Retail Sale Performance

$194.59K
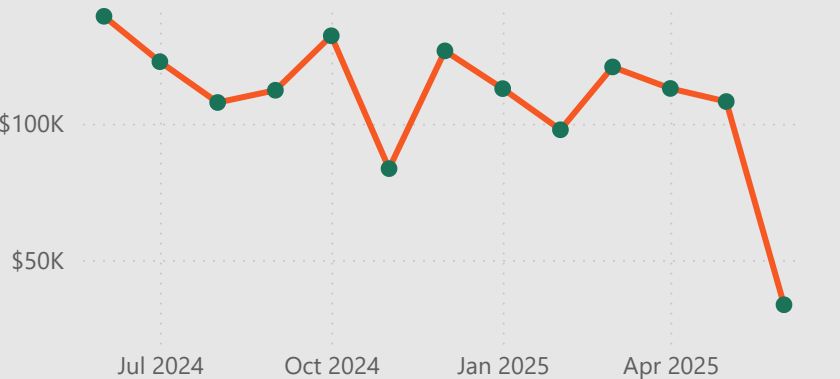Profit

$1.41M
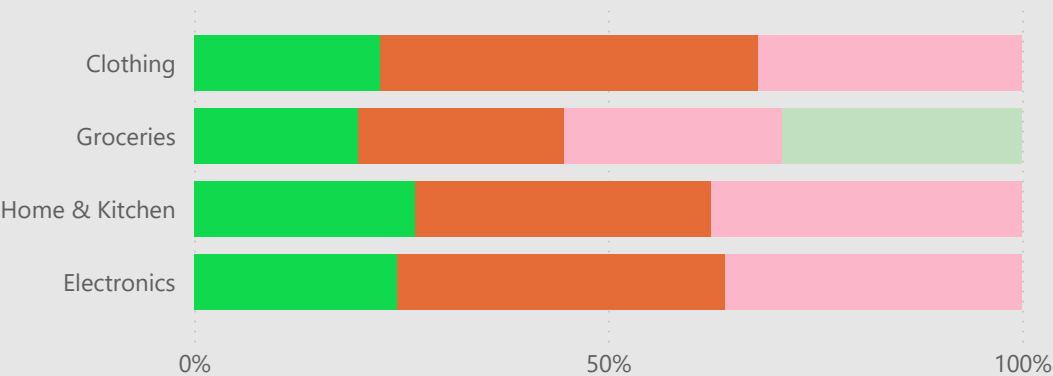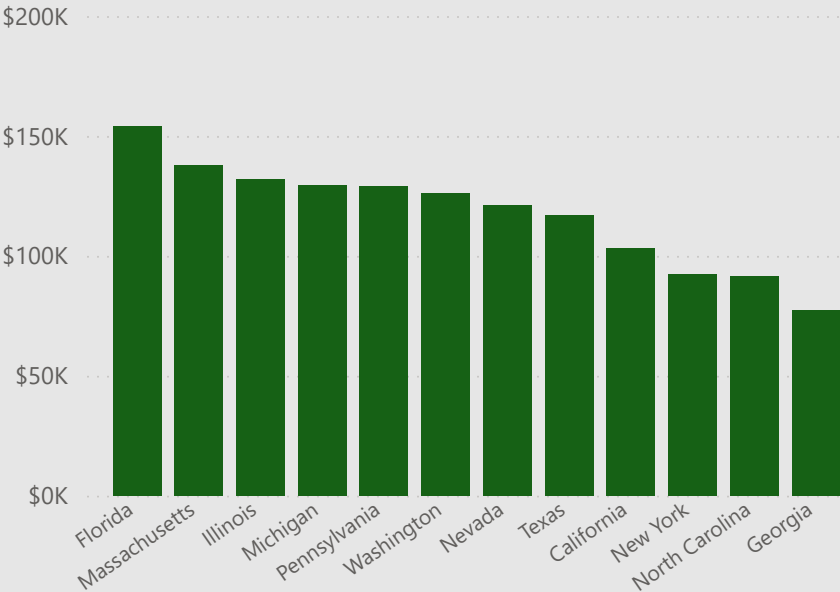Sales

