



StoreX Executive Dashboard – Lifetime Performance

Analyzing Sales, Profit, Orders & Discount across Regions and Categories

→ MTD

→ Product

→ Region

→ Time

→ Insights



Region

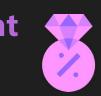
Segment

Category

Total Sales
₹26M



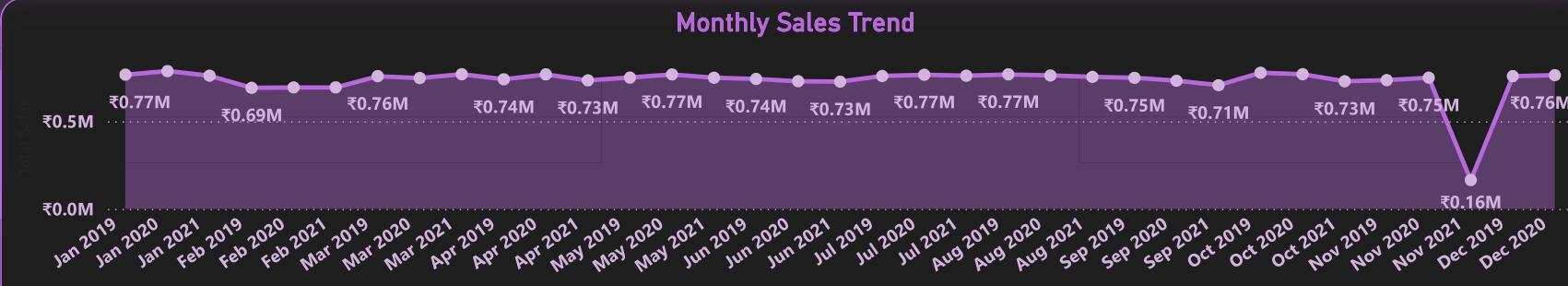
Average Discount
20.11%



Total Orders
25K



Total Profit
₹5.08M



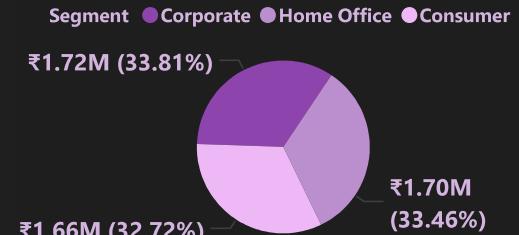
Profit by Region



Profit by Category



Segment-wise Profitability





StoreX MTD Insights

Real-Time Sales & Profit Snapshot

→ Overview

→ Product

→ Region

→ Time

→ Insights

2019

2020

2021



Month Name

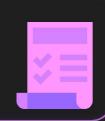
MTD Sales
164.29K



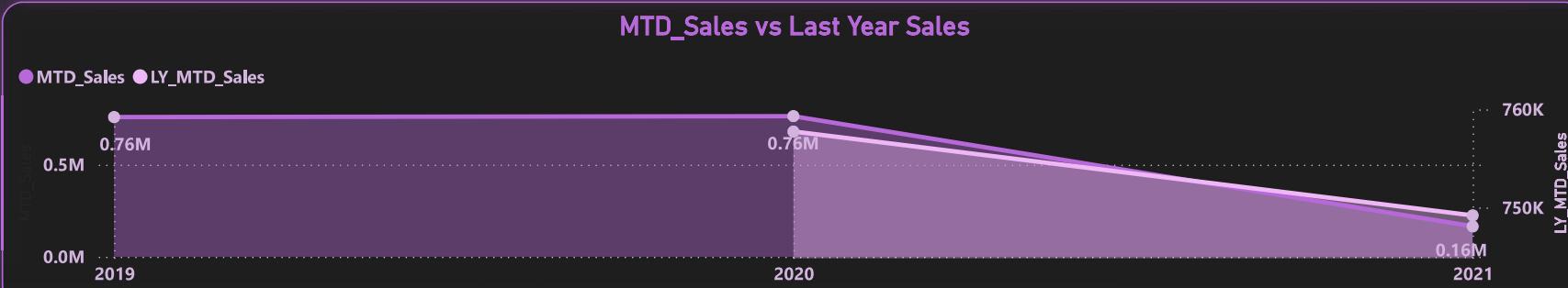
MTD Profit
₹29.55K



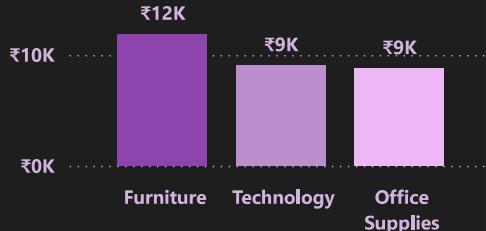
MTD Orders
160



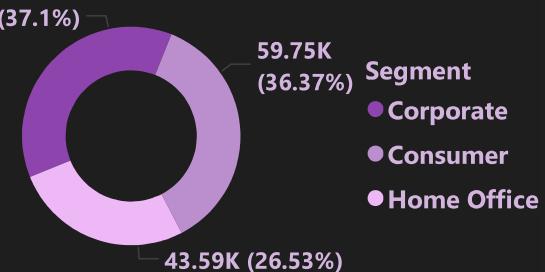
LY MTD Profit
₹3.39M



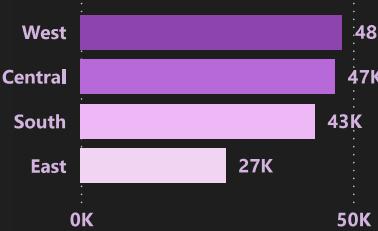
MTD_Profit and LY_MTD_Profit by Category



MTD_Sales and LY_MTD_Sales by Segment



MTD_Sales and LY_MTD_Sales by Region





→ Overview

→ MTD

→ Region

→ Time

→ Insights



Region

Segment

Category

StoreX Product & Category Analysis

2019 2020 2021



Month Name

Total Products

24



