

Furniture Pro & Co., Retailers - Power BI Case Study

Sales performance and Customer Analysis

Overview

FurniturePro & Co., Retailers, a leading retail chain, is seeking enhanced insights into their sales operations.

Objective

To develop an end-to-end Power BI dashboard for **FurniturePro & Co.**, a retail chain, that provides strategic insights into **sales performance** and **customer analysis** by transforming transactional and operational data into a fully interactive, analytics-driven decision support system.

Results

- **Sales Growth:** 2021 marked the highest annual sales, with over 60% of revenue coming from the East and West regions. The year 2020 showed a strong 33% YoY sales growth, driven by the Consumer segment and consistently strong Q4 performance across all years.
 - **Revenue Distribution:** The top 20% of customers contributed over 49% of total sales, highlighting a Pareto trend and the need for focused customer retention and loyalty strategies.
 - **Product Returns:** Returns were predominantly high in the Office Supplies category and the West region, indicating potential issues with product quality or customer alignment that need to be addressed.
 - **Customer Segmentation:** RFM analysis showed that high-value customers, while only 40% of the customer base, accounted for 65% of total revenue—making them a critical segment for targeted marketing and retention efforts.
 - **New Customer Acquisition (2021):** Only 11 new customers were acquired in 2021, contributing \$7.36K in sales. This indicates a significant opportunity to improve marketing strategies and attract a broader customer base.
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Next Steps

To build on these insights, the next steps involve setting up targeted campaigns for high-value and low-value customers, optimizing product offerings based on return trends, and launching focused marketing initiatives to boost new customer acquisition. Additionally, periodic performance tracking through the Power BI dashboard will help monitor progress against targets and continuously refine business strategies.

