



Mih Shanto

## Shwapno Super Shop

Months

Districts

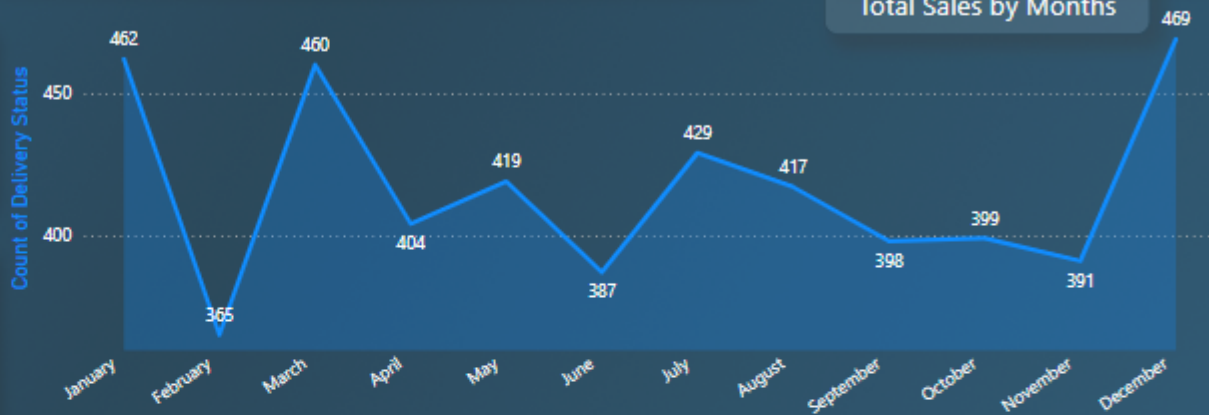
7.1M

Total Sales

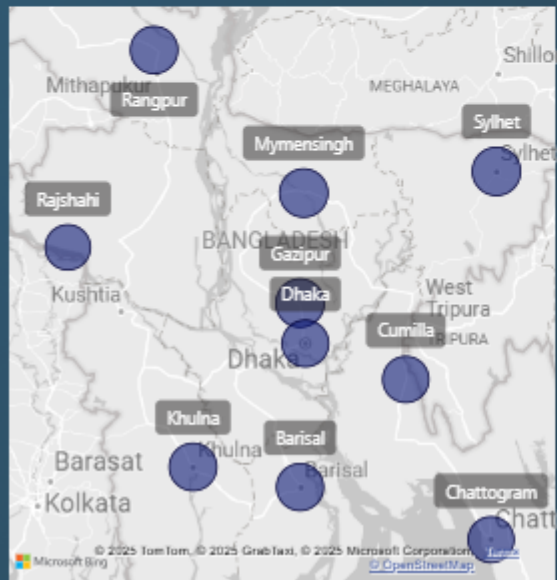
5000

Total Orders

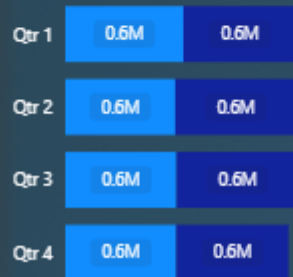
Total Sales by Months



Distribution by Map of Bangladesh

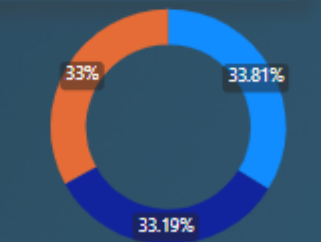


Order by Gender



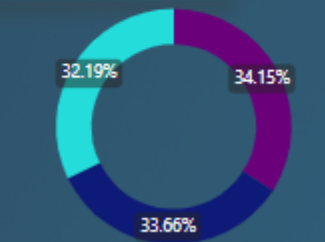
Female Male

Payment Method Distribution



Card Cash Mobile Banking

Distribution By Aged



Middle-Aged Older Young



Mih Shanto

# Shwapno Super Shop

Months

