A-One Shop Sales Analysis Report

Microsoft Power BI

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YT Link: https://www.youtube.com/watch?v=6cV3OwFrOkk&list=PLzgQH5zz4JIUiJ9Nbq3plQGsRjsQzOitY&index=2

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Overview

This report provides a detailed analysis of the sales and profit data for **A-One Shop** for the year **2018**. The report was created using Power BI and includes interactive visuals that summarize key performance indicators (KPIs), trends, and insights into sales and profits across different dimensions such as states, customers, categories, and payment modes.

Key Performance Indicators (KPIs)

1. **Total Sales Amount**: 438K
   - Represents the overall revenue generated.
2. **Total Profit**: 37K
   - Indicates the net profit after deducting costs.
3. **Total Quantity Sold**: 5615
   - Shows the number of units sold across all categories.
4. **Average Order Value (AOV)**: 121K
   - Calculated as Total Sales Amount divided by the number of orders.
   - **Note**: The AOV was calculated using a new column in the dataset named **AOV** created using DAX. This column was added to enhance KPI insights

| 438K	37K	5615	121K
Sum of Amount	Sum of Profit	Sum of Quantity	Sum of AOV

Visuals and Insights

1. Sum of Amount by State

- **Top Performing State**: Maharashtra (102K)
- Other significant states include Madhya Pradesh (87K) and Uttar Pradesh (38K).
- Insight: Focus on Maharashtra for further market penetration.

Sum of Amount by State

State	Amount
Maharashtra	102K
Madhya Pradesh	87K
Uttar Pradesh	38K
Delhi	23K

2. Sum of Quantity by Category

- **Clothing**: 63% of total quantity sold.
- **Electronics**: 21% of total quantity sold.
- **Furniture**: 17% of total quantity sold.
- Insight: Clothing dominates sales; consider expanding inventory for this category.

Sum of Quantity by Category

Furniture 17%

Electronics 21%

Clothing 63%
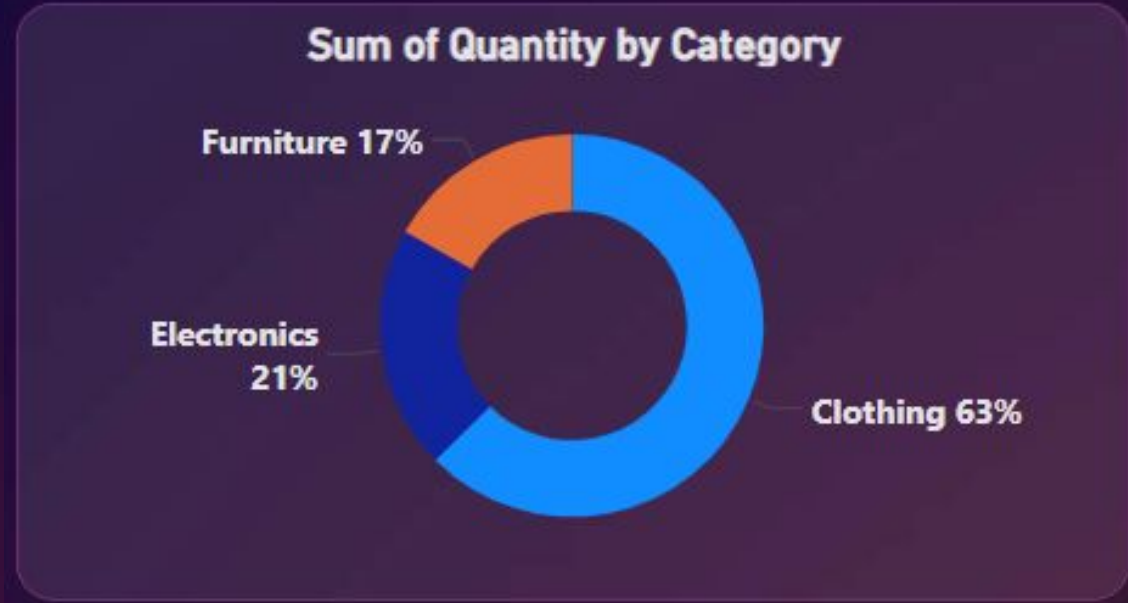
3. Profit by Month

- Highest Profit: November (6.5K)
- Lowest Profit: July (-1.9K, indicating a loss).
- **Conditional Formatting**: The bar chart for monthly profits uses conditional formatting:
  - **Blue bars** represent months where profit is greater than 0.
  - **Orange bars** represent months with losses (profit less than or equal to 0).
- Insight: Investigate reasons for losses in July and optimize seasonal strategies.

4. Profit by Sub-Category

- Top Profitable Sub-Categories:
  - **Printers**: 8.6K
  - **Bookcases**: 6.5K
- Insight: Focus marketing and inventory efforts on high-profit sub-categories.


Profit by Sub-Category

Sub-Category	Profit
Printers	8.6K
Bookcases	6.5K
Saree	4.1K
Accessories	3.4K
Tables	3.1K

5. Sum of Amount by Customer Name

- Top Customers:
  - **Harivansh**: 9.9K
  - **Madhav**: 9.4K
- Insight: Develop loyalty programs to retain and reward top customers.

Sum of Amount by CustomerName

9.9K	9.4K	7.8K	6.3K
Harivansh	Madhav	Madan Mohan	Shiva

6. Sum of Quantity by Payment Mode

- **Cash on Delivery (COD)**: 44% of transactions.
- **UPI**: 21%
- **Debit/Credit Cards**: Account for 25% collectively.
- Insight: COD is the most preferred mode; ensure operational efficiency for this payment mode.

