K	57.61K	32.91K	34.91K	249.38K
Total (BDT)	273.87K	242.94K	269.82K	273.16K	271.54K	1.33M

02. Monthly Revenue-

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Revenue (BDT)	74.64K	124.01K	68.09K	139.23K	148.95K	103.21K	103.32K	114.23K	110.50K	137.40K	99.59K	108.16K	1.33M

03. Revenue by Payment Method-

Method Type	Cash	Mobile Payment	Card	Total
Revenue (BDT)	515.52K	420.84K	394.96K	1.33M

Observation:

My analysis reveals that **A.Z. Super Shop's** business performance is healthy and growing, with clear strengths in customer engagement and sales volume.

However, there are also specific areas where you can take action to increase overall revenue and efficiency.

Area	Insight	Business Strategy
Product Mix	Home & Lifestyle and Health & Beauty are weakest.	Improve marketing for Home & Lifestyle and Health & Beauty items.
Seasonal Trend	March is the lowest.	Use seasonal campaigns — plan discounts or new arrivals before March.
Customer Loyalty	Member sales are steady but not growing fast.	Introduce loyalty points, membership perks, or referral rewards.
Payment Behavior	Digital payments are rising (especially mobile).	Offer mobile payment discounts to attract younger customers.

"The data tells a story of growth — and the opportunity now lies in optimizing underperforming areas using insights from your top performers."

Future Enhancements:

- Add trend indicators to show month-over-month growth.

- Implement time range filters.

- Introduce Profit Margin Analysis.

- Enable Dark/Light Mode for UI personalization.

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