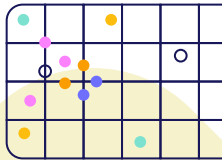
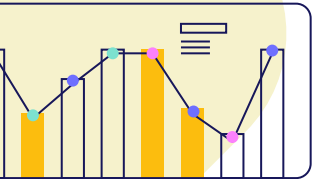


◆ Explain different metrics for a Sales conversion Dashboard with a Dashboard



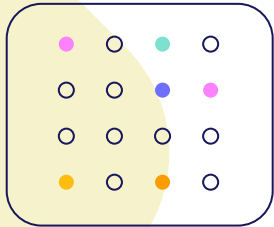


Skills take away From This Project

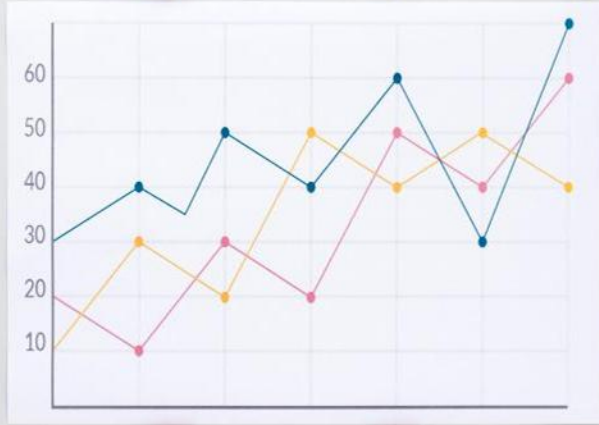
- 
- Data Cleaning & Transformation (Python)
 - Data Analysis (Pandas)
 - Data Visualization (Power BI)
 - Advanced DAX (Power BI)
 - Business Insights & Decision-Making
- 

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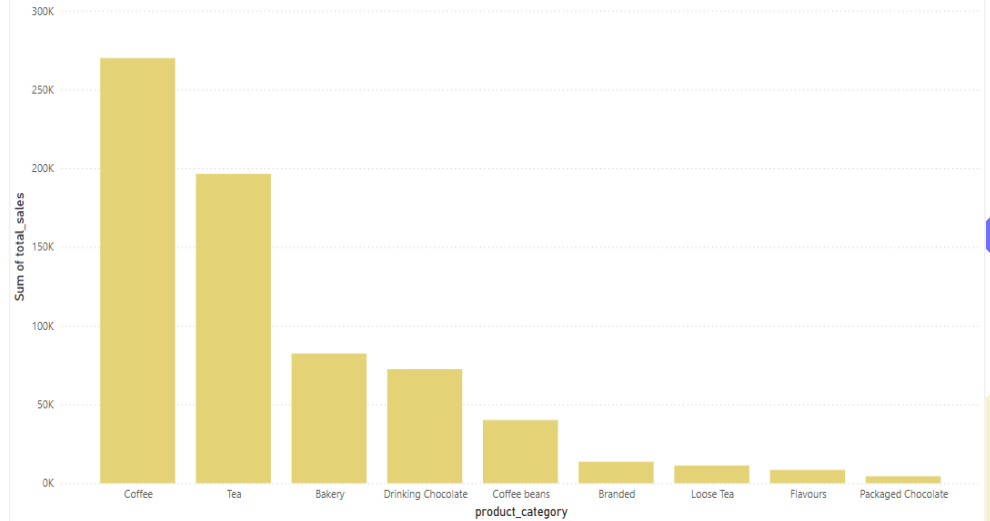
Sales Analysis Report



