



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

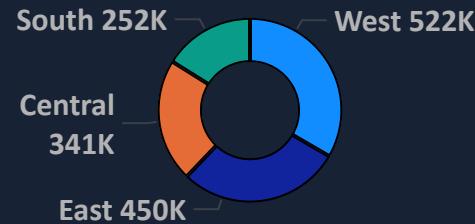
Central

East

South

West

Sales by Region



Sales by Month



Profit by Category



Profit by Month



Sales by Payment Mode



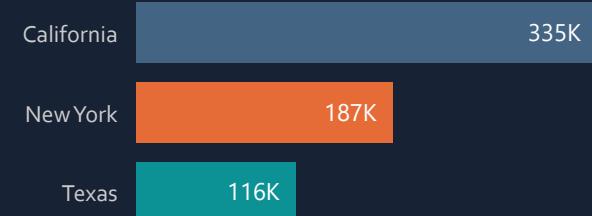
Sales by Category



Sales by Sub-Category



Sales by State

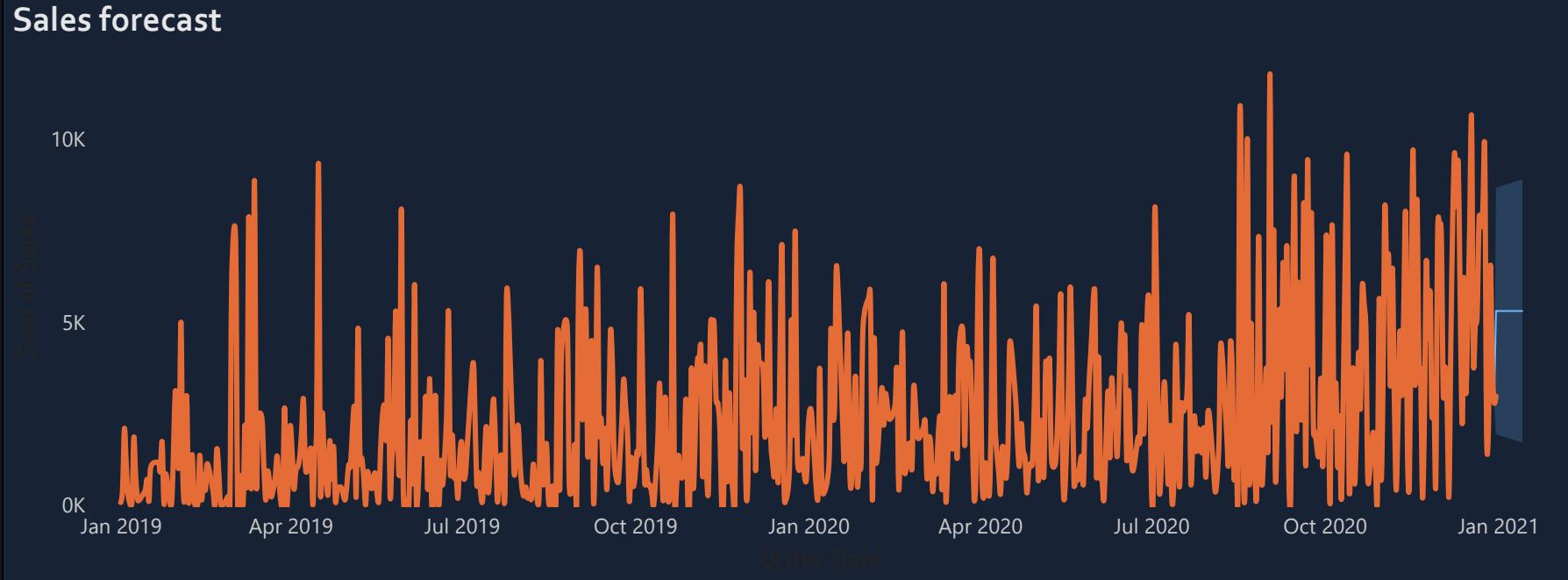




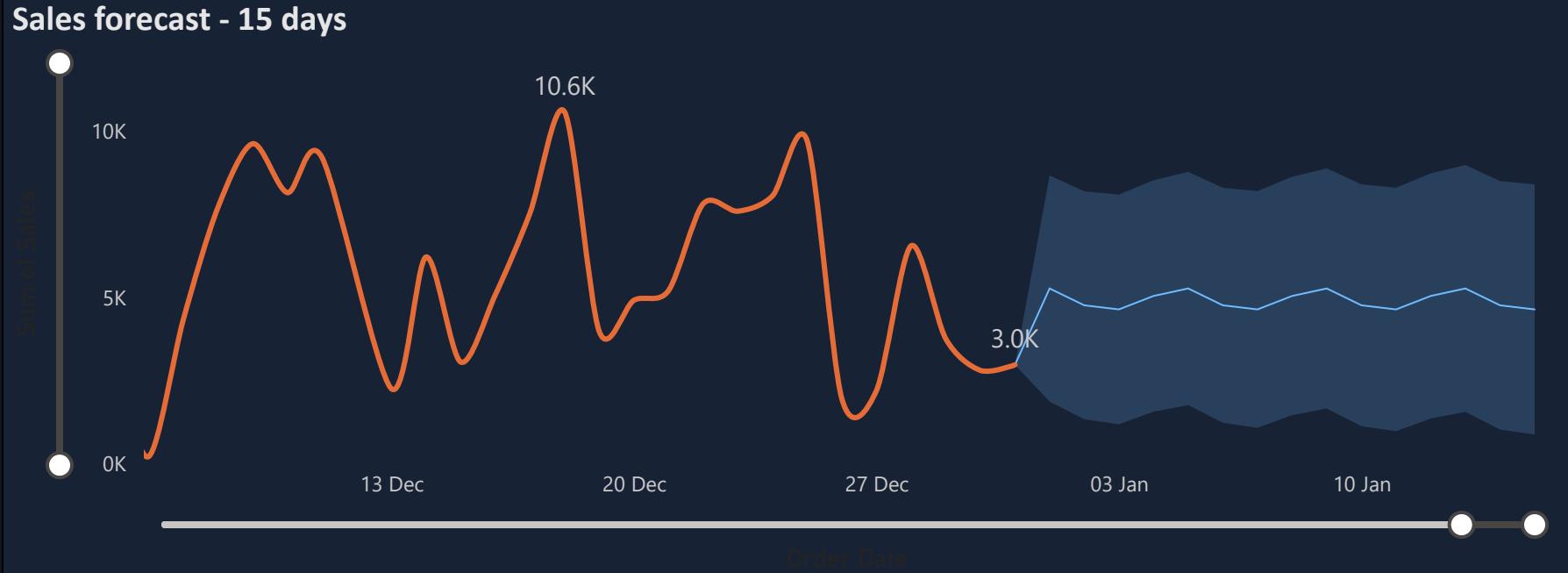
Retail Sales Performance Analysis - Sales Forecast

Insight

Sales forecast



Sales forecast - 15 days



Central East South West

Sales by State

California	335K
New York	187K
Texas	116K
Washington	93K
Pennsylvania	82K
Ohio	68K
Illinois	64K
Florida	50K
Michigan	49K
North Car...	40K
Georgia	37K
Virginia	33K
New Jersey	32K
Indiana	32K
Colorado	29K
Tennessee	26K
Kentucky	24K
Arizona	23K
Wisconsin	21K
Oklahoma	18K
Maryland	16K
Connecticut	15K
Missouri	15K
Massachus...	14K
Rhode Ila...	14K

0K 200K 400K
Sum of Sales



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.

