Name: Mukhid Shaikh

Report of Retail

Email	Gender	Age	Country	City	Product_Category	Product_Name	chase_Amc	count_Offe	yment_Mc	Purchase_Date	Delivery_Status	Cus
matthewsbryan@hotmail.com	Male	57	Cayman Islands	Lake Tiffany	Home	Sofa	97.5	13.35	UPI	2025-06-10 00.00.00	Returned	
masseyheather@parsons.com	Female	24	Finland	North Keithborough	Electronics	Laptop	967.34	21.54	UPI	2024-07-28 00.00.00	Delivered	
kathy37@hotmail.com	Male	49	Argentina	Port Charles	Fashion	Shoes	272.69	3.33	Debit Car	2025-02-09 00.00.00	Returned	
sarah64@hotmail.com	Male	36	Algeria	West Sonya	Beauty	Shampoo	693.71	16.34	Cash	2025-01-18 00.00.00	Delivered	
nguyencynthia@jackson.net	Male	23	Albania	Lake Matthewmouth	Home	Sofa	100.86	28.82	Debit Car	2024-11-02 00.00.00	Pending	
gjones@perkins-mclaughlin.net	Female	37	Nicaragua	Ronaldmouth	Fashion	Shoes	914.07	19.99	Cash	2024-11-12 00.00.00	Returned	
shane88@gmail.com	Male	44	Cameroon	Jamieborough	Books	Novel	595.04	24.61	Debit Car	2024-08-23 00.00.00	Delivered	
umccarthy@gilmore-jones.com	Male	60	France	Jonesburgh	Home	Sofa	660.47	7.83	Debit Car	2025-01-16 00.00.00	Delivered	
derrick27@hotmail.com	Male	54	Wallis And Futuna	Huntstad	Electronics	Laptop	784.07	24.01	Debit Car	2025-03-18 00.00.00	Delivered	
pamela29@smith.com	Female	24	Qatar	Stanleyhaven	Home	Sofa	610.05	10.54	Debit Car	2025-07-06 00.00.00	Delivered	
oramirez@richardson-huber.org	Male	22	Sao Tome And Principe	East John	Fashion	Shoes	80.66	14.55	UPI	2025-05-12 00.00.00	Cancelled	
jennyjones@ibarra.com	Male	28	Aruba	Smithport	Fashion	Shoes	435.57	5.64	Cash	2025-05-04 00.00.00	Returned	
moorejason@hotmail.com	Male	32	Lao People'S Democratic Republic	Johnland	Electronics	Laptop	269.78	14.57	Debit Car	2025-04-01 00.00.00	Delivered	
bowerssarah@miller-gonzales.com	Male	20	Cote D'Ivoire	North Anthonyton	Fashion	Shoes	492.1	15.47	Debit Car	2025-03-28 00.00.00	Cancelled	
kyle32@williams.net	Female	22	Norfolk Island	North Lauraburgh	Home	Sofa	410.58	18.67	Credit Car	2025-04-16 00.00.00	Returned	
andrewwhite@kelly.com	Male	40	Benin	Harrishaven	Electronics	Laptop	828.35	26.06	UPI	2024-11-30 00.00.00	Cancelled	
sean92@ortiz-johnson.com	Female	54	Netherlands	South Lesliestad	Fashion	Shoes	254.95	9.15	Net Bank	2025-04-28 00.00.00	Pending	
sarah18@gmail.com	Female	26	Russian Federation	East Victor	Fashion	Shoes	209.69	29.52	Credit Car	2025-01-31 00.00.00	Returned	
katrinafreeman@hotmail.com	Female	32	Holy See (Vatican City State)	Joshuabury	Home	Sofa	958.52	25.43	Net Bank	2025-01-01 00.00.00	Cancelled	
kconway@rogers.com	Male	20	Mayotte	Lake Rachaelberg	Fashion	Shoes	950.04	12.09	Debit Car	2024-08-13 00.00.00	Returned	
lawsonmichael@yahoo.com	Female	46	Moldova	Bridgesfort	Home	Sofa	993.52	6.8	Cash	2024-07-20 00.00.00	Delivered	
michaelgarcia@carter-allen.com	Male	23	Palestinian Territory	North Joseph	Books	Novel	572.91	2.14	Net Bank	2025-01-31 00.00.00	Pending	
brenda61@hotmail.com	Female	34	Argentina	Lake Ashleymouth	Home	Sofa	122.45	7.03	Net Bank	2025-05-05 00.00.00	Pending	
joshuapatel@gmail.com	Female	43	Brazil	Port James	Beauty	Shampoo	881.42	26.54	Net Bank	2025-05-03 00.00.00	Pending	
iray@rodriguez.com	Female	38	Algeria	Melaniefort	Fashion	Shoes	154.09	8.76	Cash	2024-09-22 00.00.00	Cancelled	

Cleaned and 20+ Columns added Dataset for Dashboard Creation.