Districts

7.1M

Total Sales

5000

Total Orders

Clean

Total Sales by Months



Barisal

Khulna

Chattogram

Mymensingh

Cumilla

Rajshahi

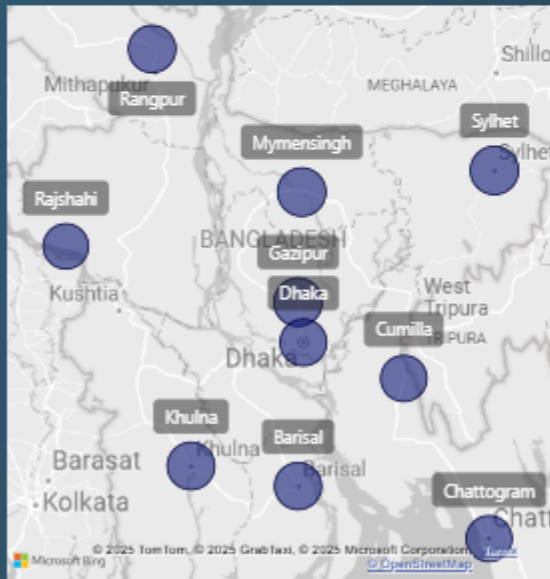
Dhaka

Rangpur

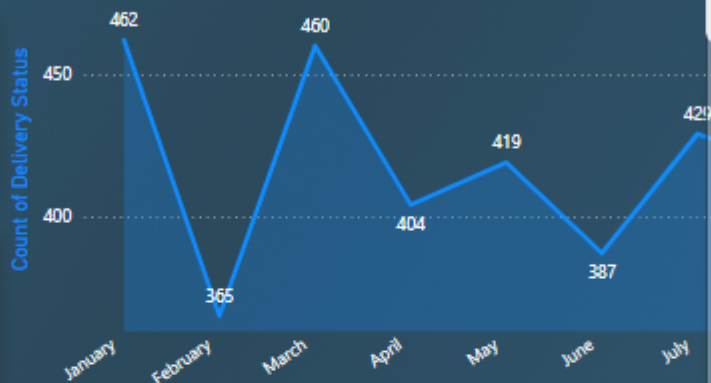
Gazipur

Sylhet

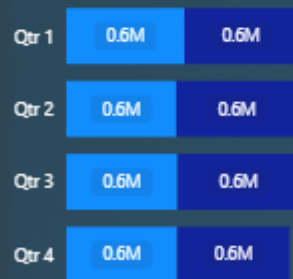
## Distribution by Map of Bangladesh



Count of Delivery Status

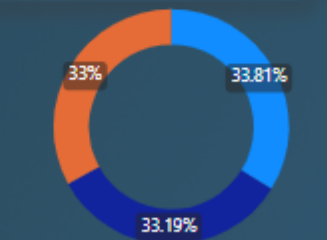


## Order by Gender



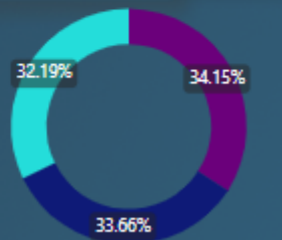
Female Male

## Payment Method Distribution



Card Cash Mobile Banking

