

Project Report

Retail Business Performance & Profitability Analysis

Interactive Business Insights Dashboard for Retail Business

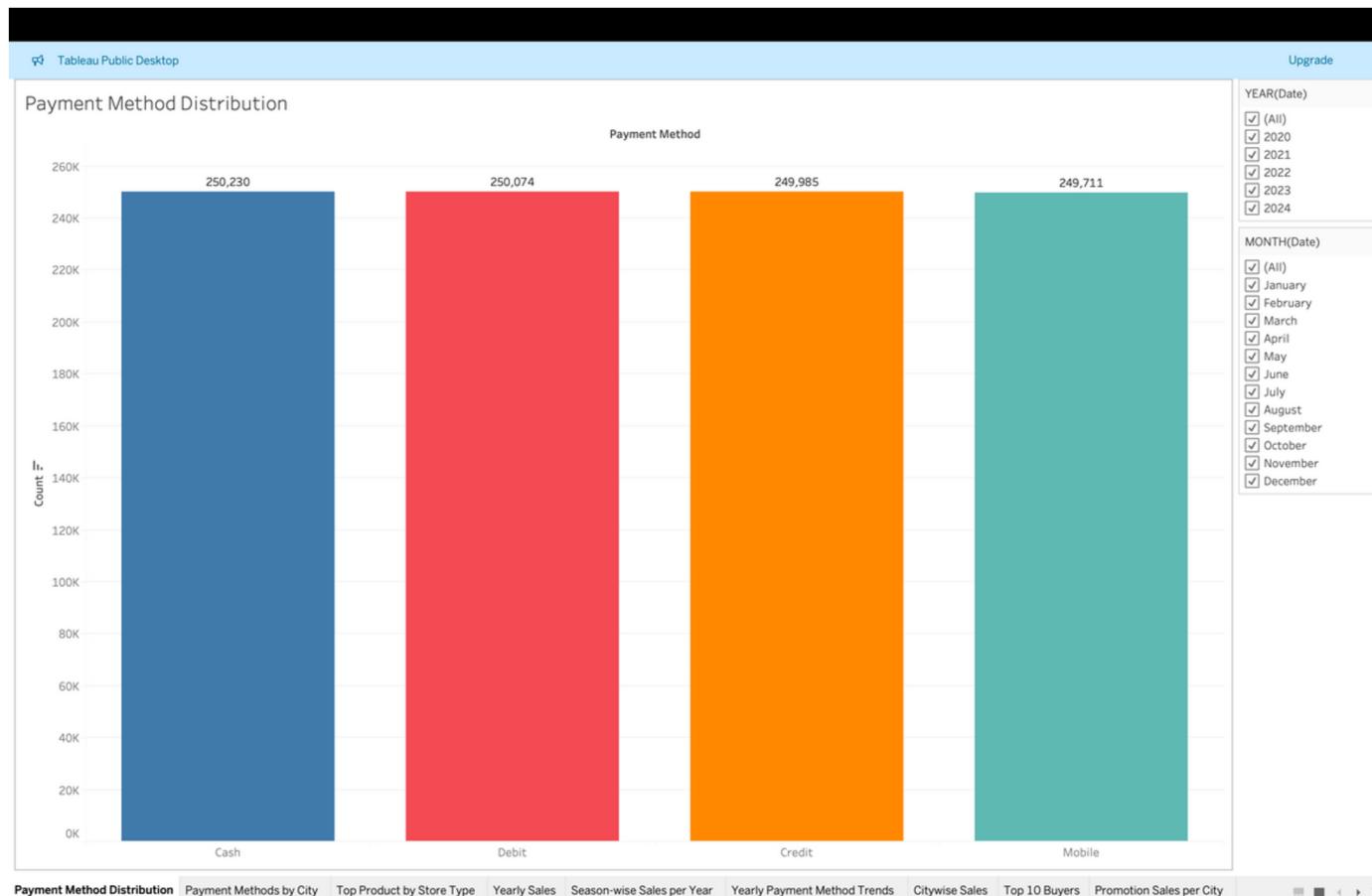
Used Tableau for dashboard creation.



Presented by
Karthik Doguparthi

Insights:

- This chart shows how many transactions were completed using each payment method.
- It helps us identify the most preferred payment modes by customers.