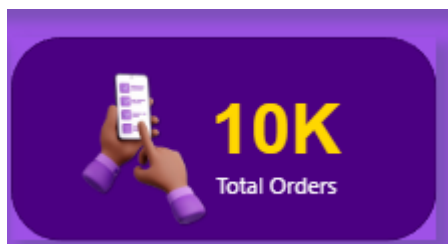[Click Here to Access the Python file pdf of Data cleaning and 20+ Columns Script](#)

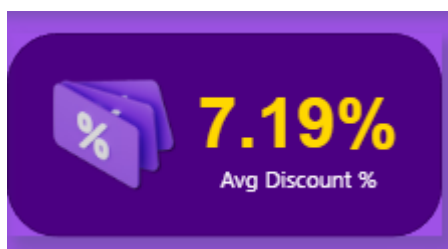- Created this Title First with Icons for better Understanding.
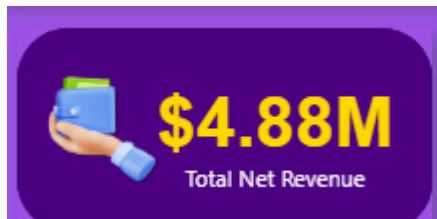
Created this Visual KPI with this Dax

```
Total Net Revenue = SUM(Sheet1[Net_Revenue])
```
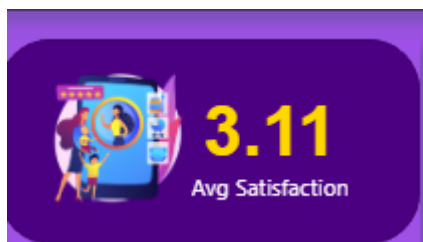

For this Visual KPI I did the same like previous one.

```
Dax Total Orders = DISTINCTCOUNT(Sheet1[Transaction_ID])
```


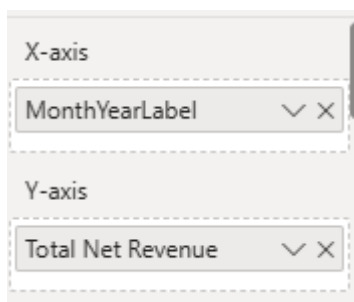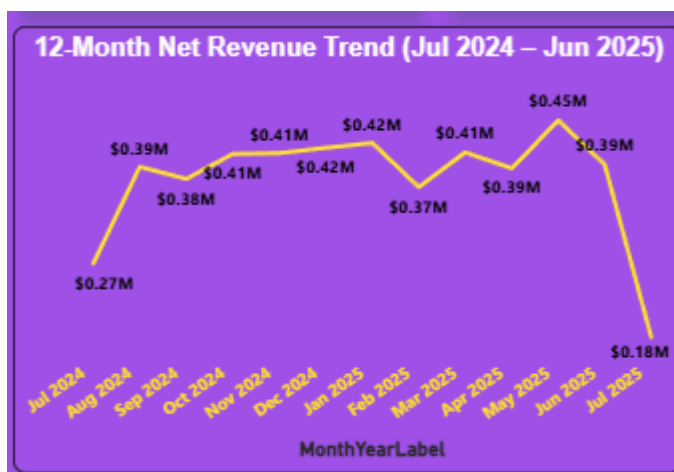For this Visual KPI I did the same like previous one.

```
Avg Discount % =
DIVIDE(
  AVERAGE( Sheet1[Discount_Percentage]),
  100,
  0
)
```
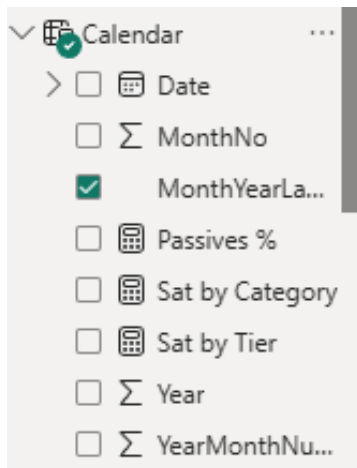.

3

Dax `Avg Satisfaction = AVERAGE(Sheet1[Customer_Satisfaction])`

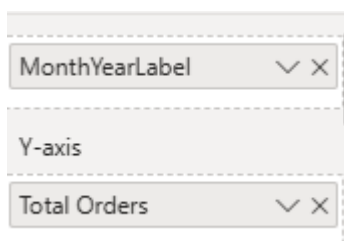Added Buttons for navigation between Pages.

These were the Values I have put for this Chart. also Formatted it to look Good.

Calendar dax `Calendar =`

```
ADDCOLUMNS(
  CALENDAR(
    MIN( 'Sheet1'[Purchase_Date] ),
    MAX( 'Sheet1'[Purchase_Date] )
  ),
  "Year",          YEAR( [Date] ),
  "MonthNo",      MONTH( [Date] ),
  "YearMonthNumber", YEAR( [Date] ) * 100 + MONTH( [Date] ),
  "MonthYearLabel", FORMAT( [Date], "MMM YYYY" )
)
```


These were the Values I have put for this Chart. also Formatted it to look Good.