## Distribution by Aged



Middle-Aged Older Young



Mih Shanto

# Shwapno Super Shop

Months

Districts

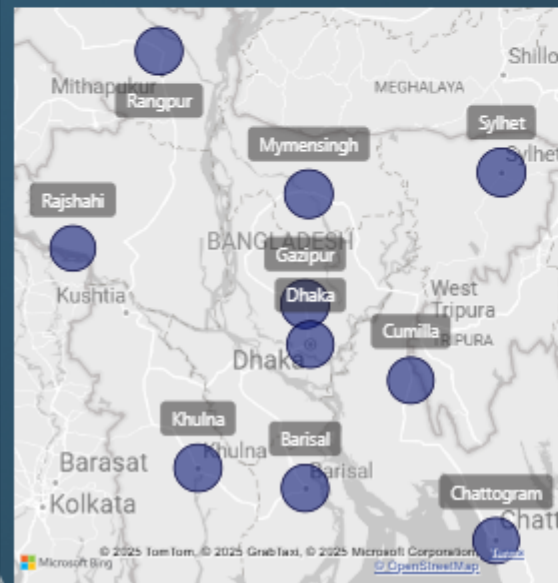
7.1M

Total Sales

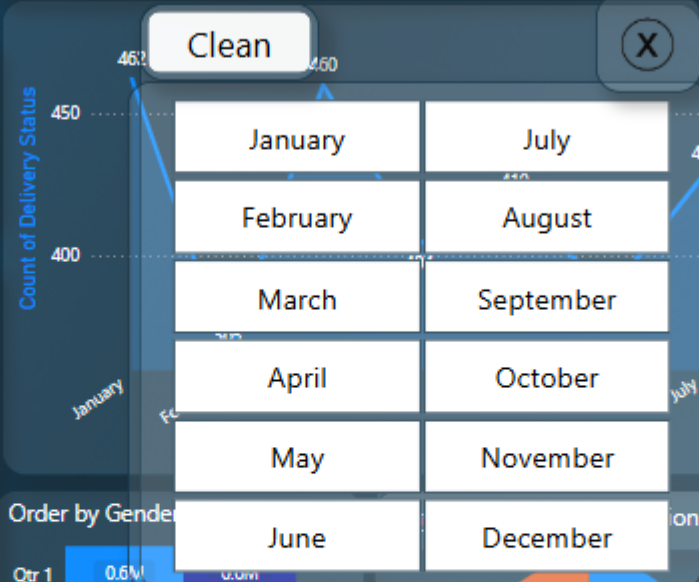
5000

Total Orders

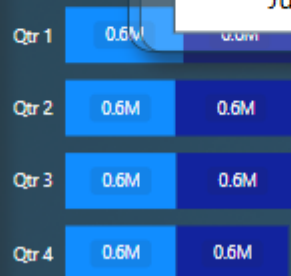
## Distribution by Map of Bangladesh



Count of Delivery Status



## Order by Gender



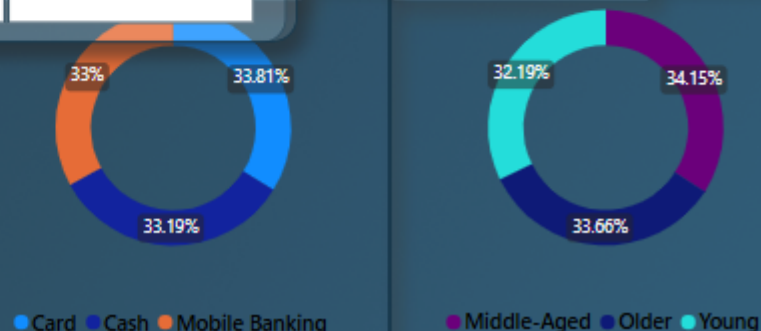
Female Male

Clean X

## Total Sales by Months

Barisal	Khulna
Chattogram	Mymensingh
Cumilla	Rajshahi
Dhaka	Rangpur
Gazipur	Sylhet