Dashboard 1

Insights:

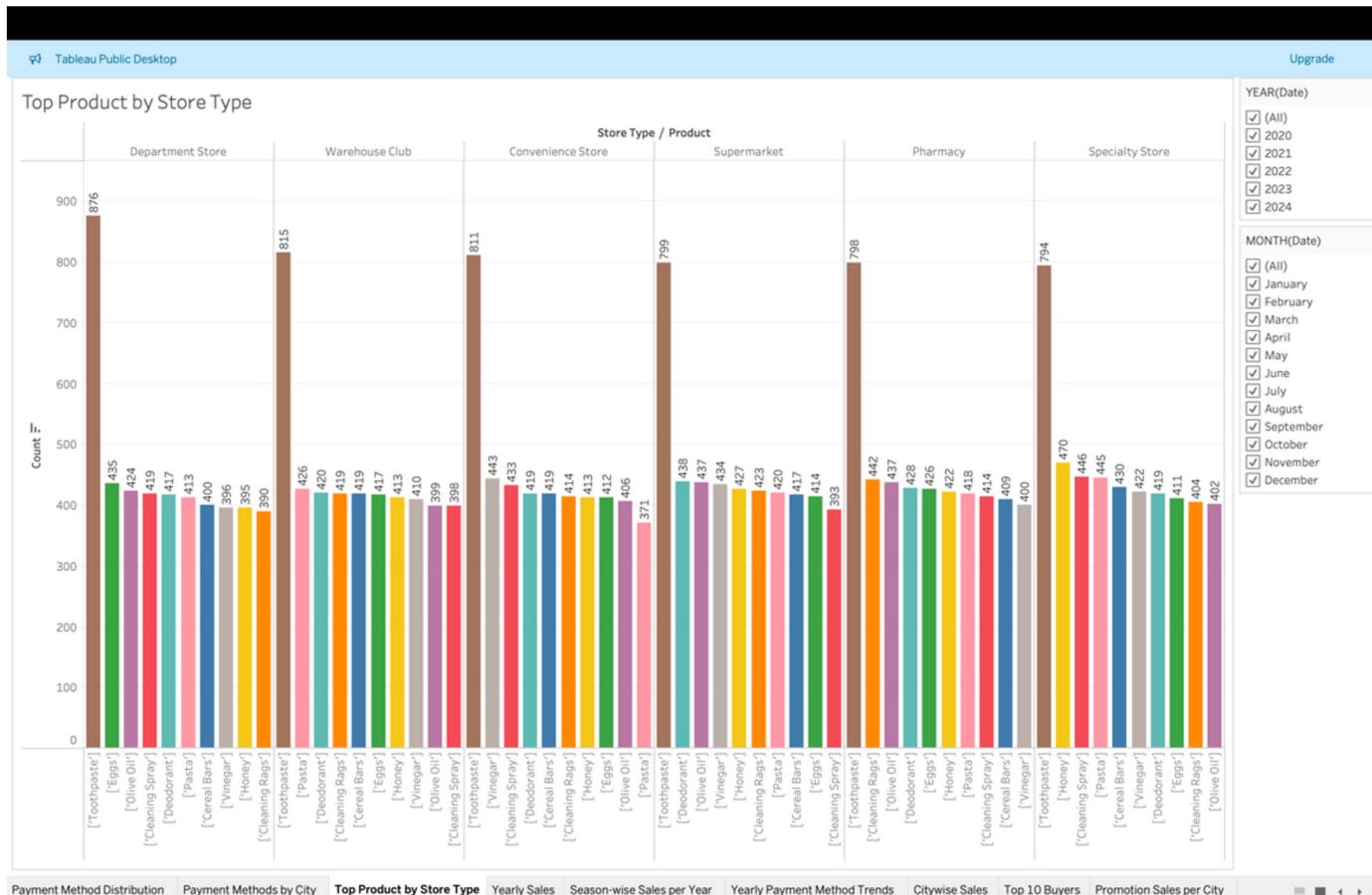
- This grouped bar chart compares the usage of different payment methods across cities.
- It highlights regional variations in customer payment preferences.



Dashboard 2

Insights:

- This bar chart highlights the single most sold product within each store type.
- It reveals which products are the top drivers of sales depending on the store category.



Dashboard 3

Insights:

- This line chart shows the trend of items sold and total revenue over time, year by year.
- It helps us understand sales growth, seasonal dips, or upward/downward trends.



