Project Name:

BolderFit Sales Intelligence

About the Business (BolderFit Store)

BolderFit is an online athletic and outdoor gear brand specializing in high-performance footwear and apparel. The business runs on the Shopify platform and serves customers across various U.S. states, shipping products such as running shoes, climbing shoes, and tennis apparel. With increasing customer demand and a growing catalog, BolderFit needed to better understand sales performance, product trends, and customer behavior to support data-driven growth decisions.

Business Problem

While Shopify provides transactional capabilities, BolderFit lacked a unified reporting system to:

- Track customer purchasing behavior across states and cities
- Monitor product performance by category (e.g., running shoes vs. walking shoes)
- Understand repeat purchase behavior and retention
- Analyze the effectiveness of different payment gateways (PayPal, Shopify Payments, etc.)
- Forecast sales trends over time

The business needed a centralized dashboard to analyze key customer and sales metrics and drive strategic decisions like targeted marketing, inventory optimization, and retention campaigns.

Project Objectives

- Build a **dynamic Power BI dashboard** that transforms raw Shopify sales data into meaningful business insights
- Enable **region-based sales insights** (State/Province level)
- Track key KPIs: Net Sales, Total Quantity, Avg Order Value, Repeat Rate, and Purchase Frequency
- Compare performance across product types and payment gateways
- Visualize customer distribution and order behavior across time

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Data Overview

The dataset contains detailed order-level records from the Shopify platform, including:

Column	What It Means
Order Number	Unique ID for each customer order
Customer ID	Unique identifier for the customer
Billing Address City / Province / Country	Location info used for regional analysis
Product Type	Category of the item purchased (e.g., Running Shoes)

Column	What It Means
Quantity	Number of units ordered
Subtotal Price	Pre-tax, pre-discount price
Total Price USD	Final price paid by customer in USD
Total Tax	Tax paid on the order
Gateway	Payment processor used (e.g., PayPal, Shopify_Payments)
Invoice Date	Date of purchase/invoice

No pricing per item was provided, but total price and tax are included for financial analysis.

Tools Used

- **Power BI**: For data cleaning, modeling, and building an interactive dashboard
- **DAX**: To calculate KPIs like Repeat Rate, AOV (Average Order Value), and Customer Segmentation
- **Custom Theme**: Dark background with clean green accents for a modern, branded aesthetic

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Key Insights Delivered

- **Net Sales**: $4.18M, with strong contributions from running and tennis shoes
- **Top Payment Gateway**: Shopify Payments processed 58.45% of total sales
- **Repeat Rate**: 46.02% – indicating strong brand loyalty among customers
- **Best-Selling Cities/States**: Washington, Houston, and New York lead in regional sales
- **Sales Trend**: Visible peaks on specific invoice days — supports promotion planning
- **Customer Breakdown**: 4431 total customers with 2,039 returning buyers

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Impact

This project gave BolderFit:

- A real-time view of who their customers are and what they buy
- Clarity on which products perform best
- Visibility into purchase patterns by region and payment method
- Reliable KPIs for business decision-making and marketing campaigns