



Super Store Sales Dashboard

RN



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Project Objective

1

Increase Revenue

Identify opportunities to drive top-line growth and expand market share.

2

Optimize Efficiency

Streamline operations and inventory management to improve profitability.

3

Enhance Customer Experience

Leverage data-driven insights to deliver personalized and engaging customer experiences.

Key Metrics Overview

Revenue

Track total sales, average order value, and year-over-year growth.

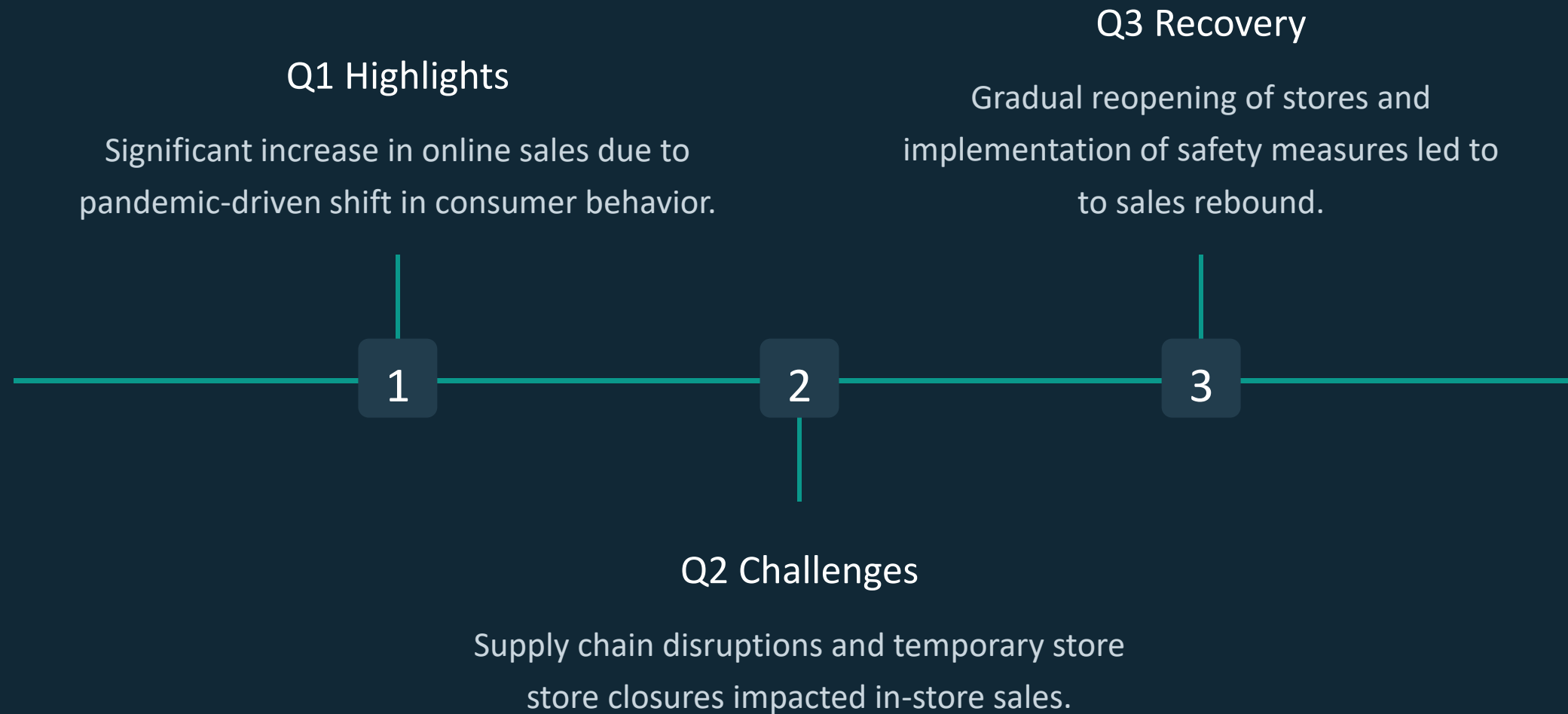
Customer Metrics

Monitor customer acquisition, retention rates, and lifetime value.

Inventory Performance

Analyze inventory turnover, turnover, stock levels, and shrinkage.

Sales Trends Analysis



Customer Segmentation

Loyal Customers

High-value repeat buyers with strong brand affinity and lifetime value.

New Prospects

Emerging segment with potential for acquisition and conversion to loyal customers.

Inventory Management Insights

Overstocked Items

Identify slow-moving products and implement strategies to clear excess inventory.

Stockout Risks

Detect high-demand items with potential for potential for stockouts and adjust replenishment plans.

Optimal Assortment

Analyze customer preferences and sales patterns to curate the right product mix.

Warehouse Efficiency

Streamline storage and fulfillment processes to improve inventory turnover and reduce costs.

Marketing Campaign Effectiveness



Social Media

Leverage data-driven driven insights to optimize social media media campaigns and and improve customer customer engagement.



Email Marketing

Personalize email content and offers to to drive higher conversion rates and and customer loyalty. loyalty.



Influencer Partnerships

Collaborate with relevant influencers to to reach new audiences and boost boost brand awareness.



Promotions & Discounts

Analyze the impact of of various promotional activities activities on sales and and customer acquisition.



Actionable Recommendations

1

Optimize Pricing

Leverage customer data and competitive insights to fine-tune pricing strategies.

2

Enhance Digital Presence

Invest in e-commerce capabilities and digital marketing to reach more customers customers online.

3

Improve Inventory Management

Implement advanced forecasting and replenishment systems to minimize stockouts stockouts and excess inventory.

Download Data

Github.com:<https://github.com/bhendwal/Super-Store-Sales-Dashboard> ,