

Fashion Wave Sales Analysis

Optimizing Sales and Profitability for a Leading Retailer



The Business Challenge

Stagnant Weekend Sales

Weekday sales are stable, but weekend sales, a key revenue opportunity, are stagnant across 50 stores in India.

Management Concern

This stagnation is a major concern, prompting a need for data-driven insights to improve performance.



Project Objectives



Increase Weekend Sales

Target a 15% increase in weekend sales within the next quarter.



Improve Product Profitability

Identify and address underperforming items to boost overall profit.



Optimize Discount Strategies

Provide data-driven recommendations for effective discounting.

Data & Tools Overview

Dataset Details

- Source: Kaggle.com
- Time Period: 2023 – 2025
- Rows: 15,000
- Columns: 17 (e.g., Invoice No, Date, ProductID, Revenue)

Tools Utilized

- Microsoft Excel: Initial data exploration and validation.
- Power BI: Data modeling, DAX measures, and interactive dashboards.



Data Preparation Process

01

Data Import & Cleaning

Loaded CSV, removed duplicates, fixed types, handled missing values, created derived fields.

02

Data Modeling

Built a star schema in Power BI with FactSales linked to Date, Store, Product dimensions.

03

Measure Creation

Developed key DAX measures: Total Revenue, Profit, Orders, AOV, Weekend/Weekday Revenue.

04

Visualization & Insights

Designed interactive dashboards and interpreted visuals for business questions.



Key Insights: Revenue & Profit

Accessories Lead

Highest revenue (₹83M) and strong profits, but heavily discounted.

Shoes Second

₹65M in revenue, also impacted by significant discounting.

Clothing Lags

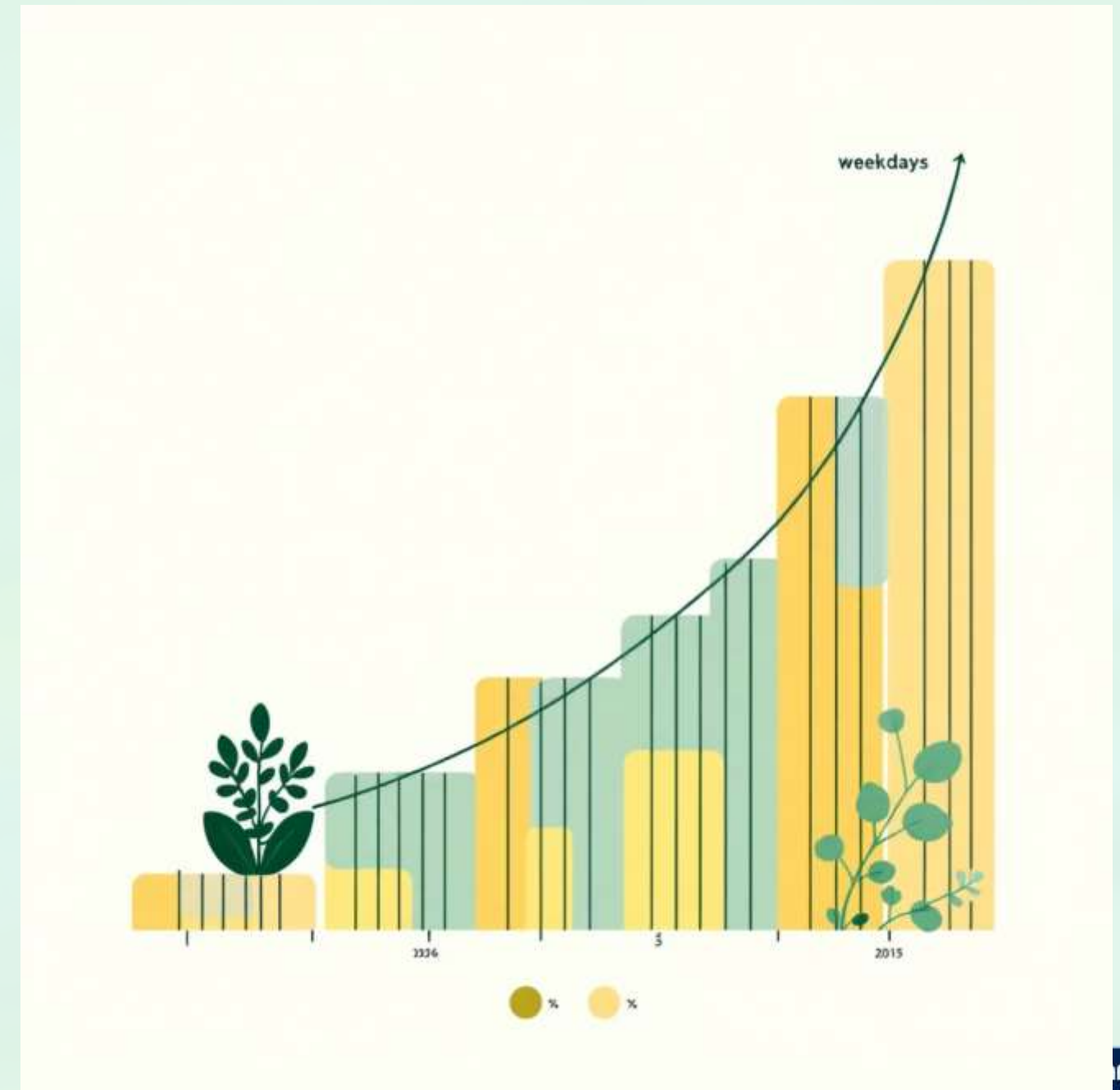
Lowest revenue at ₹46M, indicating underperformance.

Weekend vs. Weekday Sales

The analysis confirms stagnant weekend performance:

- **Weekdays:** 65-66% of total revenue.
- **Weekends:** Only 34-35% of total revenue.

This highlights the problem, as weekends should be stronger for retail.



Impact of Discounts & Store Performance



Discount Erosion

Profit drops from ₹159.32M (before discount) to ₹139.96M (after discount). Accessories and Shoes show the most significant impact.



Store-Level Gaps







Some stores (e.g., STR001, STR003, STR005) consistently outperform others, indicating a need for targeted interventions.




Customer Segmentation

Returning customers have higher average order values and profitability, ideal for loyalty campaigns.

Strategic Recommendations

-  **Strengthen Weekend Promotions**
Implement targeted campaigns (e.g., combo deals, in-store events) to boost weekend footfall and revenue.
-  **Optimize Discount Strategy**
Reduce blanket discounts; use data to identify slow-moving items for markdowns, protecting margins on high-performers.
-  **Focus on Underperforming Stores**
Conduct audits and introduce store-specific action plans (merchandising, training, local advertising).
-  **Promote High-Margin Categories**
Encourage cross-selling and upselling of Accessories, especially at checkout.
-  **Loyalty & Retention Programs**
Strengthen loyalty schemes for returning customers and personalized campaigns for new customers.
-  **Continuous Monitoring**
Regularly refresh the Power BI dashboard to track performance and discount impact in real-time.



Conclusion: A Path to Growth

Fashion Wave's sales analysis reveals healthy overall revenue but highlights critical areas for improvement:

- Weekend sales are underperforming.
- Unoptimized discounting erodes profitability.
- Significant gaps exist between top and underperforming stores.

By implementing data-driven strategies, Fashion Wave can achieve a 15% increase in weekend sales while improving profit margins. The interactive Power BI dashboard is key for ongoing monitoring and decision-making.