Added Insights in Text-box

This was Complete Overview of Page 1.

- Created this Title First with Icons for better Understanding.

Customer_Tier

| Bronze | Gold | Platinum | Silver |

Customer_Tier ∨ ✕

Slicer

Age Group

| 18–25 | 26–35 | 36–50 | 51+ |

Field

Age Group ∨ ✕

Slicer

Gender

| Female | Male |

Slicer

Gender Distribution

4.99K (49.87%)

5.01K (50.13%)
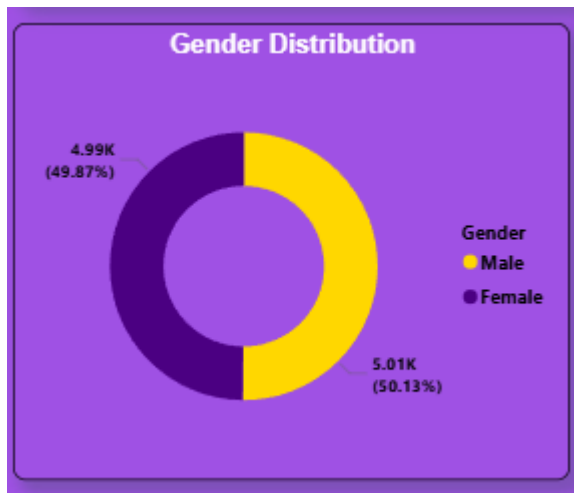
Gender
Male
Female

Legend

Gender

Values

Count of Gender

Geo-Segmentation: Revenue by Country
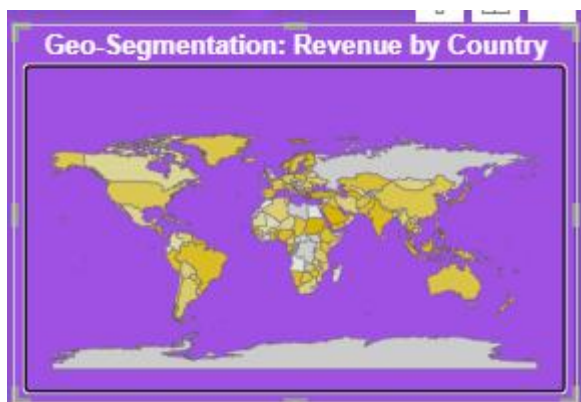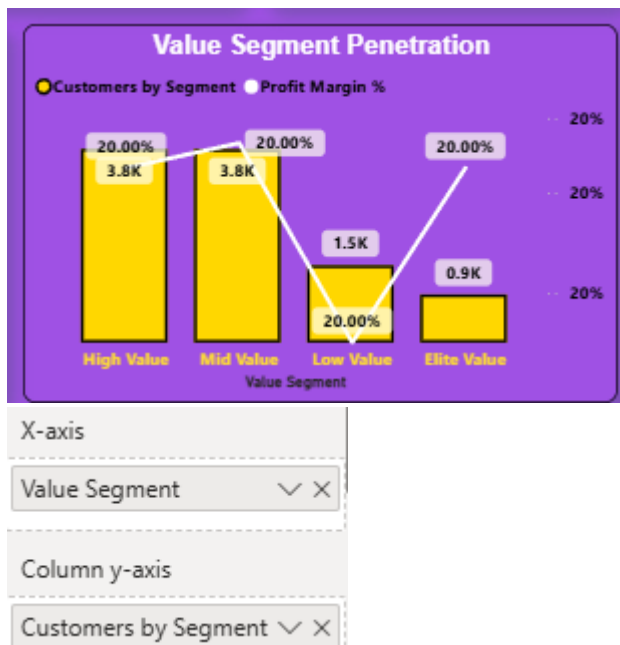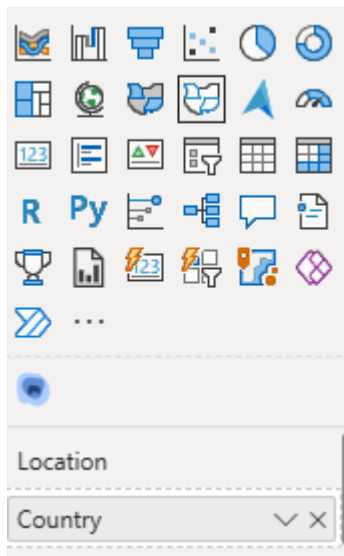
Value segment creation

```
Value Segment =
VAR P10 =
    CALCULATE(
        PERCENTILE.EXC( 'Sheet1'[Customer_Value_Score], 0.1 ),
        ALL( 'Sheet1' )
    )
VAR P50 =
    CALCULATE(
        PERCENTILE.EXC( 'Sheet1'[Customer_Value_Score], 0.5 ),
        ALL( 'Sheet1' )
    )
VAR P90 =
    CALCULATE(
        PERCENTILE.EXC( 'Sheet1'[Customer_Value_Score], 0.9 ),
        ALL( 'Sheet1' )
```

