

Retail Sales Performance Analysis

Sales Forecast

Total Sales

1.57M

Total Profit

0.18M

Total Orders

22K

Avg Ship Days

3.93

Profit Margin

11.19

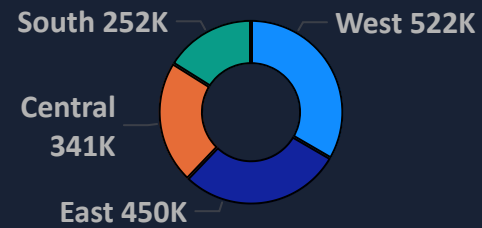
Central

East

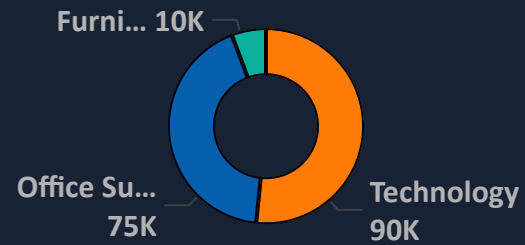
South

West

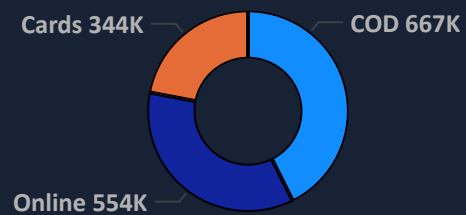
Sales by Region



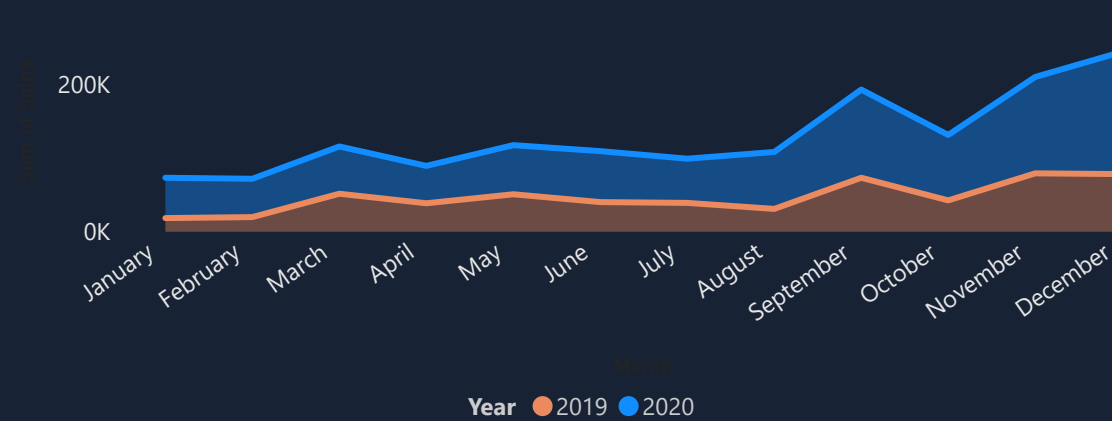
Profit by Category



Sales by Payment Mode



Sales by Month



Profit by Month



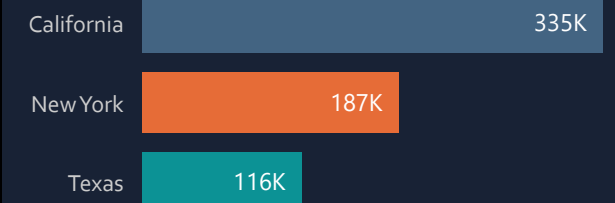
Sales by Category



Sales by Sub-Category



Sales by State



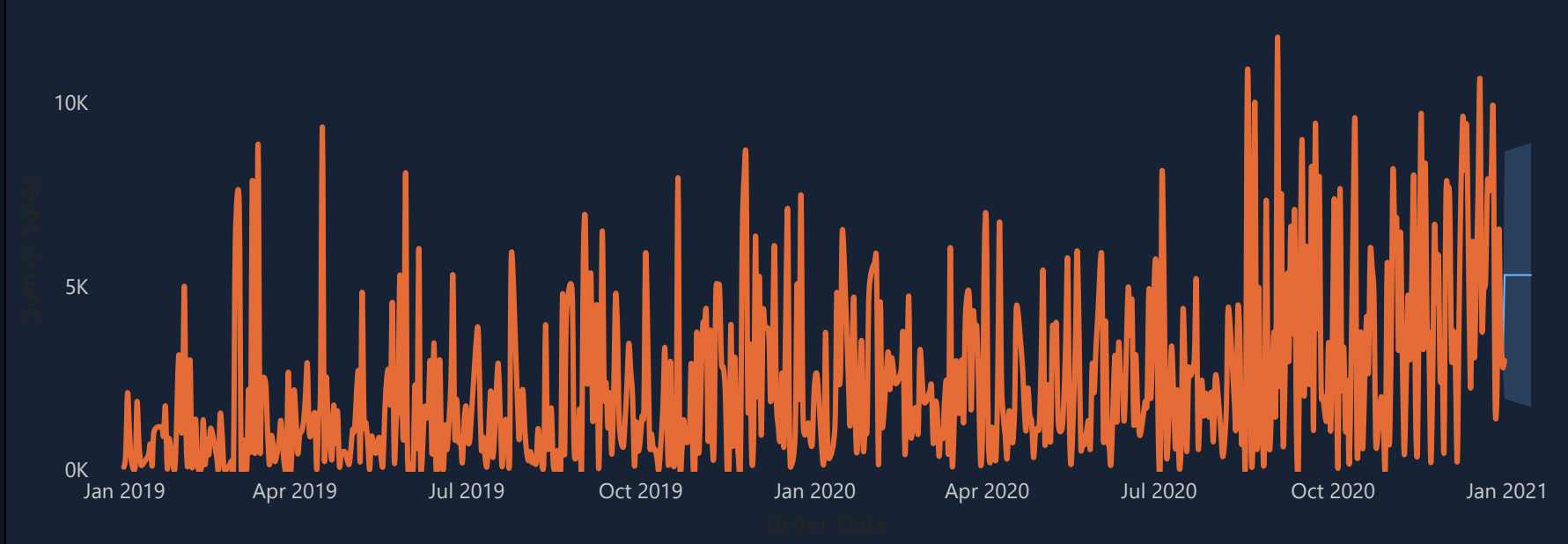


Retail Sales Performance Analysis

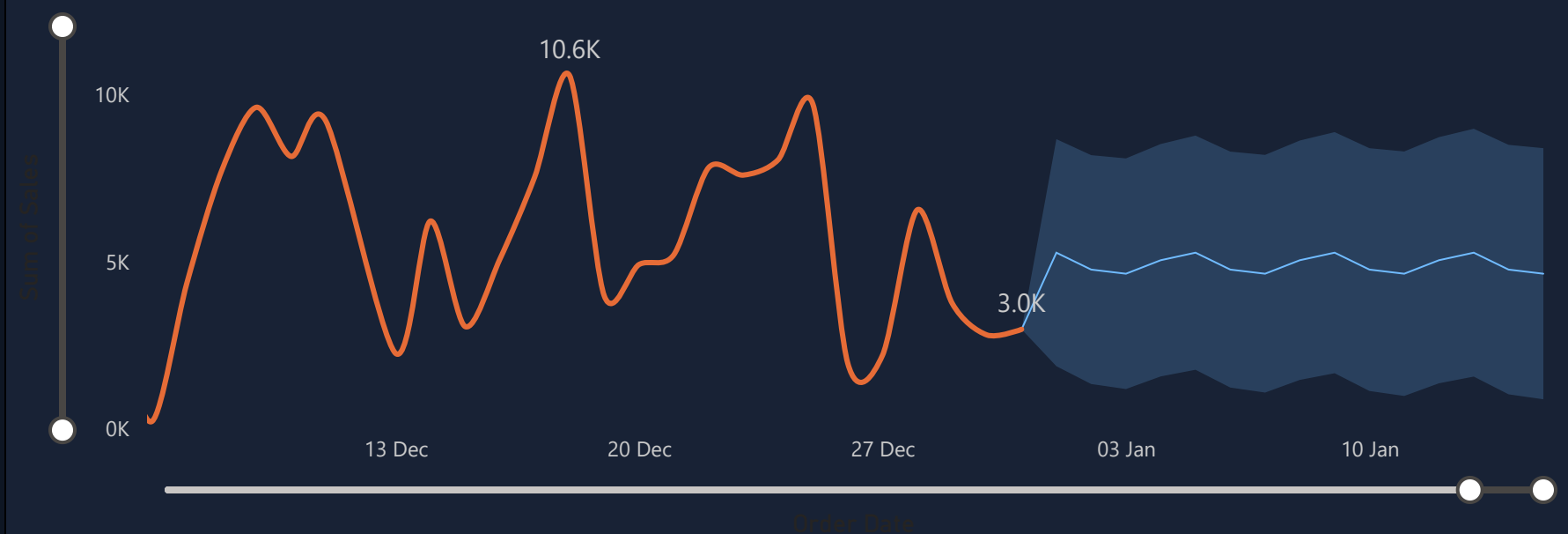
Sales Forecast

Insight

Sales forecast



Sales forecast - 15 days



Sales by State





Retail Sales Performance Analysis

Insight & Recommendation