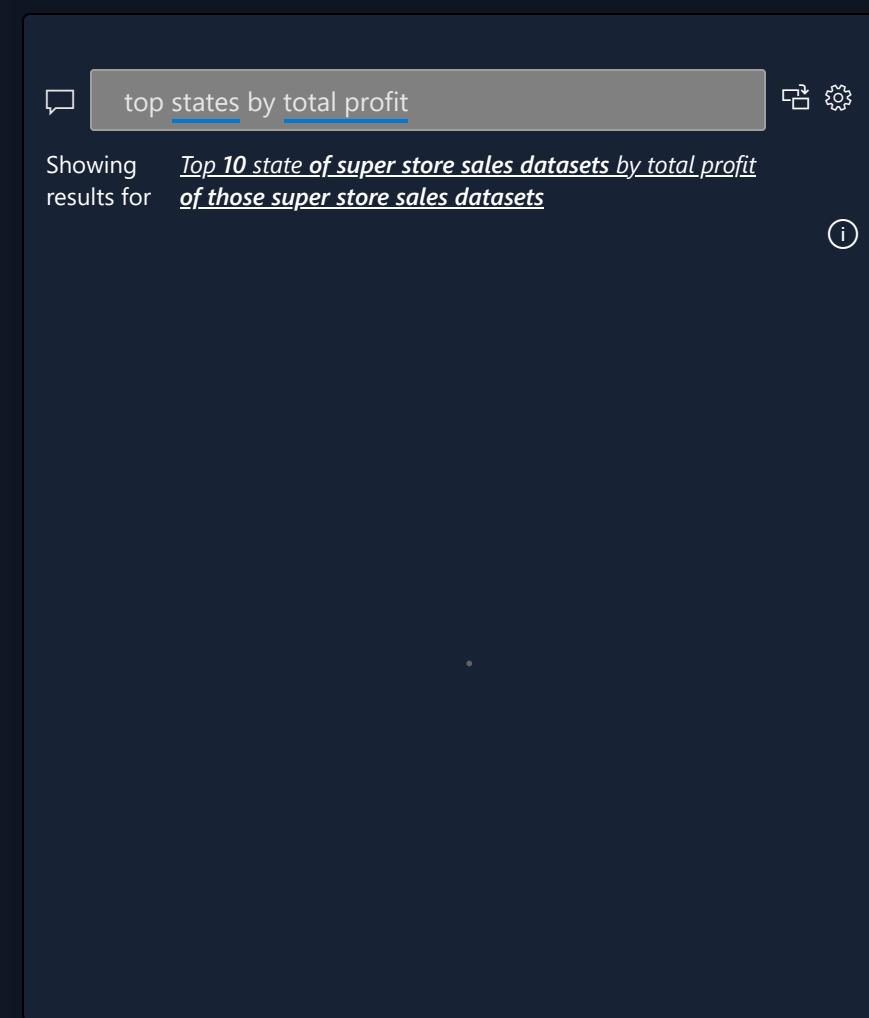
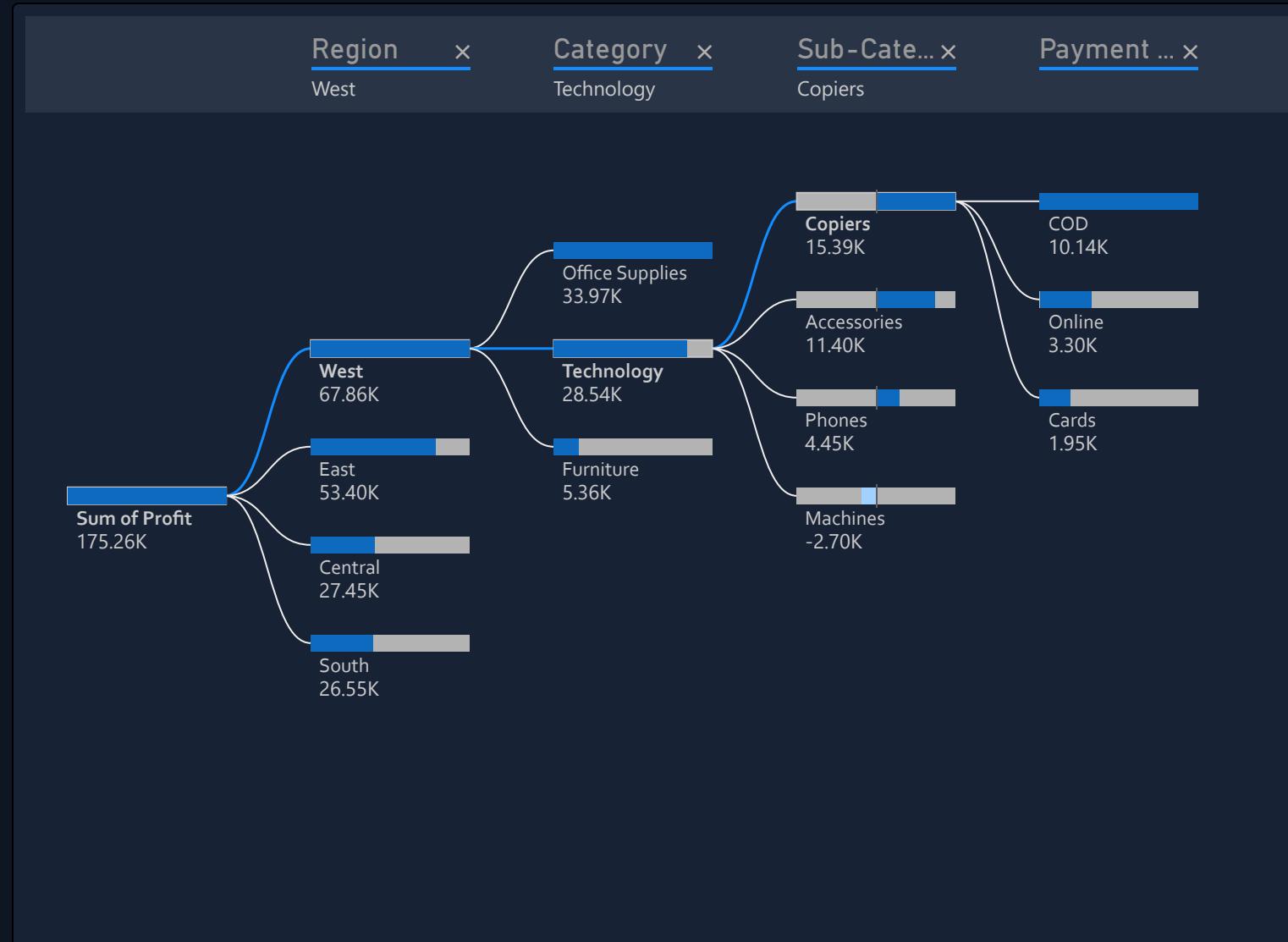


