



# 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.

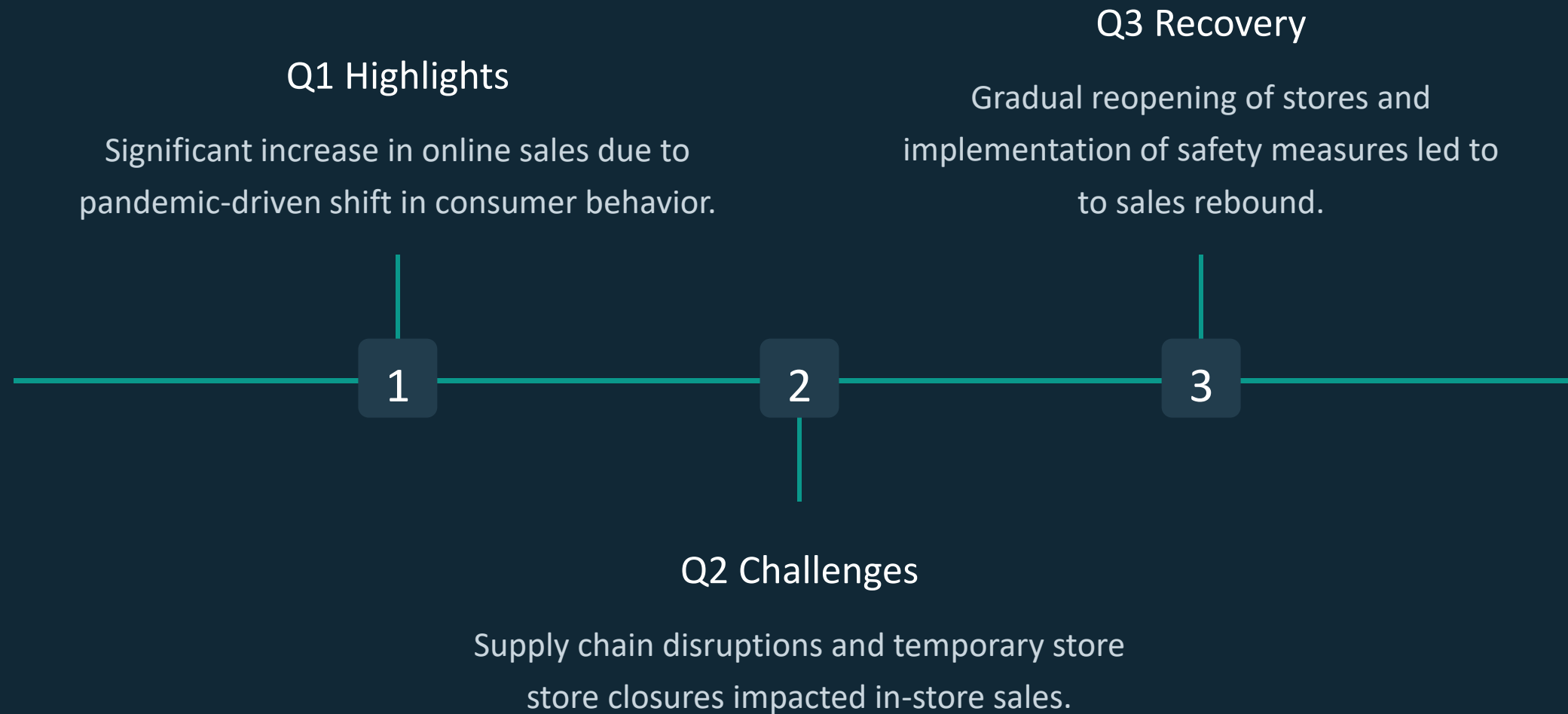
## Customer Metrics

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>,