

RETAIL SHOP ECOMMERCE SALES USING POWERBI

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OBJECTIVE

The objective of retail store ecommerce sales using Power BI projects is to leverage data analytics to enhance sales performance, inventory management, and customer satisfaction. By analyzing sales trends, inventory levels, and customer behavior, Power BI helps retailers make informed decisions about marketing strategies, inventory procurement, and operational efficiency. The goal is to optimize revenue generation, minimize costs, and improve the overall shopping experience for customers in the online retail space.

PowerBI Dashboard



- A Power BI dashboard is a dynamic and interactive data visualization tool that provides a comprehensive overview of key metrics and insights in a concise format.
- It integrates data from various sources, such as databases, spreadsheets, and cloud services, allowing users to create visually appealing charts, graphs, and KPIs.
- With features like drill-down, filtering, and real-time updates, Power BI dashboards enable users to explore data, identify trends, and make data-driven decisions quickly.
- Whether used for sales analysis, financial reporting, or operational monitoring, Power BI dashboards empower organizations to gain actionable insights, improve performance, and drive business success in today's data-driven world.

A	B	C	D	E
Order ID	Order Date	CustomerName	State	City
26055	10/03/2018	Harivansh	Uttar Pradesh	Mathura
25993	03/02/2018	Madhav	Delhi	Delhi
25973	24/01/2018	Madan Mohan	Uttar Pradesh	Mathura
25923	27/12/2018	Gopal	Maharashtra	Mumbai
25757	21/08/2018	Vishakha	Madhya Pradesh	Indore
25967	21/01/2018	Sudevi	Uttar Pradesh	Prayagra
25955	16/01/2018	Shiva	Maharashtra	Pune
26093	27/03/2018	Sarita	Maharashtra	Pune
25798	01/10/2018	Shishu	Andhra Pradesh	Hyderab
25602	01/04/2018	Vrinda	Maharashtra	Pune
25858	13/11/2018	Uudhav	Maharashtra	Mumbai
25969	21/01/2018	Shreyshi	Gujarat	Surat
26099	30/03/2018	Bhishm	Maharashtra	Mumbai
25997	04/02/2018	Yogesh	Maharashtra	Pune

