

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