## Distribution by Aged





Mih Shanto

## Shwapno Super Shop

Months

Districts

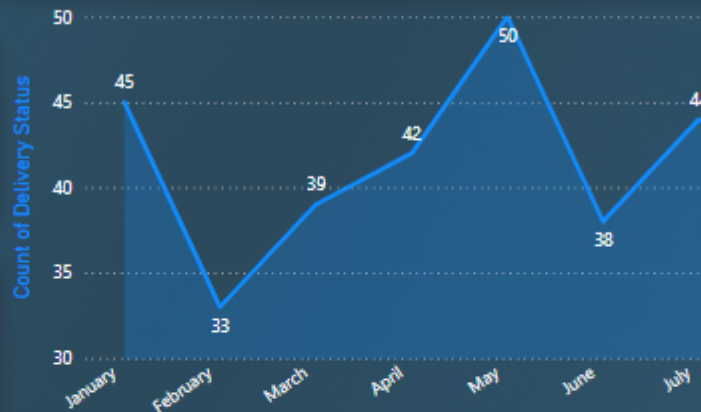
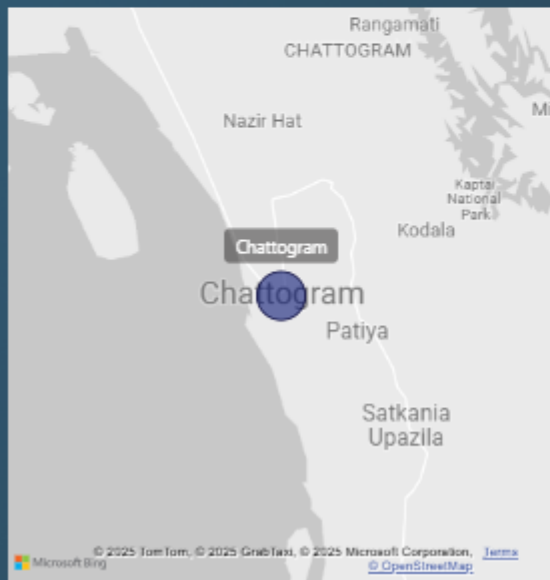
665.7K