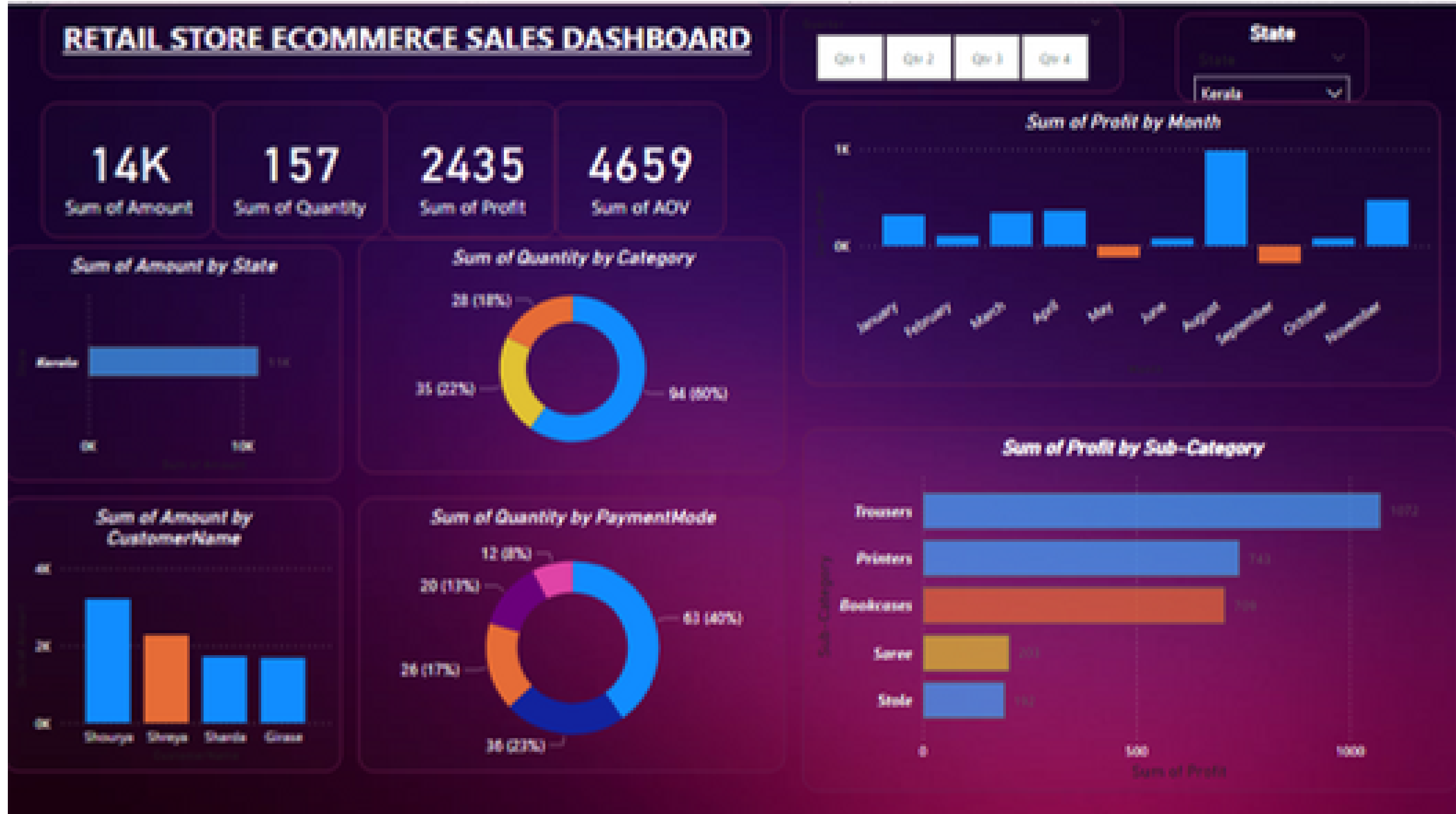
ORDER dATASET

ABOUT DATASET

DETAIL DATASET

A	B	C	D	E	F	
Order ID	Amount	Profit	Quantity	Category	Sub-Category	Payment
Id-25681	1096	658	7	Electronics	Electronic Games	COD
Id-26055	5729	64	14	Furniture	Chairs	EMI
Id-25955	2927	146	8	Furniture	Bookcases	EMI
Id-26093	2847	712	8	Electronics	Printers	Credit C
Id-25602	2617	1151	4	Electronics	Phones	Credit C
Id-25881	2244	247	4	Clothing	Trousers	Credit C
Id-25696	275	-275	4	Clothing	Saree	COD
Id-25687	387	-213	5	Clothing	Saree	UPI
Id-25643	50	-44	2	Clothing	Hankerchief	UPI
Id-25851	135	-54	5	Clothing	Kurti	COD
Id-25703	231	-190	9	Clothing	Hankerchief	COD
Id-25887	2125	-234	6	Electronics	Printers	EMI
Id-25923	3873	-891	6	Electronics	Phones	Credit C
Id-25756	729	-492	5	Furniture	Bookcases	UPI

Complete PowerBI Dashboard



APPLICATION

- Sales Analysis: Identify top-selling products, regions, and customer segments for optimizing pricing and forecasting future trends.
- Inventory Management: Monitor stock levels, product performance, and turnover rates to optimize inventory levels and minimize excess costs.
- Customer Segmentation: Segment customers by demographics and behavior to personalize marketing and improve loyalty.
- Marketing Effectiveness: Analyze customer engagement, conversion rates, and RO to optimize marketing spend and channel performance.
- Operational Efficiency: Track order fulfillment, website performance, and customer service to streamline operations and reduce costs.

CONCLUSION

Implementing Power BI projects for retail store ecommerce sales offers a powerful solution to enhance business performance and competitiveness. By leveraging advanced analytics and visualization capabilities, retailers can gain valuable insights into sales trends, customer behavior, and inventory management. This enables informed decision-making, optimized resource allocation, and improved customer satisfaction. With Power BI, retailers can adapt quickly to market changes, identify growth opportunities, and drive profitability, ultimately achieving long-term success in the dynamic ecommerce landscape.

**THANK
YOU**