Total SubCategories

6



Top Selling Product
Kokuyo Lever File



Top Profit Product
Urban Ladder Organizer



Top Selling Category

Office Supplies



Top Profit SubCategory
Storage



Total 5 Best-Selling Products



High Discount Vs Profitability - Top 5 Products

Product Name ● B2B A4 Sheets ● Ikea Trofast Storage ● iPhone SE ● Kokuyo Lever File ● Urban Ladder Organizer



Bottom 5 Products by Profit(₹)





→ Overview

→ MTD

→ Product

→ Time

→ Insights



Region

All

Segment

All

Category

StoreX Regional & Customer Insights

2019 2020 2021

Month Name

Top Region
East



Total Customers
5



Top Segment
Corporate



Cities Covered
6



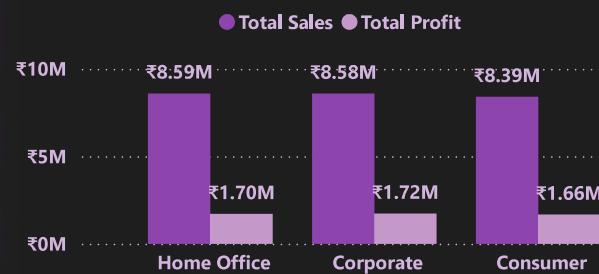
Sales by Customer Name



Sales by City and Region

City	Central	East	South	West	Total
Mumbai	10,96,090.48	10,82,550.83	10,61,983.09	10,81,973.46	43,22,597.86
Kolkata	10,19,493.86	10,98,304.81	10,81,684.82	10,96,093.49	42,95,576.98
Hyderabad	10,40,177.20	10,28,306.44	10,36,987.58	11,09,753.53	42,15,224.75
Delhi	10,49,020.10	10,92,230.87	10,35,312.82	10,81,520.32	42,58,084.11
Chennai	10,29,102.94	10,89,639.59	10,57,368.27	10,46,239.02	42,22,349.82
Bangalore	10,45,559.20	10,98,542.48	10,54,713.54	10,54,469.79	42,53,285.01