Total Sales by Product Category

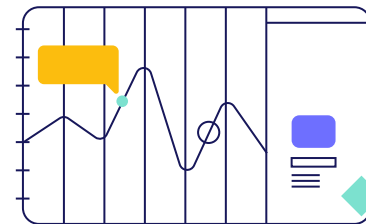
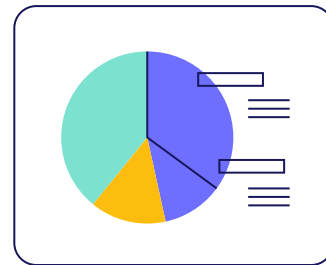
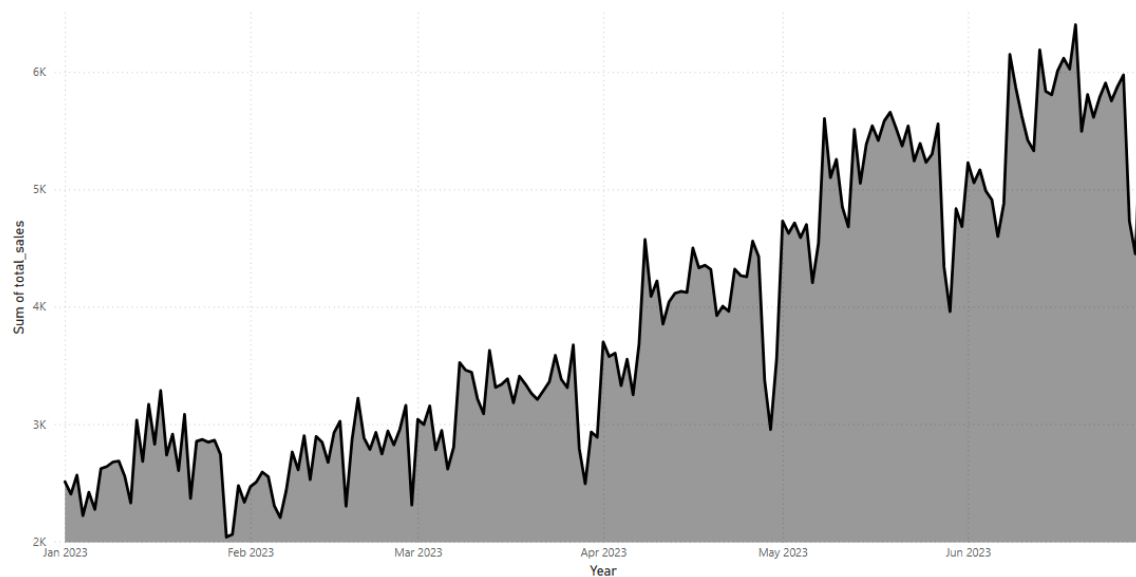


Sum of total_sales by product_category



Sum of total sales by Date

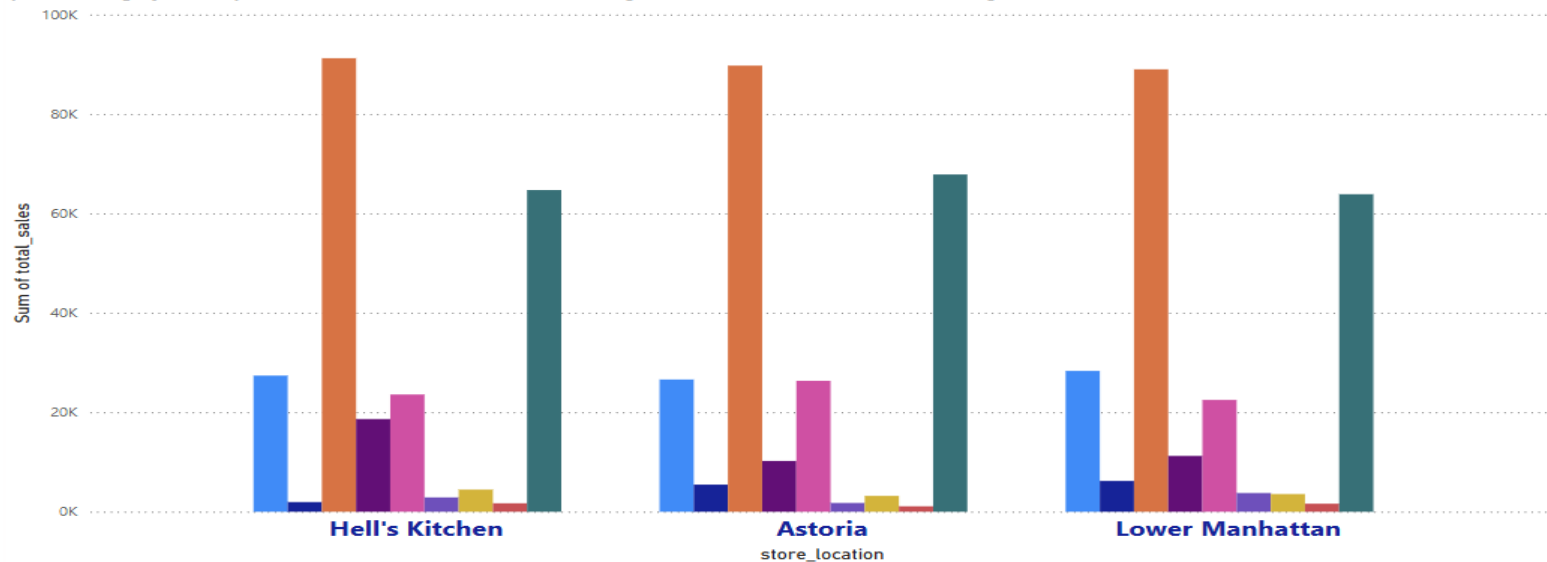
Sum of total_sales by Year, Quarter, Month and Day