Total Sales

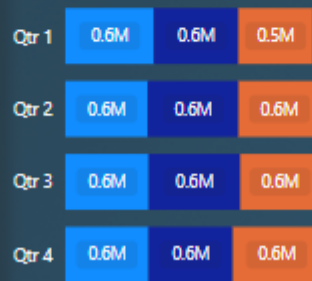
480

Total Orders

### Distribution by Map of Bangladesh

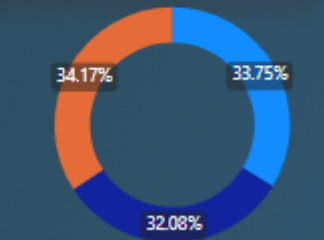


### Order by Gender



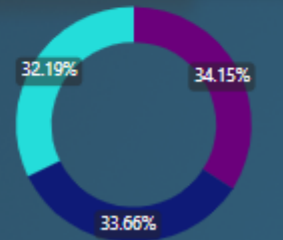
Female Male Other

### Payment Method Distribution



Card Cash Mobile Banking

### Distribution by Aged



Middle-Aged Older Young

Clean

Total Sales by Months



Barisal

Khulna

Chattogram

Mymensingh

Cumilla

Rajshahi

Dhaka

Rangpur

Gazipur

Sylhet



Mih Shanto

665.7K

Total Sales

480

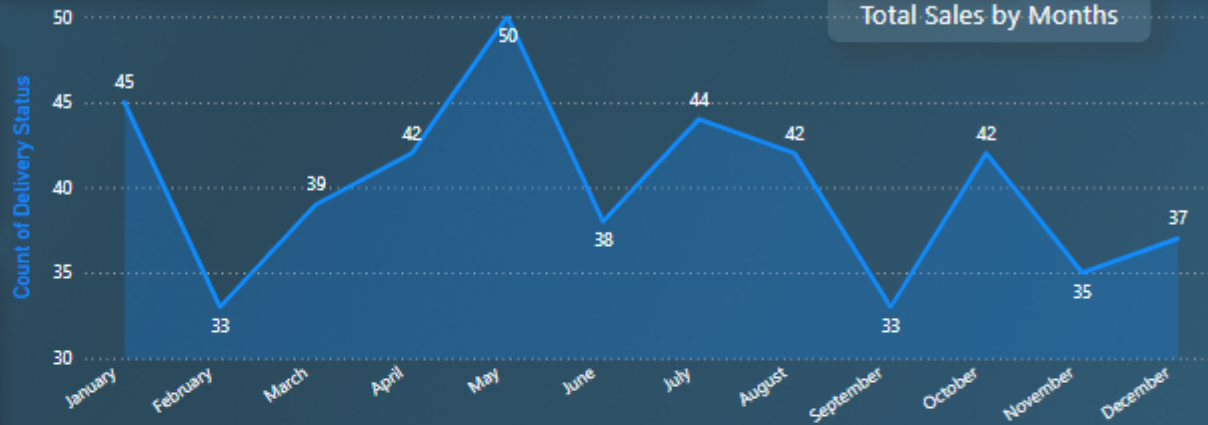
Total Orders

## Shwapno Super Shop

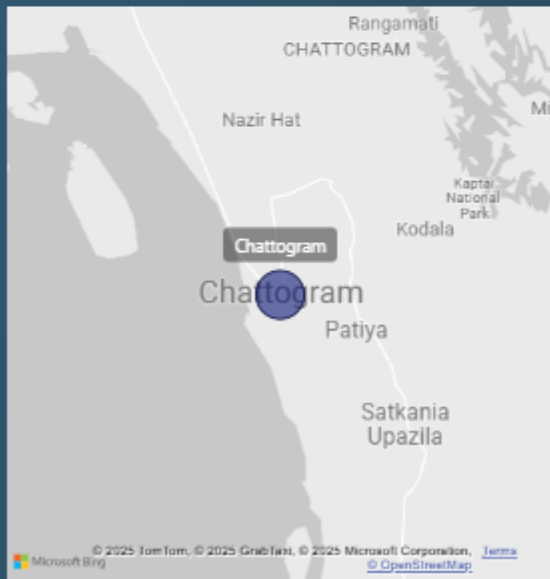
Months

Districts

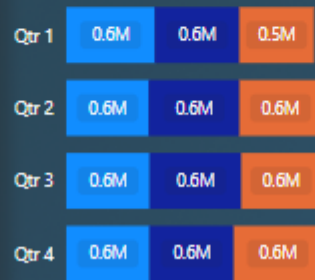
Total Sales by Months



### Distribution by Map of Bangladesh

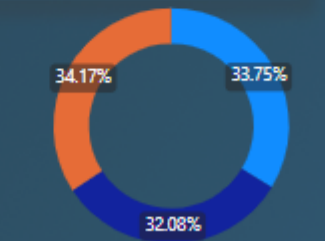


### Order by Gender



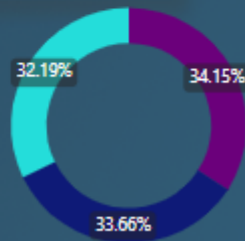
Female Male Other

### Payment Method Distribution



Card Cash Mobile Banking

### Distribution By Aged




Middle-Aged Older Young



## 1. Customer Analysis

- Which customer segments are the most profitable based on **Total Spent** and **Order Count**?
- What is the **average spending per customer** across different cities and membership statuses?
- How does **age influence purchasing behavior**? (E.g., Do younger or older customers spend more?)
- What percentage of our customers are **repeat buyers**, and what factors drive repeat purchases?
- Can you categorize customers into **loyal, at-risk, and lost customers** based on their order frequency?

 **Power BI Feature:** Use **clustering & segmentation** to group customers dynamically.

 **DAX Challenge:** Create a new column to calculate **Customer Lifetime Value (CLV)** based on total spent and order frequency.

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## 2. Sales Performance & Revenue Trends

- What are our **top-performing products and categories** in terms of sales revenue?
- **How do sales vary by month, quarter, and year? Can you identify peak and slow seasons?**
- What is the **average order value**, and how does it differ across customer segments?
- Which cities generate the **highest revenue**, and which ones are underperforming?
- Are there **specific patterns** in product demand across different age groups or membership types?



