Project Analysis Done With: POWER BI

FOR: AURORA THREADS

YKF
Insightful Analysis

PRESENTED BY: YINKA SAMUEL FANIYI

Analysis on AURORA THREADS

Sales Performance, Customer Behaviour, and Product Trends

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Business Overview

Aurora Threads is a premium fashion boutique specializing in designer apparel, footwear, and accessories. Renowned for its curated collections and personalized shopping experience, the boutique operates multiple branches across several cities, catering to a discerning, fashion-forward clientele. As part of its commitment to staying competitive in a dynamic retail landscape, Aurora Threads is adopting data-driven strategies to inform decision-making and improve overall performance.

Business Challenge

Despite a growing customer base and expanding operations, Aurora Threads faces difficulties extracting actionable insights from its increasing volume of data. Key challenges include the inability to effectively identify product and sales trends, as well as inefficiencies in performance monitoring across stores and categories. These limitations hinder the boutique's ability to make timely, strategic decisions in a fast-paced market.

Project Objective

This project aims to address critical business questions through the use of dynamic data visualizations and analytics. By examining sales performance, customer behaviour, and product trends, the goal is to deliver actionable insights that will support more informed decisions, optimize operations, and drive business growth for Aurora Threads.

Data Dictionary

Date: Date of the sales transaction

Store: Store location

Product: Product name or description

Category: Product category (e.g. clothing, shoes, accessories)

Gender: Gender of the target market for the product (e.g. male, female, unisex)

Quantity: Number of units sold

Sales Amount: Sales amount for each product

Customer ID: Unique identifier for each customer (for tracking repeat purchases and customer behaviour)

Discount: Discount applied to the transaction (if any)

Payment Type: Payment method used for the transaction (e.g. cash, credit card, debit card, online payment)

SALES, PRODUCT AND CUSTOMER ANALYSIS

AURORA THREADS DASHBOARD

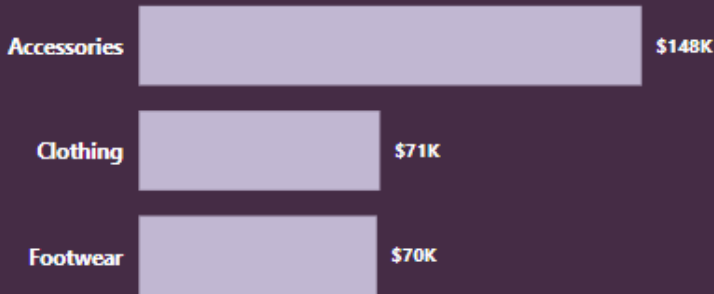| Store A | Store B | Store C |

771 — Total Quantity Sold

$288K — Total Revenue

3 — Number of Stores

31 — Total Customers

Revenue by Gender

Male $65K (23%)

Unisex $121K (42%)

Female $102K (35%)

Revenue by Product Category

Accessories	$148K
Clothing	$71K
Footwear	$70K

Revenue by Product

Product	Revenue
Handbag	$24K
Necklace	$22K
Sunglasses	$19K
Wallet	$19K
Boots	$18K
Loafers	$18K
Sandals	$17K
Ring	$15K
Jumpsuit	$12K
Watch	$12K

Revenue by Payment Type

Debit Card $41K (14%)

Cash $88K (31%)

Credit Card $72K (25%)

Online Payment $87K (30%)