9

```
    )
VAR Score = 'Sheet1'[Customer_Value_Score]
RETURN
SWITCH(
    TRUE(),
    Score <= P10,   "Low Value",
    Score <= P50,   "Mid Value",
    Score <= P90,   "High Value",
    /* else */      "Elite Value"
)
```

```
Customers by Segment = CALCULATE( DISTINCTCOUNT('Sheet1'[Customer_ID]),ALLEXCEPT('Sheet1','Sheet1'[Value
Segment]) )
```
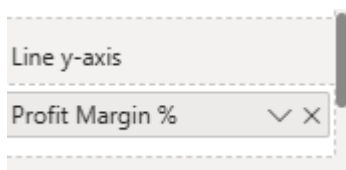


```
Profit Margin % =
VAR Seg = SELECTEDVALUE( 'Sheet1'[Value Segment] )
VAR RevSeg =
    CALCULATE(
        SUM( 'Sheet1'[Net_Revenue] ),
        'Sheet1'[Value Segment] = Seg
    )
VAR ProfSeg =
    CALCULATE(
        SUM( 'Sheet1'[Estimated_Profit] ),
        'Sheet1'[Value Segment] = Seg
    )
RETURN
DIVIDE( ProfSeg, RevSeg, 0 )
```


10

Age Group Breakdown

○ Sum of Customer_Satisfaction ○ Revenue by Age

Age Group	Satisfaction	Revenue
26-35	6.5K	4.9M
36-45	6.4K	4.9M
46-55	6.1K	4.9M
56-65	6.1K	4.9M
18-25	4.3K	4.9M
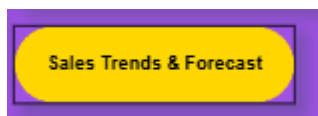
Age_Group ∨ ×

Column y-axis

Sum of Customer_Sati... ∨ ×

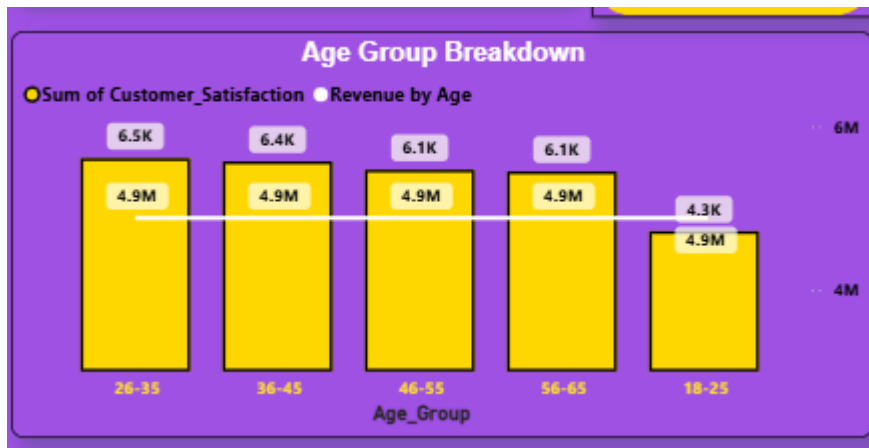Line y-axis

Revenue by Age ∨ ×

```
Revenue by Age = CALCULATE(SUM('Sheet1'[Net_Revenue]), ALLEXCEPT('Sheet1','Sheet1'[Age Group]))
```

City-Tier Revenue Heatmap

City	Bronze	Gold	Platinum	Silver	Total
Aaronburgh		514.63	820.97		1,335.60
Aaronchester	64.14				64.14
Aaronfort	11.68			197.23	208.91
Aaronhaven				196.80	196.80
Aaronland		1,560.96			1,560.96
Aaronport		873.83			873.83
Aaronshire		446.75			446.75
Aaronside		534.24			534.24
Abbottton				326.34	326.34
Abigailborough				221.58	221.58
Abigailfort			736.52		736.52
Total	**1,37,569.19**	**21,96,058.55**	**12,43,028.44**	**10,26,198.79**	**46,02,854.97**

Rows

City ∨ ×

Columns

Customer_Tier ∨ ×

11

```
Revenue by Country = SUM('Sheet1'[Net_Revenue])
```

Page 2 is completed.

Sales Trends & Forecast Analysis

Time-series revenue/orders, trendlines and built-in forecast

- Created this Title First with Icons for better Understanding.