2697
Quantity

Sales Trend

Total Profit by Product Category

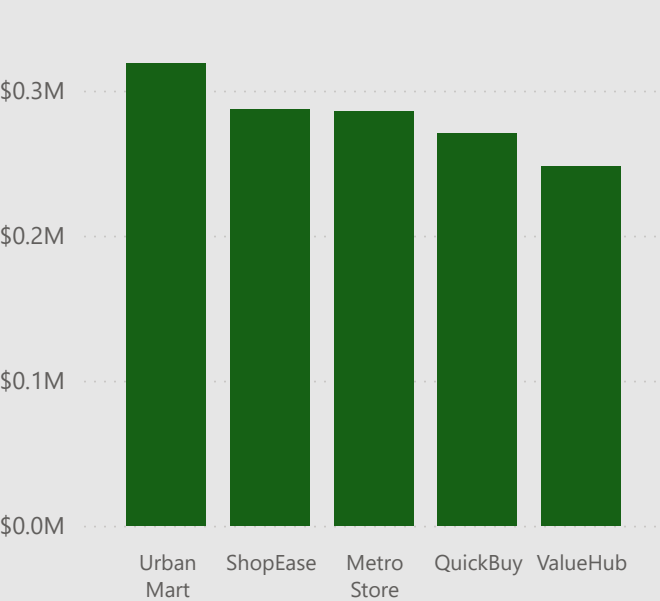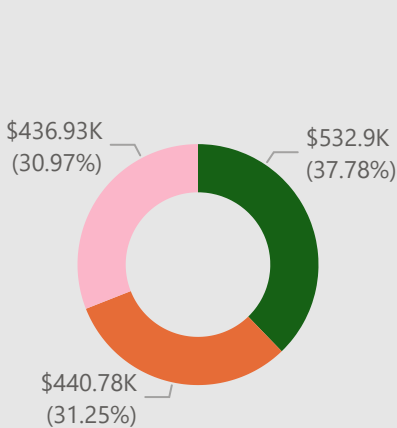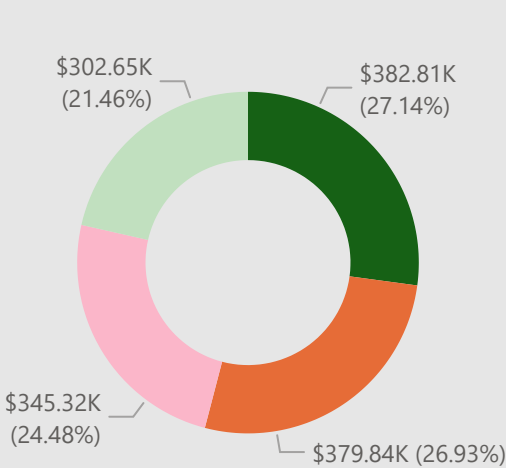## Sales Breakdown by Category and Sub-Category

Sales by State

Store- Wise Sales Performance

Sales Distribution Customer Segment

$436.93K (30.97%)
$532.9K (37.78%)
$440.78K (31.25%)

Sales by Payment Method Preference

$302.65K (21.46%)
$382.81K (27.14%)
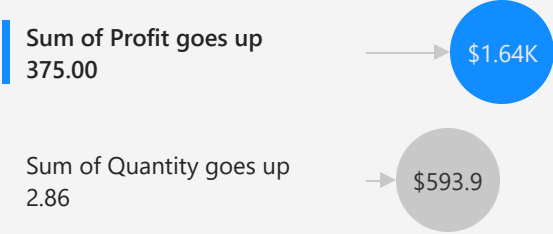$345.32K (24.48%)
$379.84K (26.93%)

Key influencers   Top segments

👍 👎

What influences Sales to [Increase ⌄] ?

