

# About the Dataset

The dataset used for this project contains sales performance records from multiple retail stores, including details such as:

- Order ID
- Product Category & Sub-Category
- Quantity
- Revenue, Profit, and Amount
- Target value
- City and State
- Customer information

The purpose of the analysis is to understand sales performance, profit distribution, order trends, and category-wise contribution across different geographies.

## Data Cleaning Steps

To ensure accuracy of insights, the dataset was cleaned using Excel / Power BI:

### **Removed duplicates**

Identified and removed repeated Order IDs and Product entries.

### **Handled missing values**

Replaced blank numeric fields with mean values (e.g., for Amount, Profit).

Handled missing categorical values using mode or marking as “Unknown”.

### **Corrected inconsistencies**

Standardized Category and Sub-Category spelling issues.

Unified city/state names for consistency.

### **Formatted data**

Converted Date columns to proper Date format.

Changed numeric columns to Whole Number / Decimal.

Ensured data types were correctly assigned before loading into Power BI.

### **Created calculated columns**

Example: Profit %, Cost per km, etc. (if required)

# Insights Discovered

Based on the dashboard visualizations:

## 1. Category Performance

- *Electronics, Furniture, and Clothing* contributed almost equally to Profit and Revenue.
- Electronics showed highest revenue, while Clothing had slightly lower overall margin.

## 2. Target Achievement

- Clothing achieved 39% of target, highest among all categories.
- Electronics achieved 29.5%, showing lower target reach.

## 3. City-Level Sales

- Major cities like Indore, Mumbai, Pune, Delhi, and Bangalore contributed the highest sales.
- Smaller cities show very low contribution — opportunity to expand.

## 4. Sub-Category Profit Drivers

Highest-profit sub-categories:

- Printers
- Accessories
- Phones
- Bookcases

Low-performing sub-categories:

- Skirts
- Saree
- T-Shirts

## 5. State-wise Orders

- Madhya Pradesh, Maharashtra, Rajasthan, and Gujarat recorded the highest orders.
- States like Bihar, Bengal, and Karnataka have lower order counts.

## 6. Overall KPIs

- Total Revenue: 2.15M
- Total Profit: 24K
- Quantity Sold: 1500
- YTD Revenue: 836.6K