Revenue by Day

$6K, $19K, $3K, $24K, $18K, $17K, $3K, $18K, $22K, $2K, $4K, $3K

5, 10, 15, 20, 25, 30
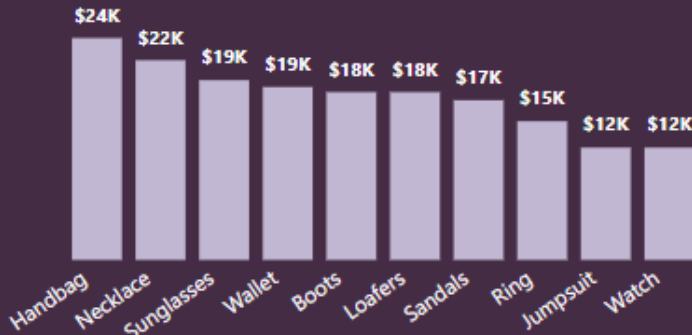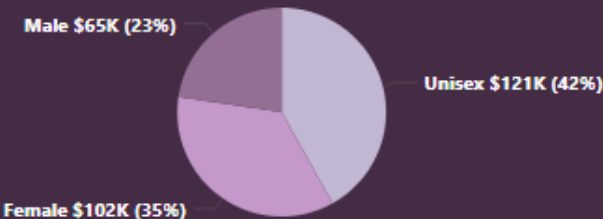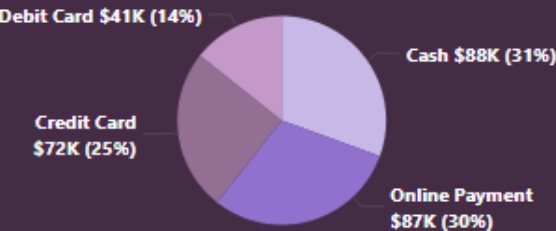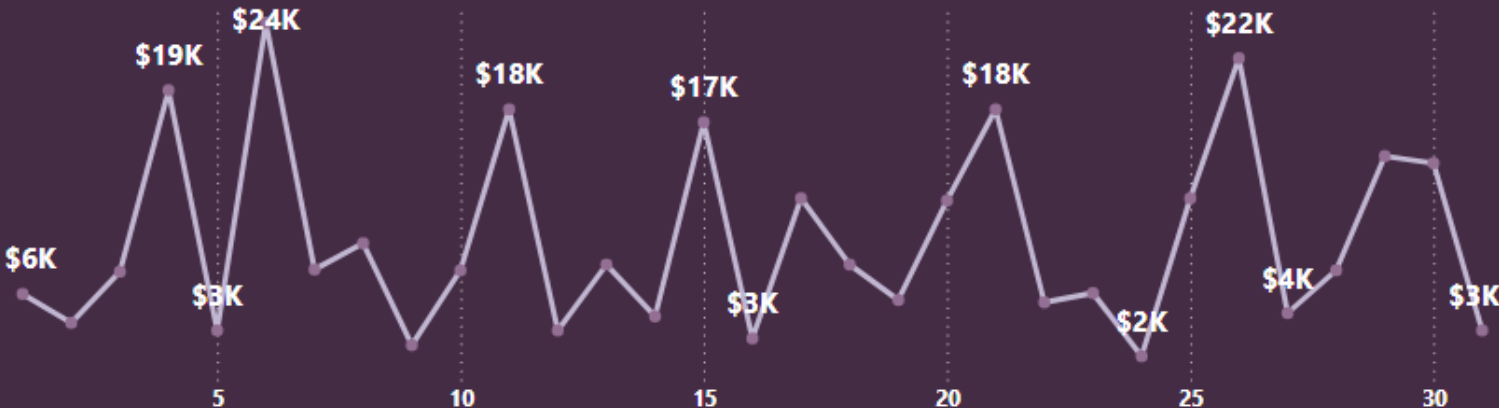
Number of Customer	Revenue	Qty Sold
CUST006	$24,000	30
CUST026	$21,600	36
CUST004	$19,440	36
CUST011	$18,150	33
CUST021	$18,150	33
CUST015	$17,280	36
CUST029	$15,000	30
CUST030	$14,520	33

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DESCRIPTION OF TOOLS USED

❖ **Cards:** To display Key Performance Indicators (KPI) such as Total Customers, Total Quantity Sold, Total Revenue and Number of Stores.

❖ **Clustered Bar Chart:** To explain Revenue Performance by Product Category.

❖ **Pie Chart:** Showing Revenue Distribution among Customers Gender and Payment Type.

❖ **Clustered Column Chart:** Explaining Product Sub-Categories contributions to the Total Revenue.

❖ **Line Chart:** Analysing Revenue Trend over time.

❖ **Matrix:** Showing Customers Purchase by Volume and Revenue.

❖ **Slicer:** To show performance across Stores.

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INSIGHTS

KEY INSIGHTS:
1. Revenue Overview:

Top Revenue Driver – Accessories:

○ Accessories contribute $148K (over 50% of total revenue), significantly outperforming Clothing ($71K) and Footwear ($70K).

KEY INSIGHTS:
2. High-Performing Products:

○ Handbags, Necklaces, and Sunglasses are the top-selling items, with revenue between $19K–$24K each.

○ These are likely part of the Accessories category, reinforcing its dominance.

KEY INSIGHTS:
3. Customer Segments:

○ Revenue by gender shows Unisex products lead at $121K (42%), followed by Female-focused products at $102K (35%).

○ Indicates stronger demand or product fit among unisex and female customers.

KEY INSIGHTS:
4. Revenue by Payment Type:

○ Cash (31%) and Online Payments (30%) dominate, while Debit Card lags at 14%.

○ Potential preference for flexibility or convenience in transactions.

INSIGHTS

KEY INSIGHTS:
5. Top Customers:

o CUST006, CUST026, and CUST004 are the highest contributors, with individual revenues above $19K.

o Strong customer loyalty or higher order sizes likely in play.

KEY INSIGHTS:
6. Daily Sales Volatility:

o Peaks observed on days 4 ($24K), 11 ($18K), and 26 ($22K), but several low-revenue days (e.g., day 16 at $3K, day 24 at $2K).

o Suggests inconsistent sales performance, possibly linked to promotional cycles or foot traffic patterns.

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RECOMMENDATIONS

1. Scale Accessory Inventory & Marketing:

○ Expand product lines and promotions around Accessories, especially Handbags and Necklaces, to capitalize on high demand.

2. Leverage High-Converting Payment Channels:

○ Promote online payments via incentives (e.g., discounts, free shipping) and streamline cash handling where necessary.

3. Focus on Unisex and Female Customer Segments:

○ Optimize product offerings and marketing messaging to better target these segments, potentially increasing share from male customers through tailored campaigns.

4. Analyze and Replicate High-Sales Days:

○ Identify what drove spikes in revenue on top-performing days (events, marketing, weather, etc.) and replicate those strategies.

5. Customer Retention Strategy:

○ Develop loyalty or referral programs for top customers like CUST006 and CUST026 to increase retention and lifetime value.

6. Balance Store-Level Performance:

○ While not broken down by store in detail here, ensure revenue distribution across Store A, B, and C is monitored to identify underperforming locations.

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