

# **ZARA SALES ANALYSIS PROJECT**

**Power BI Data Model and Dashboard Report**

## PROJECT OVERVIEW:

- This Power BI Project analyzes Retail sales performance
- Data set overview: within the dataset , there are three columns that provide interesting insight, which are: Product position, Promotion, Seasonal
- Goal: Understand customer purchasing behavior

Analyse Product wise sales trends

## DATA MODEL

- Product: Product ID, Product position, Product category,
- Sales : Sales volume, total Sales, Average Sales, material, seasonal, origin

## DASHBOARD VISUALS

- Cards: Sum of sales, Sum of price, Sum of average
- Sum of Average by season
- Sum of price by Origin
- Sum of sales volume by material
- Sum of sales volume by season
- Sum of Price by Origin

# CHARTS

## • ZARA SALES DASHBOARD

**9M**  
Sum of Sales Volume

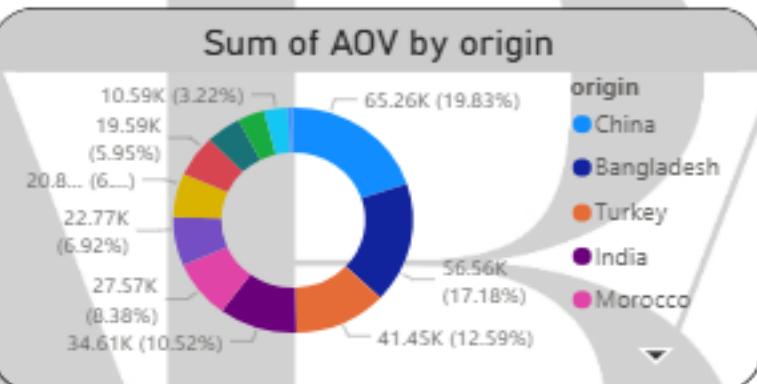
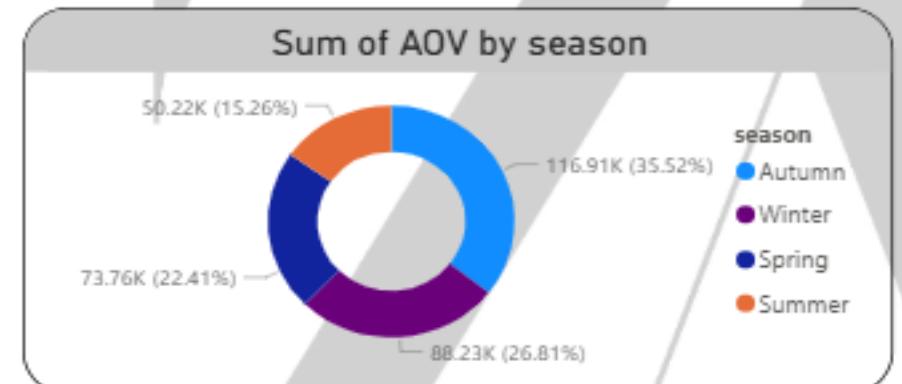
**328.96K**  
Sum of price

**329.13K**  
Sum of AOV

Seasonal  
 No  
 Yes

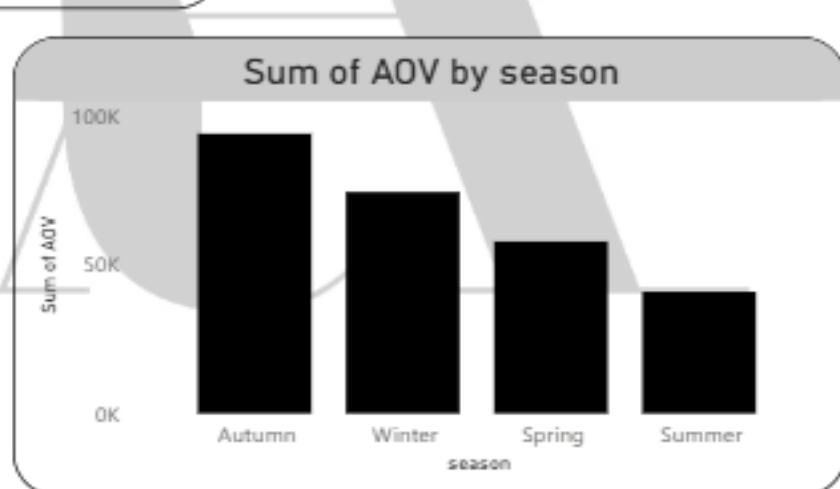
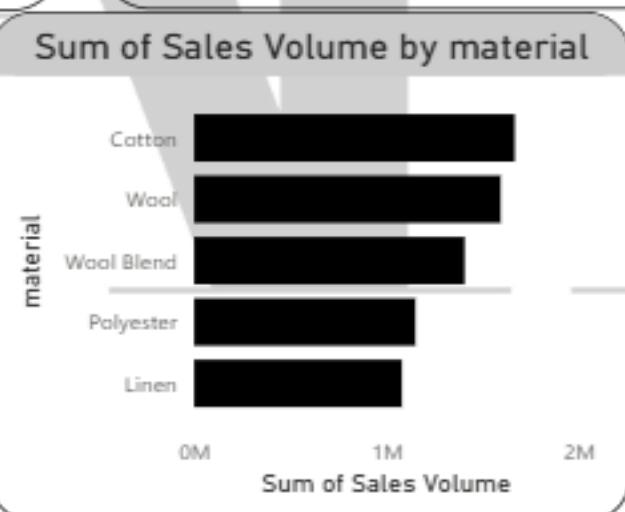
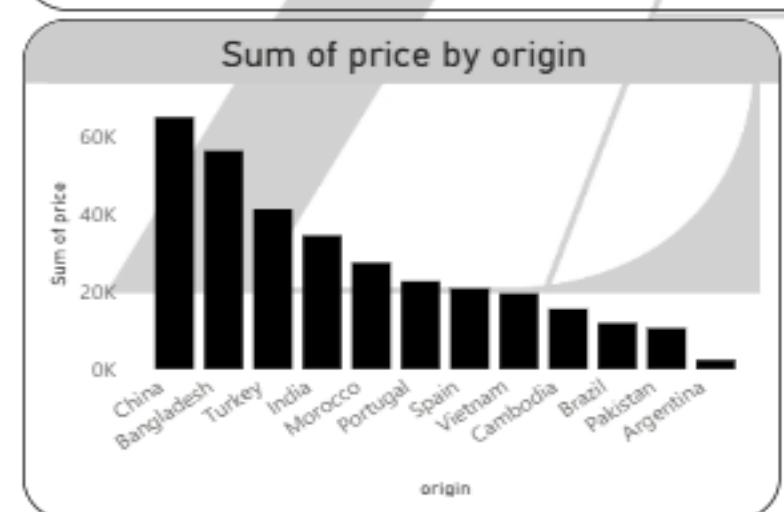
section  
 MAN  
 WOMAN

terms  
 jackets  
 jeans  
 shoes  
 sweaters  
 t-shirts



**Product Position**

- Aisle
- End-cap
- Front of Store



# CONCLUSION

- The dashboard provides insights into zara sales erformance
- Helps to identify top sales of the season in origin
- Useful for decision making and business analysis