Product_Category

Beauty   Books   Electr...   Fashion   Home

Field

Product_Category

Payment_Mode
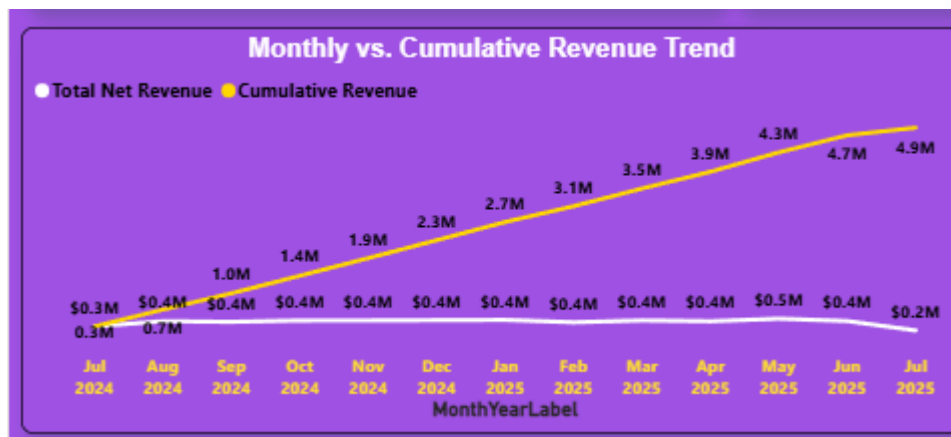
Cash   Credit...   Debit ...   Net B...   UPI

Field

Payment_Mode

Market_Type

Domestic   International

Field

Market_Type

Monthly vs. Cumulative Revenue Trend

X-axis

MonthYearLabel	∨ ✕

Y-axis

| Total Net Revenue | ∨ ✕ |
| Cumulative Revenue | ∨ ✕ |

```
Cumulative Revenue =
CALCULATE(
    [Total Net Revenue],
    FILTER(
        ALLSELECTED( Calendar[Date] ),
        Calendar[Date] <= MAX( Calendar[Date] )
    )
)
```


Monthly Growth Waterfall

Category
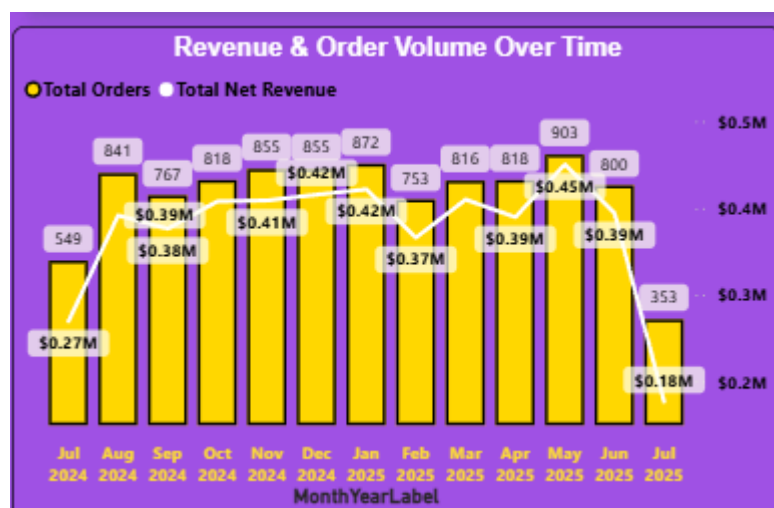
MonthYearLabel	∨

Y-axis

MoM Change

Tooltips

Total Net Revenue

```
MoM Change =
VAR PrevMonthRevenue =
    CALCULATE(
        [Total Net Revenue],
        PARALLELPERIOD( Calendar[Date], -1, MONTH )
    )
RETURN
    [Total Net Revenue] - PrevMonthRevenue
```


MonthYearLabel

Column y-axis

Total Orders

Line y-axis

Total Net Revenue

Seasonality Heatmap

Month_Name	2024	2025	Total
April		$3,73,097.06	$3,73,097.06
August	$3,74,598.73		$3,74,598.73
December	$3,96,236.90		$3,96,236.90
February		$3,39,874.77	$3,39,874.77
July	$2,55,679.97	$1,67,219.74	$4,22,899.71
June		$3,71,847.51	$3,71,847.51
March		$3,85,566.36	$3,85,566.36
May		$4,21,327.67	$4,21,327.67
November	$3,87,821.10		$3,87,821.10
October	$3,77,945.63		$3,77,945.63
September	$3,56,152.77		$3,56,152.77
Total	**$21,48,435.10**	**$24,54,419.87**	**$46,02,854.97**

Month_Name ⌄ ✕

Columns

Year ⌄ ✕

Values

Total Net Revenue ⌄ ✕

14.92%
YoY Revenue Growth %
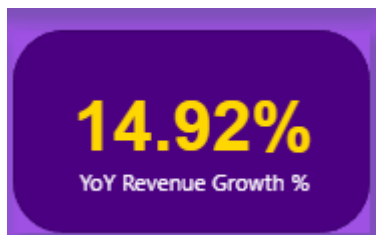
```
YoY Revenue Growth % =
VAR CurrentYearRevenue = CALCULATE([Total Net Revenue], 'Sheet1'[Year] = MAX('Sheet1'[Year]))
VAR PreviousYearRevenue = CALCULATE([Total Net Revenue], 'Sheet1'[Year] = MAX('Sheet1'[Year]) - 1)
RETURN DIVIDE(CurrentYearRevenue - PreviousYearRevenue, PreviousYearRevenue, 0)
```

Payment_Type

Digital   Traditional

Payment_Type ⌄ ✕

Page 3 is completed.