Total Sales by Store Location and Product Category

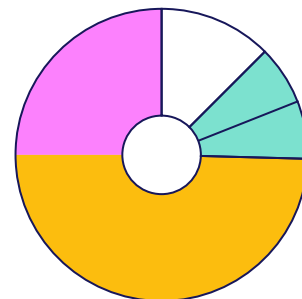
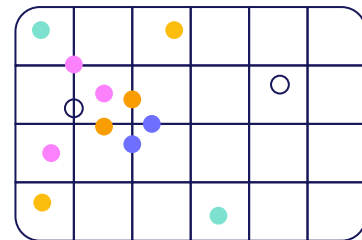
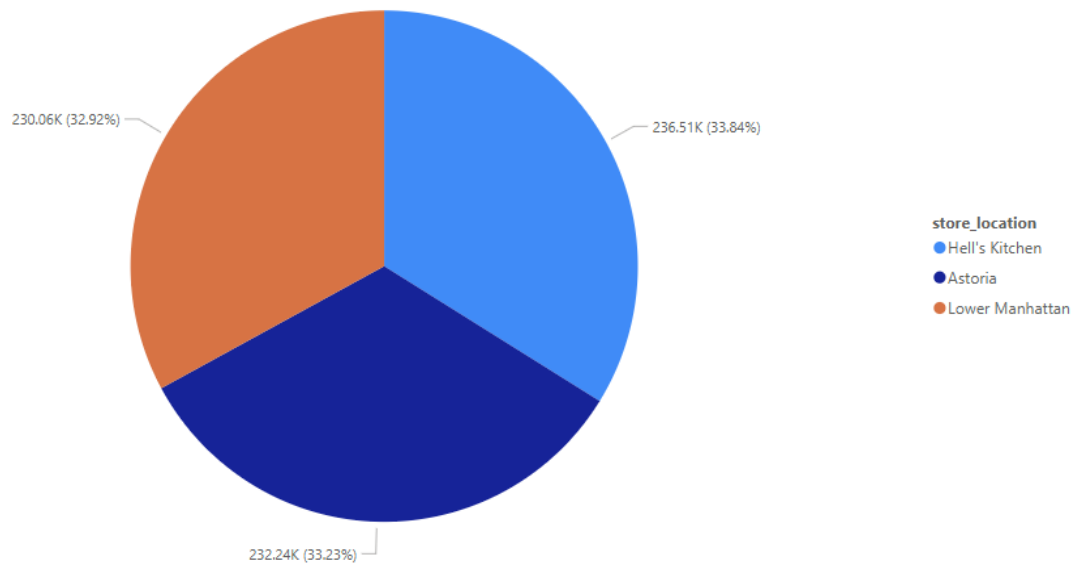
Sum of total_sales by store_location and product_category

product_category Bakery Branded Coffee Coffee beans Drinking Chocolate Flavours Loose Tea Packaged Chocolate Tea



Sum of sales by Store location

Sum of total_sales by store_location








Finding

- Top selling product was **coffee** in **Hell's Kitchen**
- Second most selling product was **Tea** in **Astoria**
- Most profitable store Location was **Hell's Kitchen**
- Least sold product was **Chocolate** in **Astoria**



Business Insights



- Sales were **highest on June 19, 2023**.
 - This could be due to summer leave, increased foot traffic, or seasonal demand for certain products.
 - Offer **10-20% discounts** to attract customers on special occasions and weekends.
 - Display offers on banners, digital screens, or social media.
 - Pair low-selling items with bestselling ones (e.g., a **bakery item + coffee**).
 - Offer extra points or cashback for purchasing these products.
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Thank You!

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<https://github.com/reethijd/salesreport>