Dashboard 4

Insights:

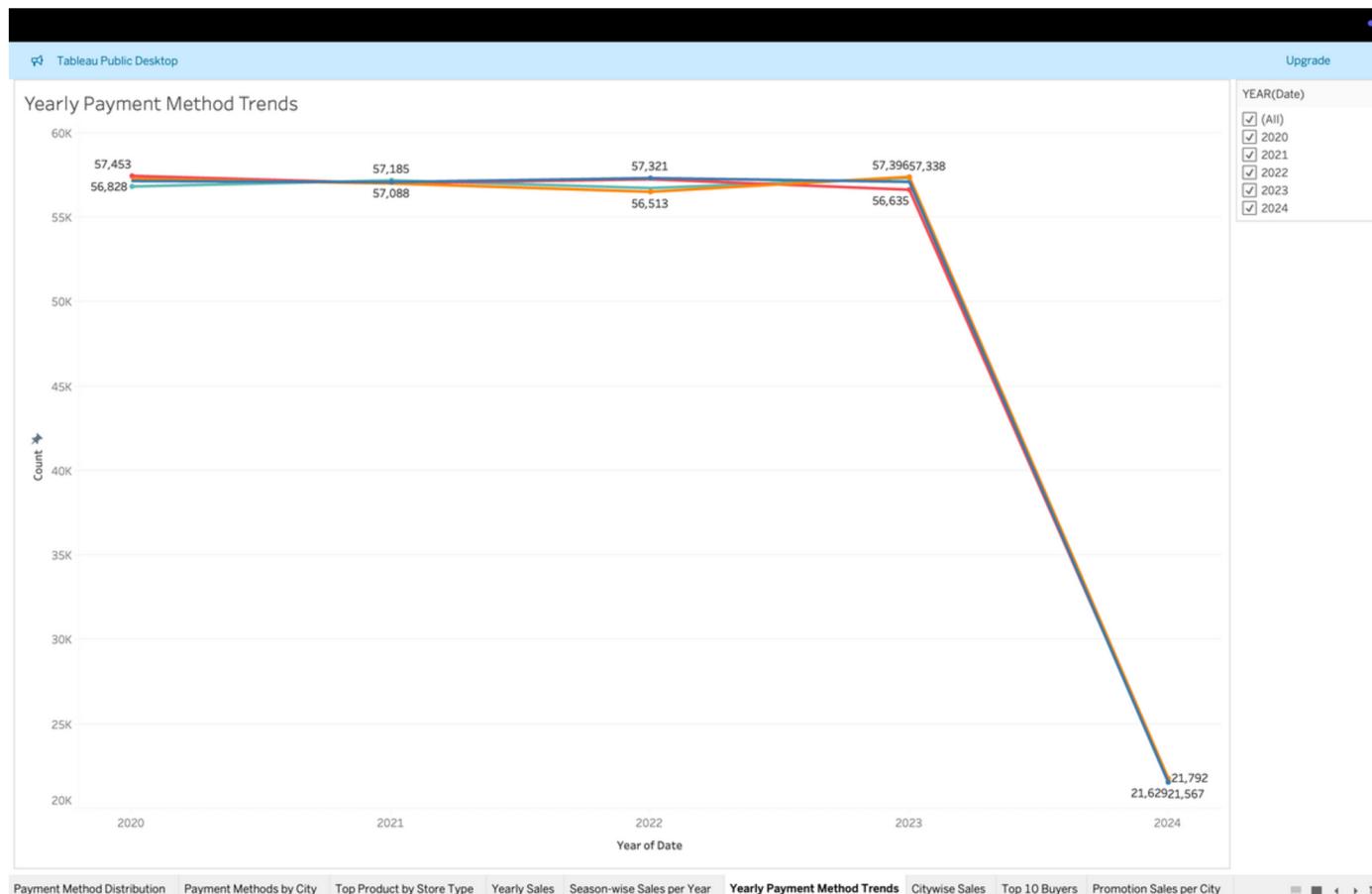
- This grouped bar chart breaks down total sales by season for each year.
- It shows which seasons contribute the most to yearly sales and seasonal shopping patterns.



Dashboard 5

Insights:

- This multi-line chart tracks the number of transactions by payment method over time.
- It reveals shifts in customer payment behavior (e.g., rising card usage, declining cash).



Dashboard 6

Insights:

- This horizontal bar chart shows which cities generate the most transactions.
- It helps identify high-performing cities and regions that need growth strategies.



