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# Retail Sales Customer Insights-Analysis

Conducted on - August 2025

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# Business Problem:

The business lacked clarity around key sales drivers, customer loyalty, and product profitability.

The goal was to identify actionable areas to improve revenue and margin.



# Data Used

**Sources** - Orders\_Table, Product\_Table and Customer\_Table

→ **Orders\_Table**

The analysis covered **5,000+** orders

→ **Customers\_Table**

The analysis covered **9,000+** customers

→ **Products\_Table**

The analysis covered **1800+** products



# Methodology

**Tools used:** SQL, DAX, Power BI, Excel  
Key metrics calculated

- **Excel**  
To clean the dataset
- **SQL**  
Combine tables and perform analysis
- **Power BI**  
For interactive Dashboard

# Key Insights

## Sales Overview:

- **2.3M** total sales
- South & West regions lead in revenue
- Profit margins vary significantly by category

## Customer Insights:

- **98%** repeat customers, strong loyalty
- Top 5 customers contribute **15%** of revenue
- Corporate segment outperforms others

## Product Analysis:

- Sub-category "Tables" has negative profit due to high discounting
- Accessories are low-value, high-volume items
- Recommend pricing and bundling strategies

## Geographic Analysis:

- States like California, New York generate **30%+** of total profit
- Some states with high sales have low margin → inefficient campaigns

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# Recommendation:

- Reduce discounts for loss-making products (e.g., Tables)
- Increase ad spend in South/West regions
- Target loyal customers with upsell offers
- Optimize marketing in low-profit states



## Outcome:

- Created dynamic dashboard for stakeholder use
- Reduced analysis time by 80%
- Set up reusable KPI metrics for monthly reporting
- Helped identify 12% revenue leakage due to poor discounting

# Dashboard Screenshots

## 1. Overview Page

### Sales & Customer Insight Dashboard

Year

All

Region

All

Category

All

1.27K✓

Profit Margin Goal: 12.00 (+10519.81%)

229.86

Average Order Value(AOV)

28.64M

Total Profit

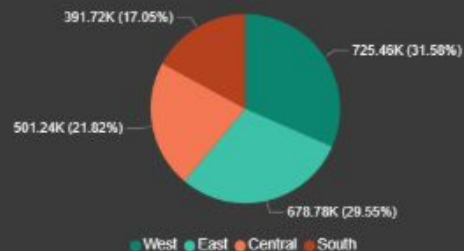
2.30M

Total Sales

#### Top Customers by Revenue



#### Sales by Region





# Dashboard Screenshots

## 3. Customer Insight Page



## 4. Product Analysis Page

# Dashboard Screenshots

## 4. Product Analysis Page

### Sales & Customer Insight Dashboard

Category

All

Sub-Category

All

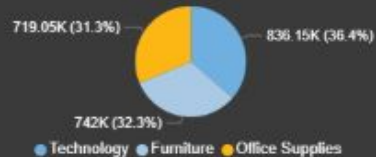
1863

Count of Product ID

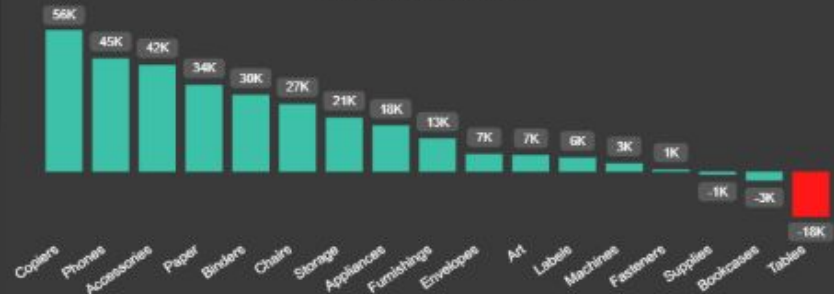
1.25K

Profit Margin %

Sum of Sales by Category

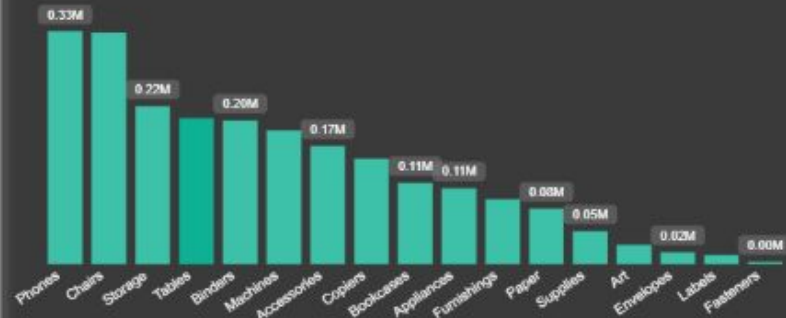


Profit by Sub-Category



Product id	First Product ID	Sum of Discount	Sum of Profit
CA-2014-100678	FUR-CH-10002602	0.30	-18.12
CA-2014-101147	OFF-AP-10004249	0.80	-6.34
CA-2014-101602	FUR-CH-10004675	0.30	-21.81
CA-2014-101770	OFF-BI-10001097	0.70	-1.31
CA-2014-102869	TEC-PH-10002549	0.40	-31.62
CA-2014-103086	FUR-FU-10004586	0.60	-1.59
CA-2014-103317	OFF-BI-10001787	0.70	-6.87
CA-2014-103373	TEC-PH-10002885	0.40	-168.96
CA-2014-103492	OFF-BI-10004140	1.60	-20.74
CA-2014-103702	OFF-BI-10002429	0.70	-46.88
CA-2014-103744	OFF-BI-10000320	0.80	-6.86
CA-2014-103940	FUR-CH-10000573	0.60	94.70
Total	FUR-BO-10000112	795.94	-138,095.24

Sales by Sub-Category



# Dashboard Screenshots

## 5. Geographic Analysis Page

### Sales & Customer Insight Dashboard

5009

Count of Order ID

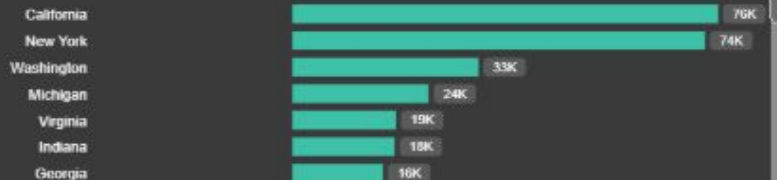
28.64M

Total Profit

2.30M

Total Sales

#### Sum of Profit by State



State

All

Region

All

City

All

#### Sales by State

Sales: 10.496 10.096 14.09 18.62 26.38 37.096 38.088 40.176



#### Sales by Region



#### Profit by State