Profit Flow

Product Performance Analysis

Sub-Category	Total Sales	Total Profit▲	Profit Margin %
Tables	119.29K	-11.09K	-9.3
Supplies	36.72K	-1.65K	-4.5
Bookcases	57.58K	-0.34K	-0.6
Machines	91.99K	0.04K	0.0
Fasteners	15.21K	0.60K	3.9
Labels	19.40K	2.94K	15.1
Envelopes	16.54K	3.51K	21.2
Art	50.76K	3.64K	7.2
Furnishings	92.69K	8.03K	8.7
Appliances	80.31K	13.17K	16.4
Chairs	181.95K	13.41K	7.4
Storage	150.34K	13.61K	9.1
Binders	174.98K	17.89K	10.2
Paper	99.45K	21.11K	21.2
Phones	196.56K	22.31K	11.3
Accessories	122.30K	25.34K	20.7
Copiers	59.74K	42.77K	71.6
Total	1,565.80K	175.26K	11.2

Max Profit
42.77K

Top Profit Product
Copiers

Min Profit
-11.09K

Low Profit Product
Tables

Key Recommendations

- ✓ Discontinue or re-evaluate loss-making sub-categories
Sub-categories like Bands and Bookcases show consistently negative profit margins. Consider discontinuation, supplier renegotiation, or price correction.
- ✓ Promote high-margin & high-sales products
Phones, Storage, Labels, and Copiers deliver strong sales with healthy profit margins. Increase marketing focus and inventory for these items.
- ✓ Improve pricing strategy for low-margin products
Binders and Envelopes have decent sales but weak margins. Small price adjustments or cost optimization can significantly improve profitability.
- ✓ Focus on steady performers for long-term growth
Products such as Fasteners, Supplies, and Chairs show stable performance. Maintain current strategy while monitoring margin trends.
- ✓ Use margin-based decision making
Prioritize product decisions based on Profit Margin %, not just sales volume, to ensure sustainable growth.



