

# PulseShop Sales Insights Report

## Business Case

PulseShop needed better visibility into customer purchase behavior - specifically when and what customers buy. This analysis was designed to help the company optimize its marketing, inventory planning, and sales strategies.

## Analytical Approach

Using transactional sales data, an interactive Power BI dashboard was built to analyze:

- Time-based purchase behavior (hour, weekday, monthly patterns)
- Top-performing products by revenue and profit
- Customer buying preferences and trends

The analysis focused on uncovering key patterns that could directly inform retail strategy.

## Key Insights

- Peak sales occurred between 3 PM-5 PM and again near 11 PM.
- Thursdays, Wednesdays, and Saturdays showed higher sales volumes.
- Product ID 202 led in both revenue and profit, indicating strong demand.
- Significant sales increase in the second half of each month, potentially linked to salary cycles or leisure periods.

## Business Impact

These insights enabled PulseShop to:

- Time promotions more effectively based on actual shopping patterns.
- Prioritize high-profit products in marketing and inventory decisions.
- Align marketing strategies with observed customer behavior.

The dashboard serves as a decision-support tool for smarter, data-driven retail management.