ModaCore Sales Performance Optimization : Leveraging Power BI to Drive Retail Efficiency and Strategic Growth

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About the Project

This case study explores the development of an interactive Power BI dashboard for **ModaCore**, a fashion-focused retail brand operating multiple store outlets. The dashboard enables business stakeholders to monitor real-time sales performance, understand store and product trends, and make data-driven decisions to enhance operational efficiency.

Business Problem

ModaCore's management faced growing challenges in assessing weekly sales performance across its store locations and product lines. Key issues included:

- ❌ **Lack of real-time insights**: Sales reports were manually generated and often delayed.
- ❌ **Undefined KPIs**: Teams lacked clarity on the key performance indicators to monitor.
- ❌ **Inconsistent reporting**: Sales data was scattered, limiting trend analysis and comparisons.
- ❌ **Low visibility into store and product trends**: Management couldn't quickly identify top-performing stores, personnel, or best-selling products.

Without a centralized, visual system, leadership was often reacting late to sales dips, missing growth opportunities, and struggling with inconsistent reports.

Project Objectives

The goal was to design a **dynamic and automated Power BI dashboard** that enables ModaCore to:

- Monitor **weekly and daily sales performance**

- Track **key KPIs** such as total orders, customers, revenue, AOV (Average Order Value), and week-over-week growth
- Compare **store performance**, **product performance**, and **sales personnel metrics**
- Identify **high-performing channels** and bottlenecks in order volume or revenue
- Ensure reports refresh weekly without manual intervention

Approach & Workflow

1. Data Integration

Connected and cleaned five main tables from ModaCore's system:

- Orders
- Store
- Product
- Customer
- Sales Personnel

2. Data Transformation & Modeling

- Transformed date fields, created a **date table** for time intelligence
- Defined relationships between tables (e.g., linking orders to products and stores)
- Handled data types and built calculated columns for enhanced reporting

3. KPI Development & DAX Measures

Created robust DAX measures including:

- Sales WoW%
- Average Order Value
- Top 5 stores/products/personnel
- Weekly comparison metrics
- Dynamic color-coded performance indicators

4. Dashboard Design & Visualization

Designed four clean dashboard pages:

- **Home Page:** Overview of KPIs and trends
- **Store Dashboard:** Store-wise comparisons
- **Product Dashboard:** Sales by product category and performance
- **Sales Team Performance:** Staff productivity and efficiency

All visuals are dynamic, filterable, and optimized for business storytelling.

5. Automation & Deployment

- Scheduled weekly data refresh using **Power BI Service + On-Premise Gateway**
- Published interactive dashboard and shared access with stakeholders

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Tools & Technologies

- **Power BI** – Data modeling, DAX, dashboard development
- **Power Query** – Data transformation and cleanup
- **Excel / CSV** – Data source files
- **SQL (basic queries)** – For raw data exploration
- **Power BI Service** – Deployment, scheduling, and dashboard sharing

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