16

Product & Category Analysis

Top-N products, category stacks, basket-size scatter

- Created this Title First with Icons for better Understanding.

Product_Category

Beauty | Books | Electr... | Fashion | Home

Product_Category

Discount_Tier

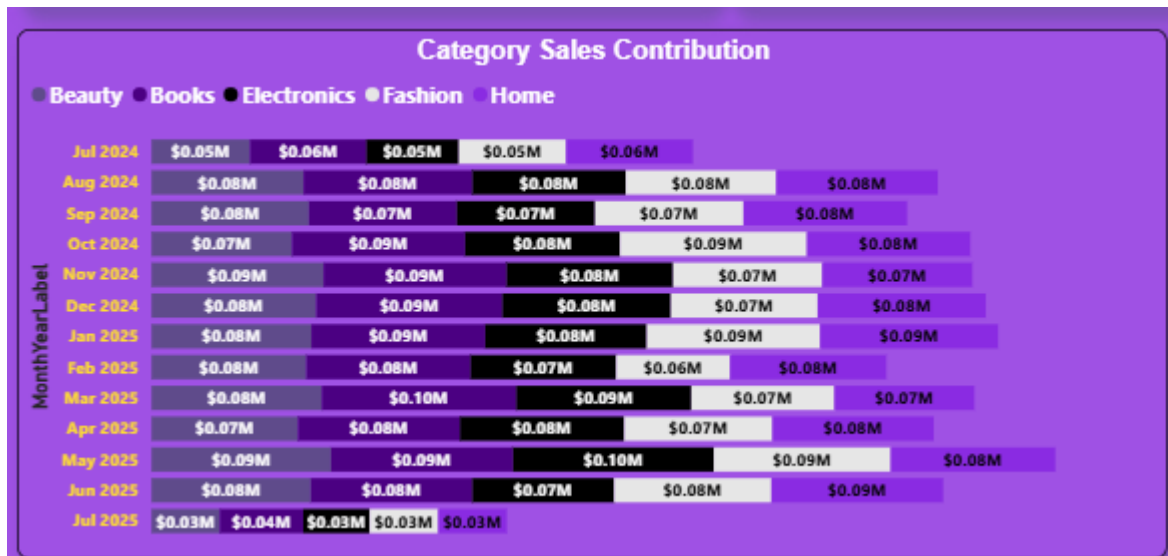High Discount | Low Discount | Medium Dis... | No Discount

Field

Discount_Tier

Market_Type

Domestic | Internatio...

Field

Market_Type

Customer Satisfaction

Category Sales Contribution

MonthYearLabel	Beauty	Books	Electronics	Fashion	Home
Jul 2024	$0.05M	$0.06M	$0.05M	$0.05M	$0.06M
Aug 2024	$0.08M	$0.08M	$0.08M	$0.08M	$0.08M
Sep 2024	$0.08M	$0.07M	$0.07M	$0.07M	$0.08M
Oct 2024	$0.07M	$0.09M	$0.08M	$0.09M	$0.08M
Nov 2024	$0.09M	$0.09M	$0.08M	$0.07M	$0.07M
Dec 2024	$0.08M	$0.09M	$0.08M	$0.07M	$0.08M
Jan 2025	$0.08M	$0.09M	$0.08M	$0.09M	$0.09M
Feb 2025	$0.08M	$0.08M	$0.07M	$0.06M	$0.08M
Mar 2025	$0.08M	$0.10M	$0.09M	$0.07M	$0.07M
Apr 2025	$0.07M	$0.08M	$0.08M	$0.07M	$0.08M
May 2025	$0.09M	$0.09M	$0.10M	$0.09M	$0.08M
Jun 2025	$0.08M	$0.08M	$0.07M	$0.08M	$0.09M
Jul 2025	$0.03M	$0.04M	$0.03M	$0.03M	$0.03M