When...   ....the average of Sales increases by

| **Sum of Profit goes up 375.00** | → | ($1.64K) |
| Sum of Quantity goes up 2.86 | → | ($593.9) |

← On average when Sum of Profit increases, Sales also increases.
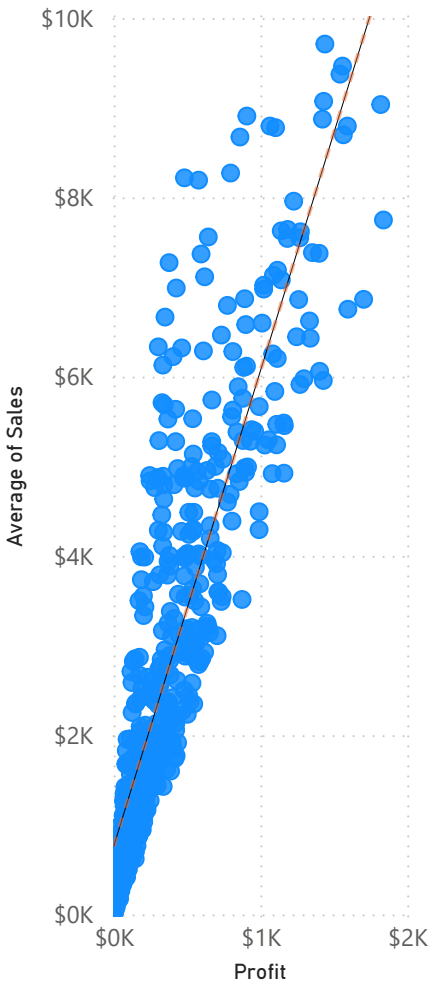
Customer Segment Sub-Category	Consumer Sum of Sales	Sum of Profit	Corporate Sum of Sales	Sum of Profit	Home Office Sum of Sales
Accessories	$8,504.63	$1,264.13	$44,294.8	$6,957.13	$15,702
Appliances	$39,426.75	$5,430.32	$32,297.31	$5,120.76	$38,646.8
Dairy	$29,411.05	$3,204.59	$18,158.39	$3,115.97	$24,943.5
Decor	$19,385.06	$2,698.96	$44,484.71	$4,929.95	$28,309.2
Total	**$4,36,930.09**	**$58,025.51**	**$5,32,903.14**	**$75,669.94**	**$4,40,784.569999999**