Dashboard 7

Insights:

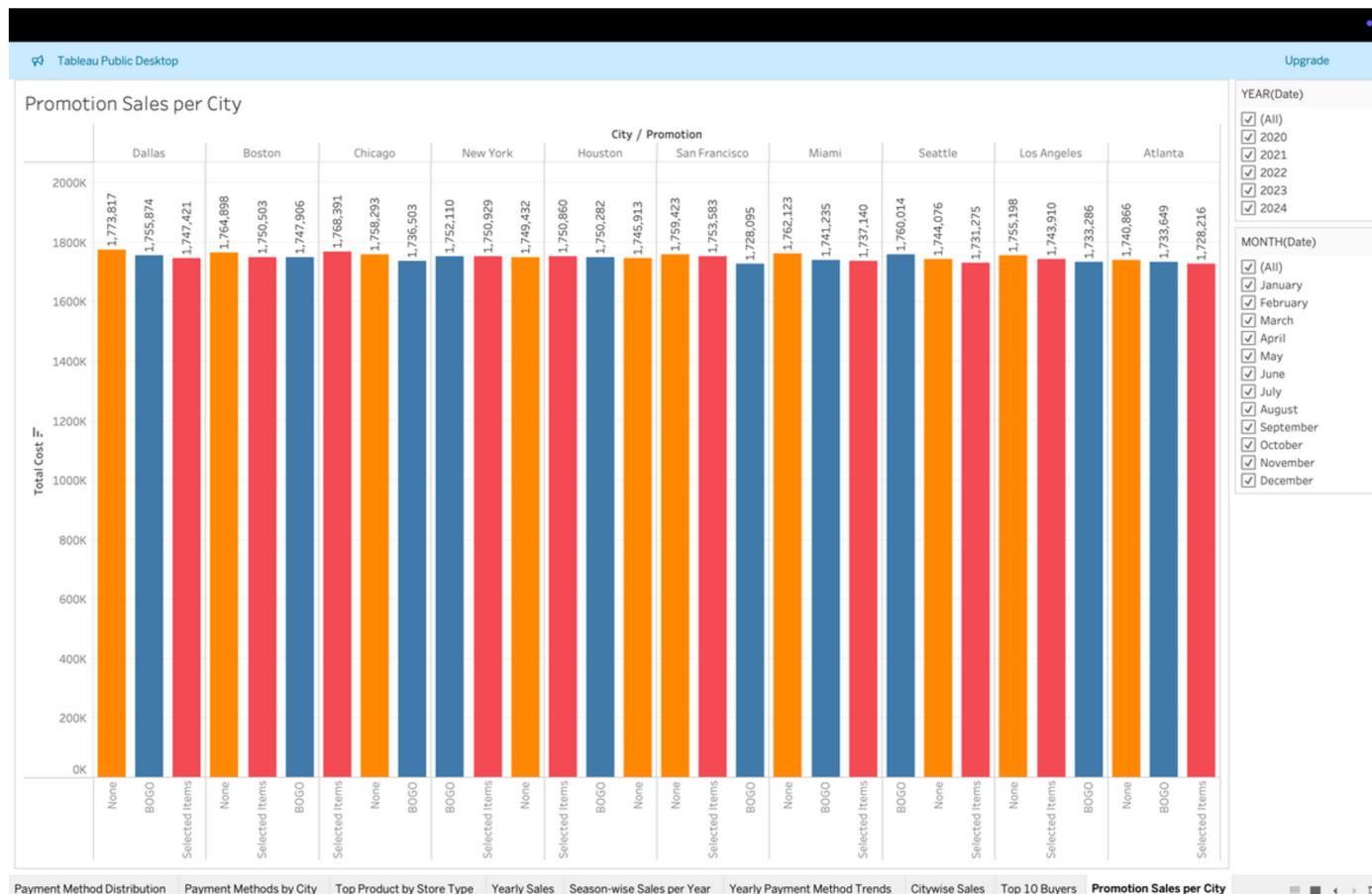
- This bar chart shows the top 10 customers ranked by total spending.
- It highlights the most valuable customers driving profitability.



Dashboard 8

Insights:

- This stacked bar chart shows how promotions contribute to sales in different cities.
- It allows us to evaluate the effectiveness of promotions in boosting revenue by location.



Dashboard 9