Name Sales\_Data

Manage relationships

Relationships

New measure

Quick measure

New column

New table

Calculations

Mark as date table

Calendars

Delivery Status	Order ID	Customer ID	City	Category	Product	Quantity	Price per Unit	Total Price	Order Date	Payment Method
Cancelled	84658	8545	Mymensingh	Vegetables	Potato	6	88.44	530.64	Sunday, June 11, 2023	Cash
Cancelled	91183	9116	Mymensingh	Snacks	Noodles	6	471.39	2828.34	Thursday, May 25, 2023	Cash
Cancelled	79150	5751	Mymensingh	Beverages	Coffee	4	35.55	142.2	Monday, February 20, 2023	Cash
Cancelled	78509	3189	Mymensingh	Meat	Mutton	9	57.7	519.3	Wednesday, July 19, 2023	Cash
Cancelled	56727	5327	Mymensingh	Vegetables	Tomato	5	262.48	1312.4	Thursday, August 3, 2023	Cash
Cancelled	12246	2859	Mymensingh	Grocery	Sugar	10	262.05	2620.5	Saturday, July 8, 2023	Cash
Cancelled	42741	8271	Mymensingh	Household	Soap	1	357.59	357.59	Tuesday, March 7, 2023	Cash
Cancelled	78594	7839	Mymensingh	Grocery	Lentils	1	301.31	301.31	Sunday, December 10, 2023	Cash
Cancelled	38426	7965	Mymensingh	Household	Detergent	8	49.8	398.4	Wednesday, September 20, 2023	Cash
Cancelled	53524	5689	Mymensingh	Grocery	Sugar	10	288.52	2885.2	Saturday, June 10, 2023	Cash
Cancelled	80498	1897	Mymensingh	Snacks	Noodles	10	282.42	2824.2	Saturday, December 16, 2023	Cash
Cancelled	73898	7097	Mymensingh	Dairy	Butter	3	40.24	120.72	Tuesday, January 17, 2023	Cash
Cancelled	54988	5515	Mymensingh	Beverages	Juice	5	411.38	2056.9	Wednesday, November 15, 2023	Cash
Cancelled	26584	5777	Mymensingh	Grocery	Rice	1	46.93	46.93	Friday, February 10, 2023	Cash
Cancelled	12942	6170	Mymensingh	Fruits	Mango	3	334.55	1003.65	Tuesday, March 7, 2023	Cash
Cancelled	10552	5276	Mymensingh	Household	Soap	8	444.02	3552.16	Wednesday, August 9, 2023	Cash
Cancelled	89431	5344	Mymensingh	Household	Toothpaste	1	74.62	74.62	Wednesday, January 11, 2023	Cash
Cancelled	50481	8973	Mymensingh	Snacks	Noodles	4	267.79	1071.16	Friday, March 10, 2023	Cash
Cancelled	75320	1897	Mymensingh	Grocery	Flour	1	96.16	96.16	Wednesday, January 11, 2023	Cash
Cancelled	15290	8476	Mymensingh	Fruits	Orange	10	116.45	1164.5	Saturday, December 30, 2023	Cash
Cancelled	37410	6536	Mymensingh	Grocery	Rice	3	446.86	1340.58	Tuesday, April 25, 2023	Cash
Cancelled	88863	8422	Mymensingh	Beverages	Soft Drinks	1	224.53	224.53	Wednesday, March 1, 2023	Cash
Cancelled	52428	4675	Mymensingh	Vegetables	Cabbage	8	247.67	1981.36	Wednesday, January 4, 2023	Cash