Profit, Sales and Sum of Unit Price

Sum of Sales

Sum of Unit Price
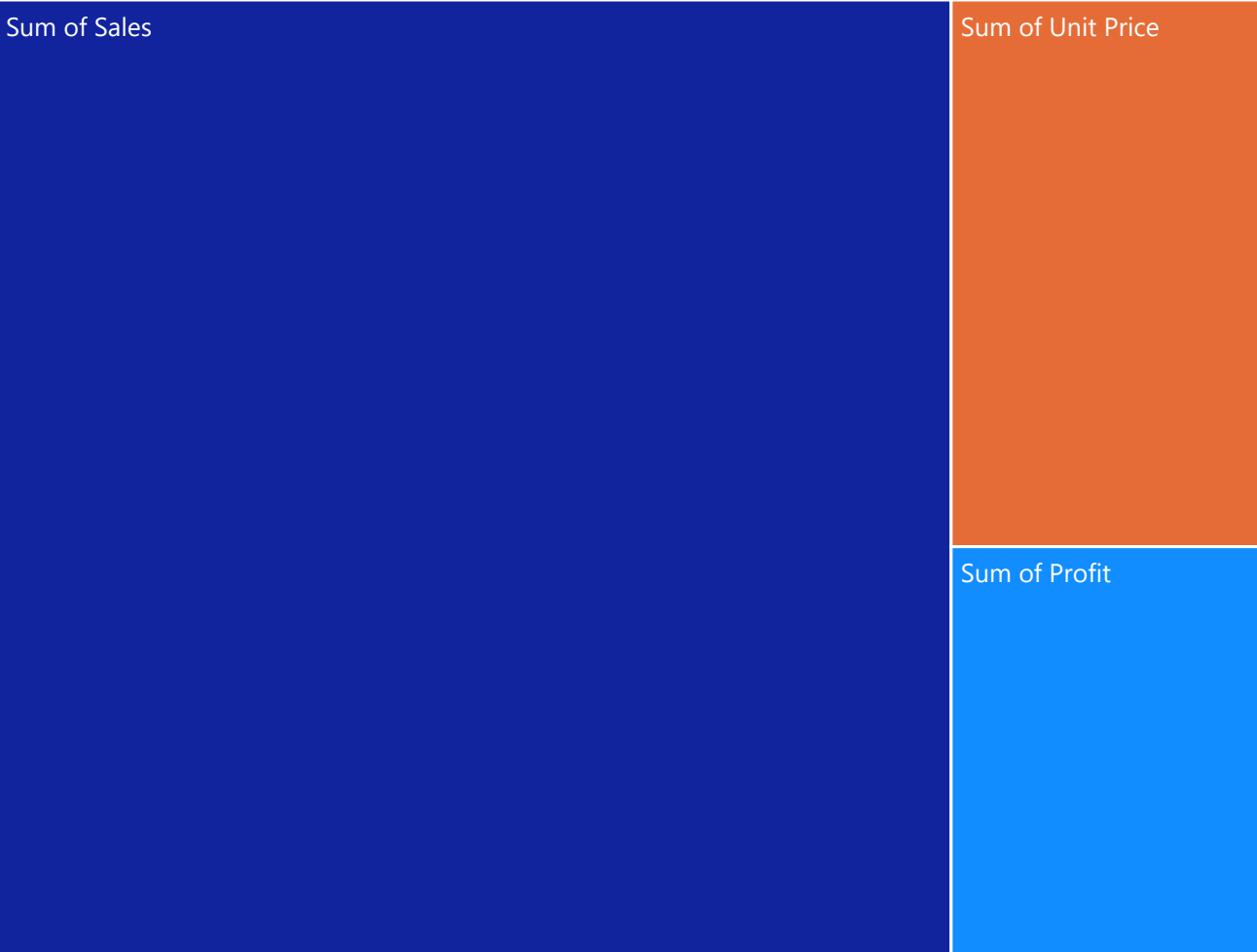
Sum of Profit

Receipt ID	Sum of Sales	Sum of Profit	Sum of Unit Price	Sum of Quantity
0008309c-4fb8-4add-b5d5-25591327b5f9	$8,794.8	$1,065.56	$879.48	10
007677b6-5d81-49b3-ab88-5bc056a69a1d	$4,930.85	$899.22	$986.17	5
0255e952-112a-4e79-8aff-5015eb345748	$4,865.9	$488.58	$973.18	5
03f41a5f-28e8-49da-b490-840fd957698a	$6,751.53	$1,596.08	$750.17	9
0448f447-5d5b-41c0-9299-51a8f127d9a7	$3,180.6	$585.11	$353.4	9
06185a0c-91da-4de0-8e88-4145615b8ba4	$29.84	$4.02	$29.84	1
07082c8d-c449-44de-b1ac-f3207659aa93	$423.76	$45.04	$211.88	2
09c694e6-16c5-425b-ab7e-d8abfaaa6284	$3,248.36	$371.4	$812.09	4
09fbab3d-aa08-47a9-987e-d52a56c390c5	$5,833.87	$1,098.37	$833.41	7
0a90801b-6771-4dad-b830-d71ee247cf40	$943.16	$195.18	$235.79	4
0ac30b1e-cfc6-4c0c-94bc-e7ddc5e735e1	$323.6	$17.98	$64.72	5
0aed73be-2e85-49b2-8068-b5f0e69cc4dc	$3,109.32	$705.07	$518.22	6
0b974073-eabd-468d-95c1-3720ca96fa47	$4,239.5	$513.67	$847.9	5
0bbe34c6-3dce-47cb-abcf-3e7695ae88c7	$8,217	$482.68	$821.7	10
0c5ac849-2b94-409c-8f4c-05a3f894005c	$912.45	$50.56	$304.15	3
0cf40063-9ae8-437c-ae08-519eeebf7431	$458.01	$75.93	$458.01	1
0de707c1-d6ca-4942-8836-6363f9b00548	$7,540.72	$1,183.48	$942.59	8
0eb4c1e1-8dd1-4590-ac58-29df11b9dec5	$703.82	$79.32	$351.91	2
0f1a7361-bc9f-49a1-9596-0affe37f1842	$767.34	$101.7	$255.78	3
0fb85d5d-3d49-4055-be55-16f38527acd7	$112.74	$14.52	$112.74	1
108a0115-0640-48b7-8614-dbb7b62d1907	$1,479.24	$266.72	$211.32	7
10a5beb8-e90b-406f-96be-7b00f0117b10	$957.7	$151.77	$957.7	1
11cf1545-ec94-41dd-8473-9e2676ee7ec8	$3,496.35	$553.67	$699.27	5
1257ecef-96f1-496a-a4d1-10ed997205b6	$5,286.84	$882.09	$881.14	6
12d614f2-d810-420c-b221-d291376bd2b5	$3,597	$710.61	$719.4	5
130565be-3bc5-477b-9ddf-b9d50cd12a91	$2,787.45	$578.33	$929.15	3
13d4c4ec-f409-47f5-b4aa-532fd3669a3f	$1,262.72	$167.4	$631.36	2
141dc33f-d3a6-44d8-a53b-521835ae7e8d	$5,975.82	$1,296.81	$995.97	6
16346de8-f7aa-472c-86aa-96ec2dac24e4	$4,793.22	$411.7	$798.87	6
1681bf39-de3c-4e02-a2eb-5e4667445d4e	$6,102	$886.52	$762.75	8
171a9e3f-1573-4359-ae51-4c0b8aa834ac	$5,685.12	$345.04	$947.52	6
Total	**$14,10,617.8**	**$1,94,591**	**$2,61,479.5100000001**	**2697**