Y-axis

MonthYearLabel

X-axis

Total Net Revenue

Legend

Product_Category

Small multiples

18

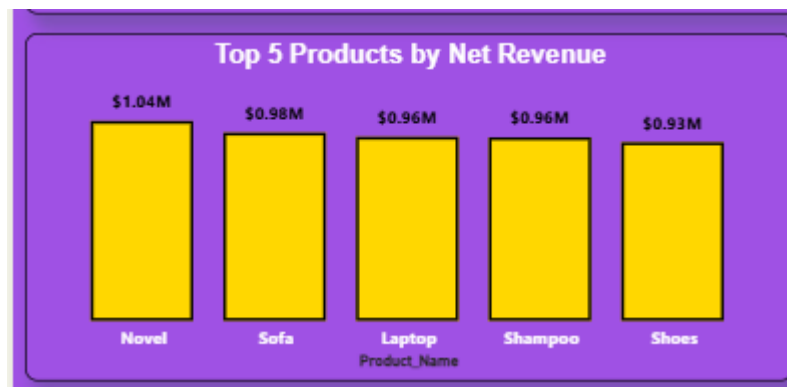**Category Revenue Share**
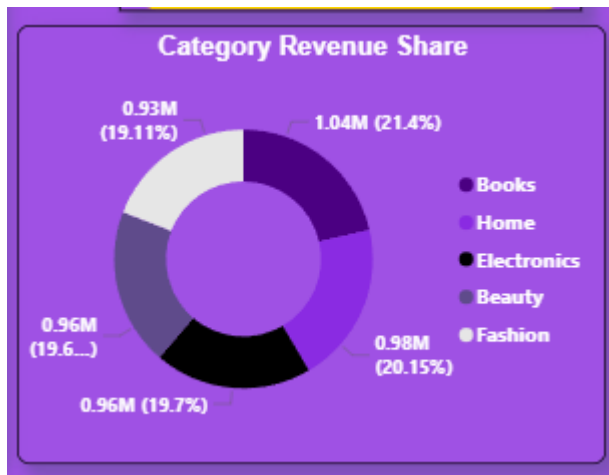
Legend

Product_Category

Values

Revenue by Category

```
Revenue by Category =
CALCULATE(
  [Total Net Revenue],
  ALLEXCEPT( 'Sheet1', 'Sheet1'[Product_Category] )
)
```


Top 5 Products by Net Revenue

X-axis

Product_Name

Y-axis

Total Net Revenue

Product_Name   ∧   🔒

top 5 by First Prod...   ◇   👁

Filter type ⓘ

Top N   ∨

Show items

Top   ∨   5

By v...

Fir: Apply the changes you mad

Apply filter

Basket Size Scatter
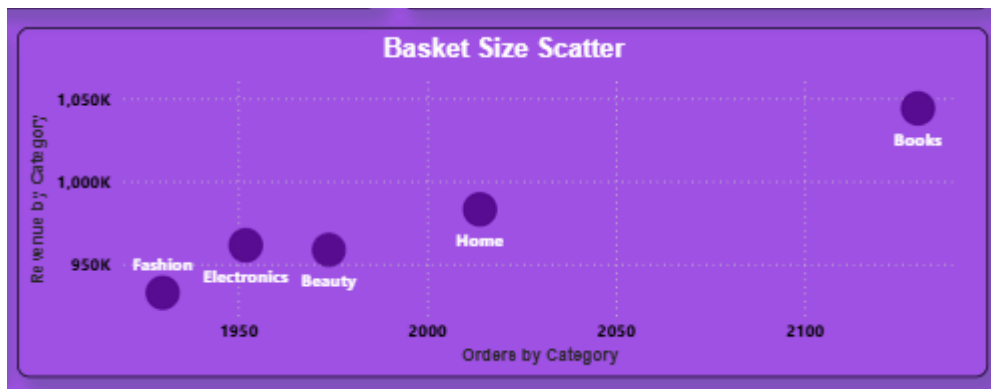
```
Orders by Category =
CALCULATE(
  [Total Orders],
  ALLEXCEPT( 'Sheet1', 'Sheet1'[Product_Category] )
)
```

Page 4 is Completed.

