

# Data Analyst Report

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**Role:** Data Analyst

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**Project:** Cartify Sales Performance & Operational Analytics

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## Introduction

This report presents interactive dashboards developed in Power BI analyzing Cartify's sales, profitability, discounts, logistics, returns, and product performance. The goal is to provide actionable insights to optimize business outcomes.

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## Dataset Overview

The dataset contains transactional sales data including:

- Regions, Customer Segments
- Product Categories and IDs
- Sales, Gross Sales, Net Sales, Profit metrics
- Discounts, Delivery Days, Expected Delivery Days
- Return Flags and Reasons

Data was cleaned and imported into Power BI from CSV/Excel format.

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## 1. Sales & Operational Profitability

**Analysis:** Visualizes total profit and operational profit margin by region and customer segments.

**Insight:** East and West regions are highest contributors to total profit. Operational margin



fluctuates with segment and year.

**Action:** Focus resources and marketing efforts on high-profit regions and segments; investigate low-margin segments.

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## 2. Discount Strategy

**Analysis:** Examines discount % by product category, discount vs profit margin correlation, and revenue lost to discounts.

**Insight:** Fashion category has relatively high discounts causing lower profit margin; electronics maintain higher profitability with lower discount levels.

**Action:** Optimize discount offers specifically for categories with negative impact on profitability.

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## 3. Logistics & Delivery

**Analysis:** Shows average delivery days and on-time delivery % by region.

**Insight:** West region shows longest delivery times with lowest on-time delivery rate, impacting customer satisfaction.

**Action:** Improve supply chain and logistics processes in underperforming regions.

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## 4. Returns & Customer Retention

**Analysis:** Highlights product categories with highest return rates and correlates return rates to delivery delays and discounts.

**Insight:** Electronics and Lifestyle categories show elevated return rates relative to others.

**Action:** Investigate reasons for returns; consider stricter quality checks or customer education for these categories.

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## 5. Pareto Analysis (80/20 Rule)

**Analysis:** Identifies that approximately 20% of products contribute to 80% of profit based on cumulative profit % visualization.

**Insight:** Concentrating efforts on top-performing products can maximize profitability.

**Action:** Focus marketing and inventory management on high-margin products; reassess product portfolio.



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## Key KPIs Created

- Profit Margin %
- Average Discount %
- Return Rate %
- Revenue Lost due to Discount
- On-Time Delivery Rate %

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## Conclusion & Recommendations

This comprehensive analysis identifies key profit drivers, inefficiencies in discounts, operational logistics, and product returns affecting performance. Priority focus areas include improving delivery logistics in the West region, optimizing discount strategies in vulnerable categories, and targeting retention efforts on categories with high return rates. Leveraging Pareto insights, Cartify can better allocate resources and streamline sales focus.





