Store sales Dashboard

(For 2019-2020)

I made this Store Sales Dashboard for United States in Power BI with sample Data of a Store which I collected from Kaggle.

Problem Statement

To design a Retail Store Sales Dashboard that provides a clear and concise overview of the Store's Sales performance enabling the owner to gain actionable insights.

Sections in the Report

Report has Multiple Section's from where you can manage the Data, Like:

- Report Data can be sliced by region to show Data of Central, East, West, South.
- The dataset encompasses data from 2019 and 2020, facilitating the dashboard to present comparative analyses of sales between these two years utilizing Area Chart.
- The dashboard illustrates profit comparisons between the two years.
- Within the dataset, sales are categorized into three segments: Home Office, Consumers, and Corporate. Consequently, I developed a dashboard that presents total sales for these segments across both years.
- The dashboard provides insights into total sales categorized by payment methods. For instance, the dashboard indicates that 41% of sales were made using cash on delivery, which represents both the highest percentage and volume of sales for the central region, as shown through the Donut Chart.
- A Clustered Bar Chart was employed to illustrate total sales categorized by category, subcategory, and ship mode across both years. The visualization also incorporated a filter to highlight the top 3 sales by subcategory.
- The map displays the total sales and profits for different states across both years.
- It has cards showing Total sale, Average Profit, Total Quantity of Sale.
- Utilized a DAX query to create a new column in Power BI named "Average Delivery," which calculates the average delivery time. The formula used was: Avg Delivery = DATEDIFF('Sheet1 (2)'[Order Date],'Sheet1 (2)'[Ship Date],DAY). This formula calculates the difference in days between the order date and the ship date for each row in the dataset. Further, I used a card visualization to display the average distance.
- On the second page, a forecasting chart was created to display sales for the upcoming 15 days for different states.

Analysis

Sales Trends: The forecasting chart on the second page indicates a consistent upward trend in sales over the next 15 days, suggesting strong demand.

Analysis of Sales and Profit Trends by Month: October and December exhibited notable trends in sales and profitability across the two years under review. Despite lower sales volumes in October, both years showed higher profits. This indicates efficient cost management and effective pricing strategies during a typically slower sales period. Conversely, December consistently recorded higher quantities purchased, accompanied by elevated profit margins. This aligns with seasonal consumer behavior, where increased demand during the holiday season allows for higher pricing and enhanced profitability. Understanding these seasonal variations in sales and profitability provides insights into optimizing inventory management, pricing strategies, and resource allocation throughout the year. Adjusting operational strategies to capitalize on these trends can effectively maximize profitability and customer satisfaction.

Comparison of Sales and Profit in Central and West Regions:

In the Central region, sales figures for March in 2019 and 2020 were $13,000 and $19,000, respectively. Despite an initial loss of $606 in 2019, there was a significant turnaround in 2020 with a profit of $2,000.

Conversely, the West region presented a contrasting scenario. March sales amounted to $17,000 and $23,000 for 2019 and 2020, respectively. Profits followed a similar upward trajectory, with $1,210 recorded in 2019 and a notable increase to $9,000 in 2020.

These findings underscore regional variations in sales performance and profitability strategies. The Central region demonstrated a marked improvement in profitability from 2019 to 2020, while the West region consistently maintained higher sales and profit margins across both years. Understanding these regional dynamics can inform targeted strategies to optimize performance and capitalize on growth opportunities in each respective market.

Analysis of Sales Focus in Office Supplies

A predominant trend observed in the data reveals that tables are consistently the top-selling items within the office supplies category. This indicates a strong consumer preference for tables among purchasers of office-related products.

This insight underscores the significance of tables as a key revenue driver within the office supplies segment. By recognizing and leveraging this trend, businesses can optimize their inventory management, marketing strategies, and product offerings to effectively meet consumer demand and capitalize on this popular item.

Understanding and acting upon this consumer preference for tables can potentially enhance sales performance and overall profitability within the office supplies market segment.