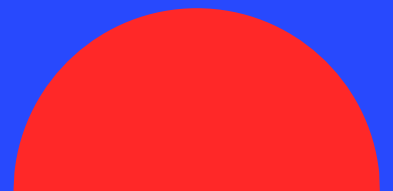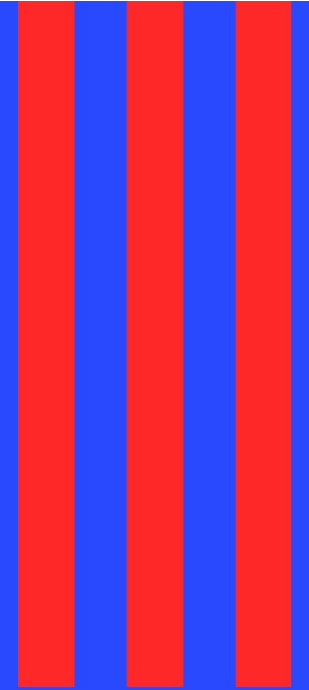# SmartMart Sales Analytics

# Agenda

Introduction
Cleaning&preprocessing
Dashboard
Insight&Recommendation

Introduction

In an era driven by data, accurate analytical insights are critical to driving growth and enhancing operational efficiency. The SmartMart Sales Analytics dashboard provides an integrated solution for monitoring sales performance in SmartMart stores, identifying strategic opportunities, and making decisions powered by the latest analytical technologies.
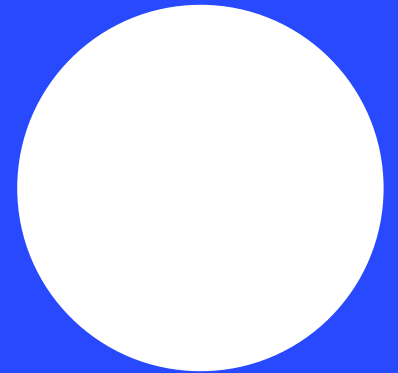
Cleaning&preprocessing

Dax equation for calculating monthly average

```
MoM Growth =
VAR CurrentDate = MAX('Orders'[Date])

// Calculate current month sales
VAR CurrentMonthStart = EOMONTH(CurrentDate, -1) + 1
VAR CurrentMonthEnd = EOMONTH(CurrentDate, 0)
VAR CurrentMonthSales =
    CALCULATE(
        SUM('Orders'[Total_Sales]),
        FILTER(
            ALL('Orders'),
            'Orders'[Date] >= CurrentMonthStart &&
            'Orders'[Date] <= CurrentMonthEnd
        )
    )

// Calculate previous month sales
VAR PrevMonthStart = EOMONTH(CurrentDate, -2) + 1
VAR PrevMonthEnd = EOMONTH(CurrentDate, -1)
VAR PrevMonthSales =
    CALCULATE(
        SUM('Orders'[Total_Sales]),
        FILTER(
            ALL('Orders'),
            'Orders'[Date] >= PrevMonthStart &&
            'Orders'[Date] <= PrevMonthEnd
        )
    )
```

Time
10:42:00 AM
10:36:00 PM
12:54:00 AM
10:40:00 AM
1:24:00 PM
4:27:00 AM
11:20:00 PM
5:14:00 AM
8:32:00 PM
5:59:00 PM
4:04:00 PM

TRANSFORM

Time_of_day
Morning
Evening
Night
Morning
Afternoon
Night
Evening
Night
Evening
Afternoon
Afternoon
Evening

