



Scenario Brief

Zedro Mart, a multisector retail business, needed a comprehensive dashboard to track and analyze its sales performance across various product categories and locations. The dashboard was developed to meet management's requirements for real-time visibility into revenue, transactions, category-based performance, discount usage, and payment methods trends.

Dashboard Purpose

- Aggregate and display total revenue, transaction count, and average spend in a single view.
- Segment sales data by product categories, location (In-Store vs. Online), and monthly trends.
- Visualise the impact of category discounts and payment method preferences on customer behavior.

- Support decision-making with actionable insights from item quantity sold, revenue fluctuations, and payment usage patterns.

Technical Implementation

- Data was processed and visualised using a modern BI tool (Power BI), leveraging data cleaning and aggregation techniques suitable for retail transaction datasets.
- Interactive filters allow users to slice data by location, category, and transaction date, supporting detailed exploration for business managers.
- Key performance indicators (KPIs) and visualisations, including bar charts and line graphs, offer immediate clarity on profitability, operational trends, and customer activity.

Business Impact

- Enables management to identify high-performing categories and optimise inventory and marketing strategies.
- Highlights seasonal and monthly trends in revenue to support forecasting and planning.
- Assists in evaluating the effectiveness of promotional discount programs by category.
- Reveals preferred payment methods and purchasing behavior, informing customer engagement initiatives.

Visual Reference

The dashboard presents total revenue of \$1,552,071 across 12,575 transactions, with an average spend of \$123.43 per customer. Revenue, transaction quantities, and discount statistics are segmented by category and location, complemented by trend analyses and payment insight charts for targeted decision support.