Data

Search

Measure

Customers

Delivery Status

Sales\_Data

Cancelled\_Order

Category

City

Customer ID

Delivery Status

Order Date

Order ID

Payment Method



Price per Unit

Product

Quantity

Returning Customers

Total Price

▼  Measure AOV Total Orders Total Sales>  Customers▼  Delivery Status

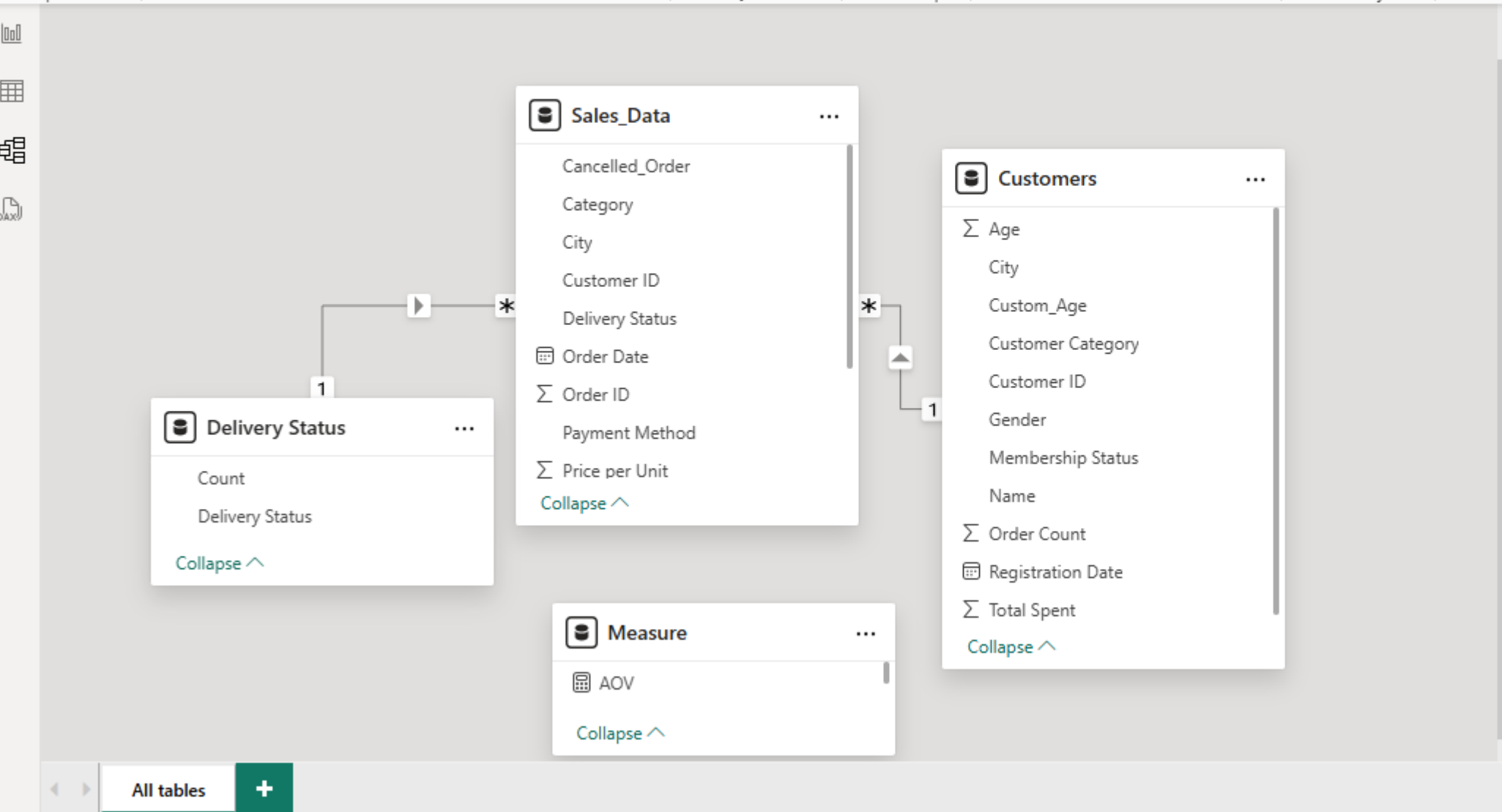
Count

Delivery Status

>  Sales\_Data



Share



<<

Data

>>

Tables

Model

Search

> Measure

> Customers

> Delivery Status

> Sales\_Data