Customer Satisfaction

Satisfaction scores, complaint drivers, NPS-style gauge

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Value Segment

Elite Value   High Value   Low Value   Mid Value

Field

Value Segment   ∨ ✕

Customer_Tier

Bronze   Gold   Platinum   Silver

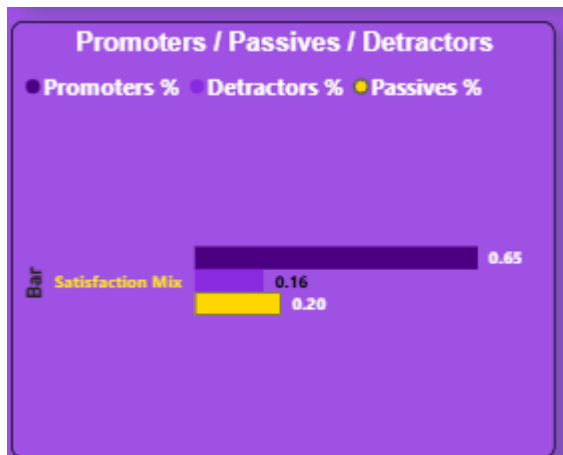Field

Customer_Tier   ∨ ✕

NPS_Category

Detractor   Passive   Promoter

Field

NPS_Category   ∨ ✕

Overview

```
SingleBar =
DATATABLE(
  "Bar", STRING,
  { { "Satisfaction Mix" } }
)




Detractors % =
DIVIDE(
  CALCULATE(
    DISTINCTCOUNT( 'Sheet1'[Customer_ID] ),
    'Sheet1'[Customer_Satisfaction] <= 1
  ),
  [Total Respondents],
  0
)


Promoters % =
DIVIDE(
  CALCULATE(
    DISTINCTCOUNT( 'Sheet1'[Customer_ID] ),
    'Sheet1'[Customer_Satisfaction] >= 3
  ),
  [Total Respondents],
  0
```
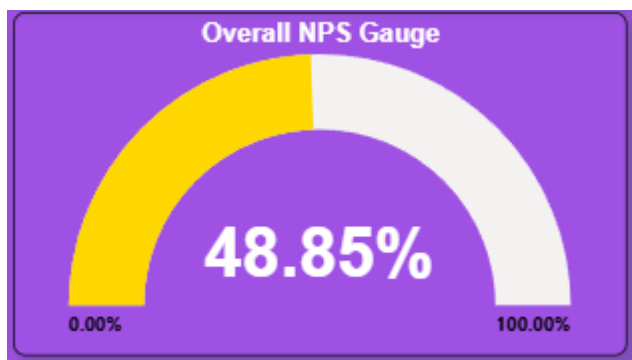
23

```
)

Passives % =
1
- [Promoters %]
- [Detractors %]
```

Satisfaction by Category

Product_Category	Sat by Category
Beauty	3.12
Books	3.07
Electronics	3.15
Fashion	3.12
Home	3.07
Total	**3.11**

Product_Category ∨ ×

Columns

Add data fields here

Values

Sat by Category ∨ ×

```
Sat by Category =
  CALCULATE( [Avg Satisfaction], ALLEXCEPT( 'Sheet1', 'Sheet1'[Product_Category] ) )
```
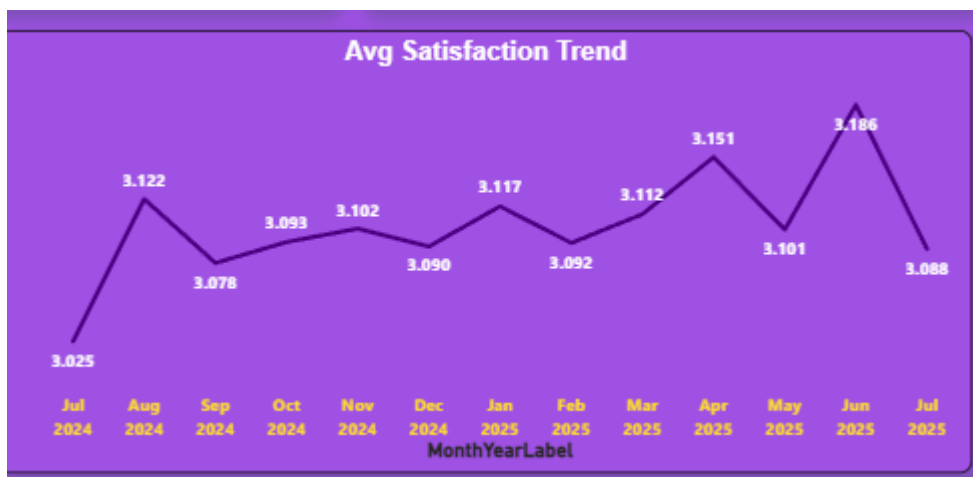
Overall NPS Gauge

48.85%

0.00%   100.00%

NPS %

```
NPS % =
([Promoters %] - [Detractors %])
```


Average Satisfaction by Tier
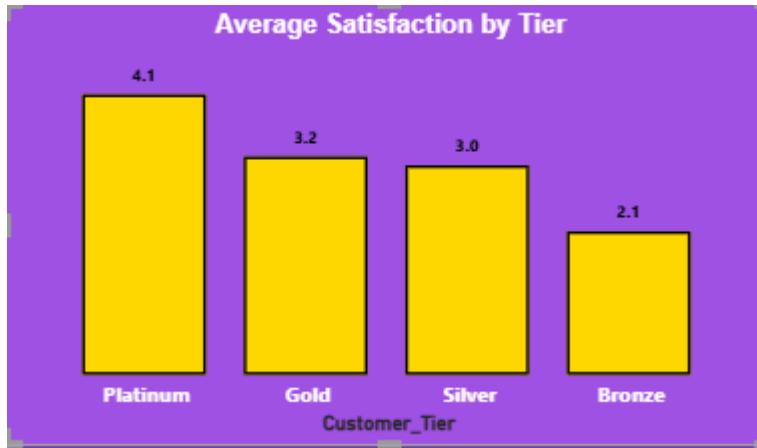
X-axis

Customer_Tier

Y-axis

Avg Satisfaction

Avg Satisfaction Trend

X-axis

MonthYearLabel ∨ ✕

Y-axis

Avg Satisfaction ∨ ✕

Page 5 is Completed.