Dashboard
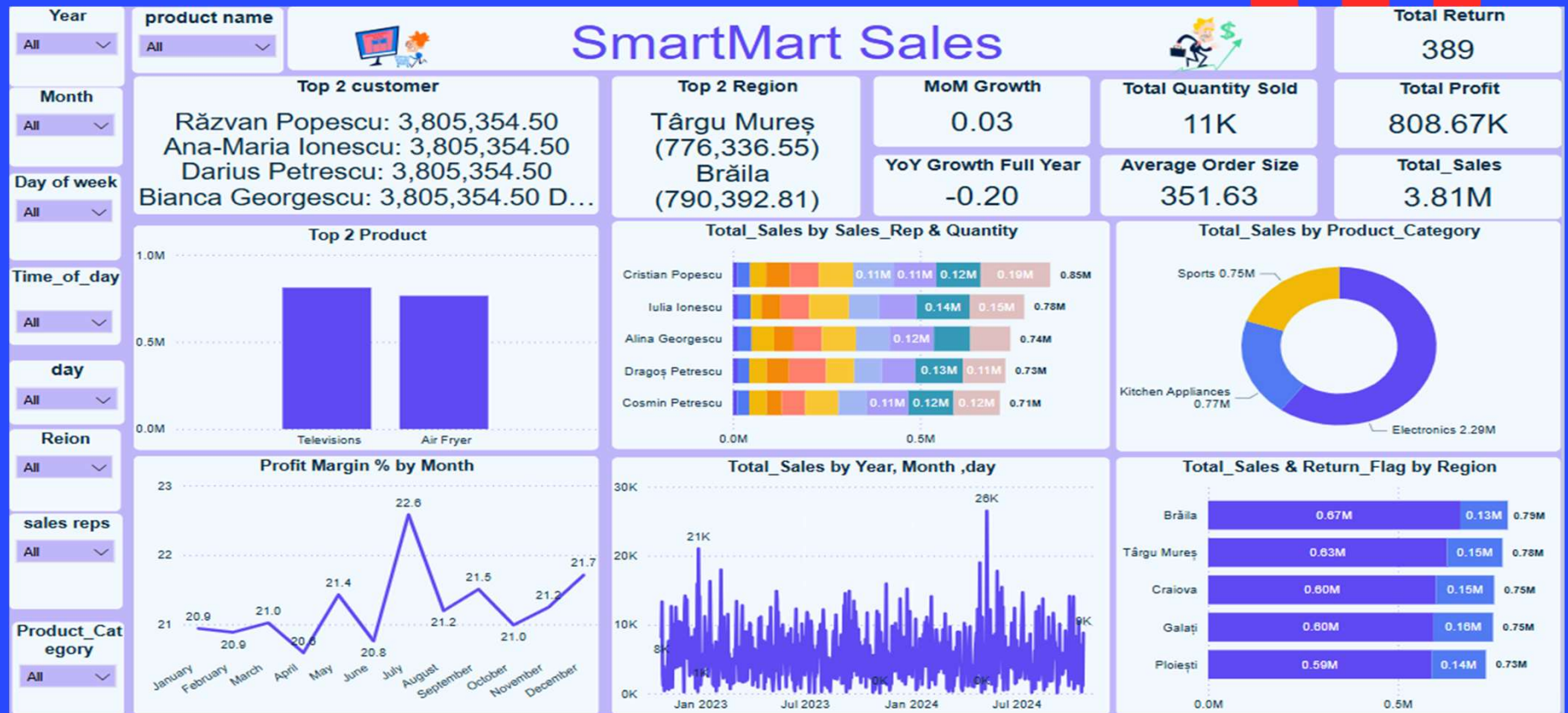
Dashboard Insights & Analysis

1-Top Performing Products:
The two best-selling products are Camera Accessories (33K sales) and Air Fryer (32K sales). These products significantly contribute to overall revenue and should be prioritized.

2-Top Performing Regions:
The two highest-performing regions are Târgu Mureș (37.1K sales) and Ploiești (37.5K sales). These regions have strong customer bases that can be further targeted.

3-Peak Sales Times:
Peak sales occurred in mid-January (especially from January 13 to 16) reaching a daily peak of 10.4K, and again at the end of January (January 26 to 30).

4-Profit Margin Trend:
The profit margin for January was approximately 21%. Maintaining and enhancing this margin is important for sustained profitability.

Recommendation

1-Target Top-Performing Regions:

Focus marketing campaigns and special offers in Târgu Mureș and Ploiești to further boost sales.

2-Promote Best-Selling Products:

Increase marketing efforts for Camera Accessories and Air Fryers through promotions, bundles, or discounts.

3-Maximize Sales During Peak Times:

Plan promotional activities during mid and late January to take advantage of naturally high sales periods.

Thank you

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