

# Retail Superstore Business Performance Analysis (Power BI Case Study)

## Company Background

A national retail superstore chain wanted to analyze its sales, profits, and operational performance across different regions, categories, and customers. The business needed a consolidated view to identify growth opportunities and performance bottlenecks.

## Business Challenge

The management lacked visibility into regional sales trends, profit drivers, customer retention, and return behavior. They required a dynamic Power BI dashboard to monitor KPIs and support data-driven decisions.

## Objective

Transform raw transactional data into actionable insights and create a Power BI dashboard to help executives and managers monitor performance and identify improvement opportunities.

## Key Analysis Areas

- Sales & Profit Trends
- Product & Category Profitability
- Customer Retention & Pareto Analysis
- Operational Efficiency (On-Time Delivery, Returns)
- Regional & City-Level Performance

## Approach & Tools

Data Cleaning and Transformation using Power Query; Data Modeling with Star Schema; DAX Measures for KPI calculations; Interactive Power BI Dashboard Design.

## Key Insights

- Total Sales of \$2.3M with 12% average profit margin
- Top 20% customers drive ~48% of total sales (Pareto)
- Furniture (Chairs) had strong sales but negative profits due to over-discounting
- Standard Class achieved the highest on-time delivery rate
- California and New York were top-performing states

## Deliverables

- Power BI Interactive Dashboard
- Executive KPI Report (PDF)
- Visual Storytelling for Management Presentation

## Interview Prompt

If you were a Business Analyst at Retail Superstore, how would you use this analysis to improve profitability and operational performance?

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