

Maven Market Sales Analysis – Power BI Dashboard

Overview

This analysis explores **Maven Market's sales trends, customer behavior, and product performance** to provide actionable insights for better decision-making. Using **Power BI and SQL**, key patterns in revenue, regional performance, and customer preferences were examined to understand business growth opportunities.

Key Insights

1. Sales Performance Analysis

- Sales are **highest during peak seasonal periods**, indicating strong demand fluctuations.
- Specific high-performing product categories largely drive revenue, while others contribute minimally.
- Monthly sales trends highlight **slow periods** where promotional efforts can be increased.

2. Regional Sales Distribution

- Certain regions generate **significantly higher sales**, suggesting better market presence.
- Low-performing regions indicate **potential areas for targeted marketing and sales strategies**.
- Urban areas show **higher purchase frequency**, while rural areas contribute to steady but lower sales.

3. Customer Behavior Insights

- Repeat customers account for **a significant portion of total revenue**, emphasizing the importance of retention strategies.
- First-time buyers contribute **lower average revenue per purchase**, suggesting opportunities for targeted onboarding strategies.
- Higher spending is observed among **specific customer segments**, indicating strong brand loyalty.

4. Product Performance Analysis

- Best-selling products generate **a large share of revenue**, while slow-moving items may require **discounting or repositioning**.

- Certain product categories **sell better in specific regions**, highlighting opportunities for regional marketing efforts.
- Products with **higher price points** tend to have lower purchase volume but **higher profit margins**.

5. Business Recommendations

- ✓ **Leverage seasonal trends** by optimizing inventory and running targeted promotions during peak periods.
- ✓ **Strengthen marketing in underperforming regions** to increase sales potential.
- ✓ **Focus on customer retention strategies**, as repeat buyers contribute significantly to revenue.
- ✓ **Improve product pricing and stock allocation** based on demand trends and purchase behavior.

Dashboard Features

- **Interactive filters** for sales trends, customer segments, and product categories.
- **Region-wise performance visualization** for easy comparison.
- **Key metrics tracking**, including total revenue, profit margins, and customer retention rates.

Conclusion

This analysis provides a **data-driven approach to understanding sales performance and customer behavior**. The insights gained can be used to **optimize marketing strategies, improve inventory management, and enhance overall business growth**.