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

**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

**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