Sales & Profit by Customer Segment





StoreX Time-Based Trend Analysis

→ Overview

→ MTD

→ Product

→ Region

→ Insights

2019

2020

2021



Month Name

Sales_Last_Year
₹ 17.26M



Sales_This_Year
₹ 7.54M



YoY_Sales_Growth
48.14%



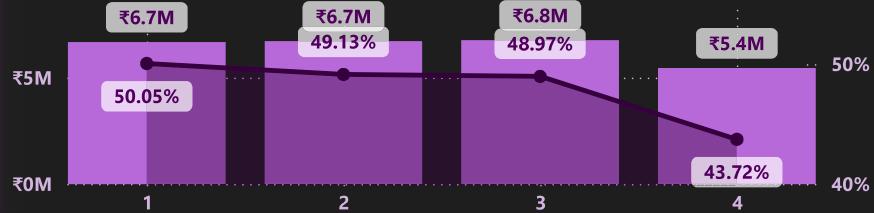
Sales vs Last Year (YoY Comparison)

● Total Sales ● Sales_Last_Year



Quarterly Sales with YoY Growth (%)

● Total Sales ● YoY_Sales_Growth



Region

All

Segment

All

Category





→ Overview

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Interactive dashboard created using Power BI
By Priya Dutta .
Brand: StoreX .
July 2025

StoreX Key Insights & Takeaways

YoY_Sales_Growth

48.14%



MTD_Sales

164.29K



Top_Profit_Product



Urban Ladder Organizer

Top_Region

East



KPI-Based Takeaways

⌚ YoY Growth Varied by Context:
Sales for 2021 declined by 8.75% compared to 2020, but the overall YoY growth across all years remained positive at 48.14%, driven by strong performance in 2020.

💰 MTD Sales: ₹164.29K (as of November 7, 2021):

Sales in the current month were lower compared to the same period in previous years, possibly due to seasonal trends or reduced demand.

🔝 Top Profit Product: Urban Ladder Organizer

This product achieved the highest profit, reflecting a strong pricing and discount strategy.

📍 Top Performing Region: East

The East region consistently outperformed others in terms of revenue across all years.

Strategic Observation & Trends

📉 Q4 Dip Detected:
Despite strong Q3, sales dropped to ₹5.4M in Q4 2021.

📊 Discount vs Profitability – Strategic Product Comparison:

Kokuyo Lever File had the highest average discount (~₹219.40) but relatively lower profit, while Ikea Trofast Storage and iPhone SE achieved higher profits with lower discounts (₹216.70 and ₹208.10). This suggests aggressive discounting isn't always profitable.

📦 Corporate Segment Dominance:

Corporate segment led MTD performance with over 37% share.

〽️ Profit vs Sales – Segment-Wise Insight:

While Home Office leads in total sales (₹8.59M), the Corporate segment generated the highest profit (₹1.72M). This shows that Corporate customers are more profitable, even if their overall purchase volume is slightly lower.

📍 City-Wise Leaders:

Mumbai and Kolkata recorded the highest city-wise contributions.

⬇️ Low-Performing Products Identified:

Products like Urban Ladder Alpha and Featherlite Optima showed the lowest profit values, helping pinpoint areas for margin improvement or potential delisting.

Data Notes & Considerations

📅 Dataset Range:
Sales data covers Jan 2019 to Nov 7, 2021.
⚠️ MTD vs LY_MTD:
LY_MTD values for 2021 compare against data only till Nov 7, 2020 due to data cutoff.

📊 Trend Accuracy:
YoY, quarterly, and monthly trends are most accurate for 2019 & 2020 due to complete date availability. Partial data for 2021 (till Nov 7) may affect some trend comparisons.

👉 Deployment Note:
This dashboard is an offline portfolio project. No live deployment included.