Retail Sales Performance Analysis

Profit Flow Analysis

Q and A

Profit Flow Analysis

Region x

West

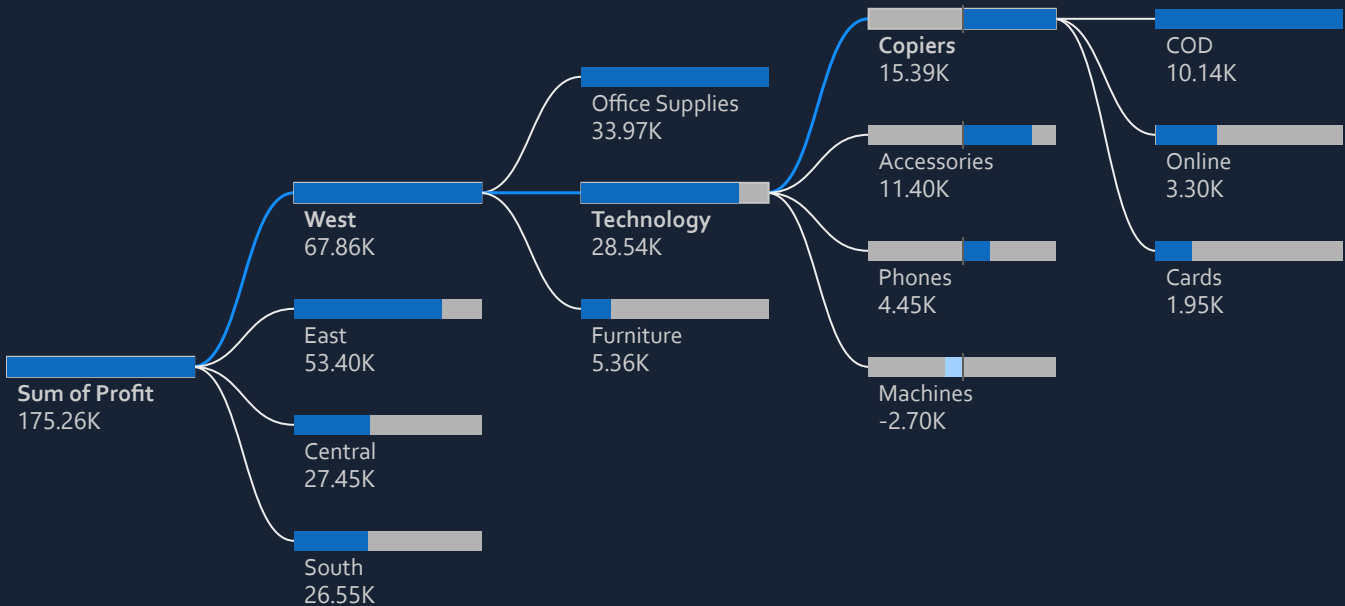
Category x

Technology

Sub-Cate... x

Copiers

Payment ... x



top states by total profit



Showing results for

Top 10 state of super store sales datasets by total profit of those super store sales datasets



Dashboard

Sales Forecast

Insight

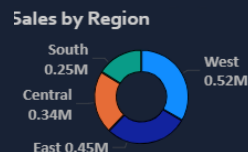
Q & A Summary

1 Identify missing values and duplicates in the Sales dataset. What cleaning steps are required?

Removed duplicate Order IDs and handled missing values in Profit and Ship Days using Power Query (Remove Duplicates, Replace/Filter nulls).

4 How does sales performance vary across regions?

West region performs best with ~₹0.52M sales, followed by East, Central, and South.



6 Write a DAX measure to calculate Total Sales and Total Profit.

- Total Sales: SUM(Sales) → ₹1.57M
- Total Profit: SUM(Profit) → ₹175.26K

Total Sales

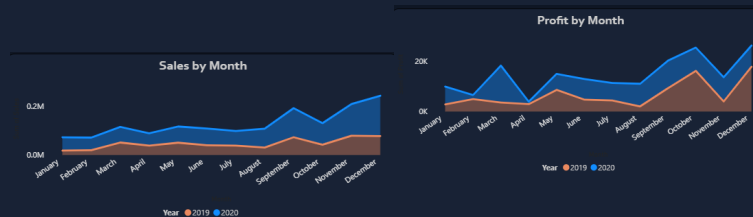
1.57M

Total Profit

0.18M

2 Perform univariate analysis on Sales and Profit. What distribution patterns do you observe?

Sales are right-skewed with high volume orders, while Profit shows both positive and negative values indicating loss-making products.



7 Calculate Profit Margin (%) using DAX and identify low-margin products

- Profit Margin %: $(\text{Total Profit} / \text{Total Sales}) * 100 \rightarrow 11.19\%$ overall
- Low / Loss Products: Tables (-11.09K), Supplies (-1.65K)

Profit Margin

11.19

Profit Margin %

-9.3

-4.5

-0.6

3 Which product categories contribute the highest revenue and profit?

Highest Sales Category: Office Supplies – ₹643.7K

Highest Profit Category: Technology – ~₹47K

Sales by Category



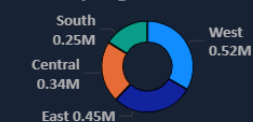
Profit by Category



8 Design a dashboard to show regional and category-wise performance.

- Implemented bar charts (Category/Sub-Category), donut charts (Region, Segment, Payment Mode), and KPI cards for quick comparison.

Sales by Region



Profit by Category



10 How does the Profit Flow Analysis support decision-making?

Decomposition Tree shows profit contribution by Region → Category → Sub-Category → Payment Mode, helping identify where profit is gained or lost.