Sum of Quantity by PaymentMode

EMI 10%

Credit Card 12%

COD 44%

Debit Card 13%

UPI 21%
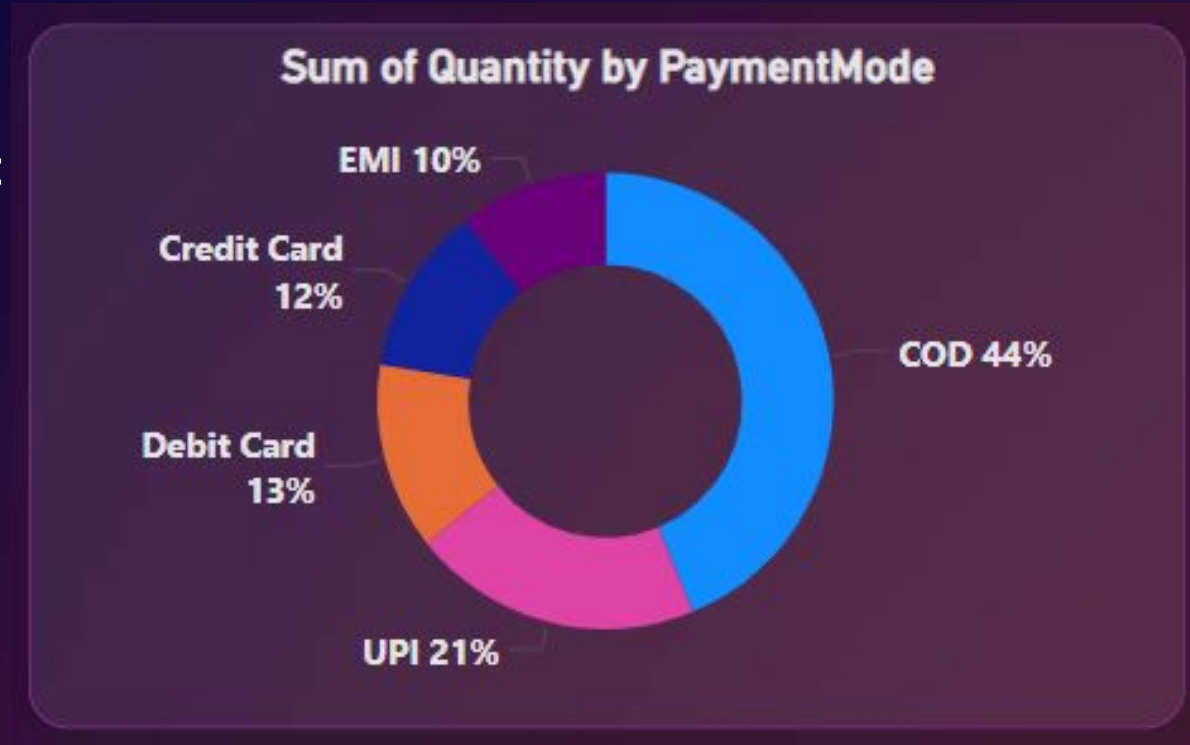
Filters

The report includes filters to analyze data by:

1. Quarters (Q1, Q2, Q3, Q4).
2. States and categories for detailed breakdowns.

Design and Formatting

1. Color Scheme: A dark theme with contrasting highlights for better readability.
2. Interactivity: All visuals are dynamic and respond to user selections, providing real-time insights.
3. Conditional Logic in Visuals:
   - Profit by Month uses conditional formatting for profit values (blue for positive, orange for negative).
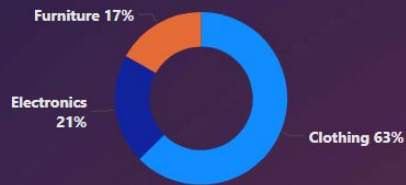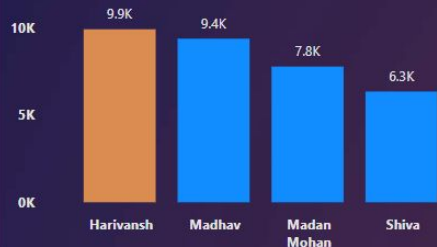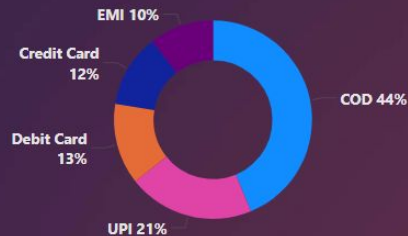
Conclusion:

This Power BI report highlights critical sales and profit trends for A-One Shop in 2018. It provides actionable insights into top-performing regions, categories, and customer preferences, enabling data-driven decision-making.

Recommendations:

1. **Focus on High-Performing Regions**:
   - Leverage the strong performance in Maharashtra to expand further.
   - Address low sales in regions like Delhi to boost overall revenue.
2. **Optimize Inventory for Clothing**:
   - As clothing contributes 63% of the quantity sold, ensure adequate stock levels to meet demand.
3. **Investigate Loss-Making Months**:
   - Analyze factors leading to losses in months like July and implement corrective measures.
4. **Enhance Customer Retention**:
   - Develop loyalty programs and personalized offers for top customers such as Harivansh and Madhav.
5. **Promote Online Payment Modes**:
   - Increase incentives for UPI and card payments to reduce reliance on COD and improve cash flow.
6. **Target High-Profit Sub-Categories**:
   - Invest in marketing and inventory for categories like Printers and Bookcases to maximize profit margins.

Thank You...