Retail Sales Performance Analysis

Profit Flow Analysis

Q and A

Profit Flow Analysis



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: $\text{SUM}(\text{Sales}) \rightarrow ₹1.57\text{M}$
- Total Profit: $\text{SUM}(\text{Profit}) \rightarrow ₹175.26\text{K}$

Total Sales
1.57M

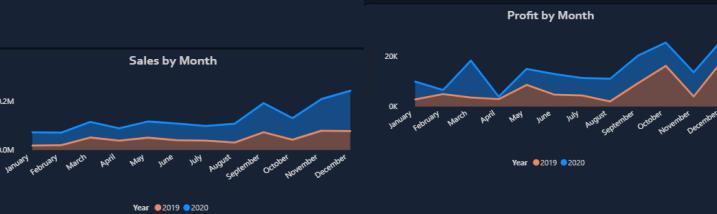
Total Profit
0.18M

- 5** Create a star schema using Sales, Customer, and Product tables. Why is this model effective?

A star schema with Sales as fact and Customer/Product as dimensions improves query performance and simplifies DAX calculations.

- 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)



- 9** Which products should be discontinued or promoted based on analysis?

- Discontinue / Review: Tables, Bookcases (negative profit)
- Promote: Copiers (₹42.77K profit), Phones, Storage

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- 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

Office Supplies	643707.687
Technology	470587.991
Furniture	451508.6452

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.



- 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.