Profit by Unit Price

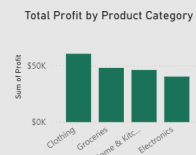Sales by Category and Customer Segment
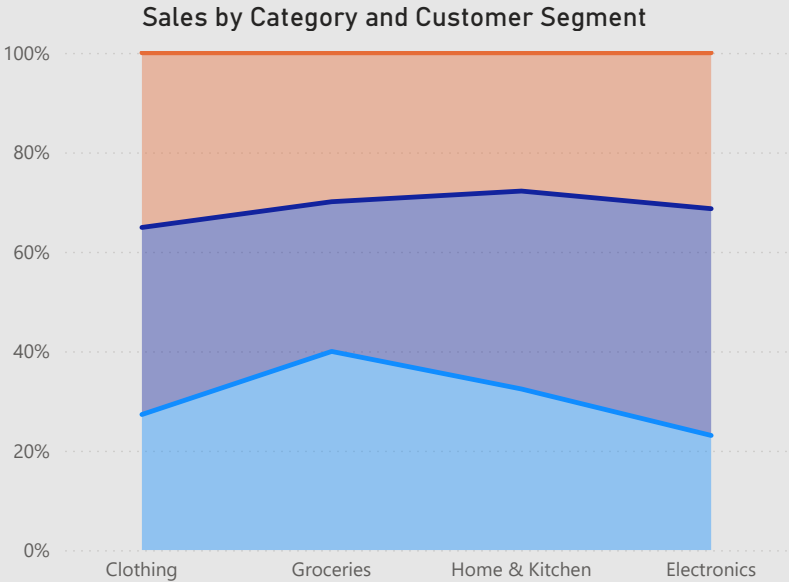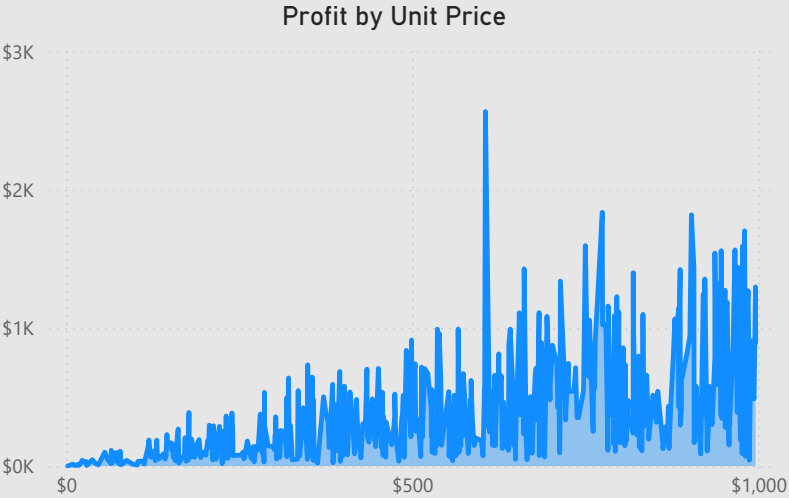
QUESTIONS & ANSWERS

## 1 Identify missing values and duplicates. What cleaning steps?
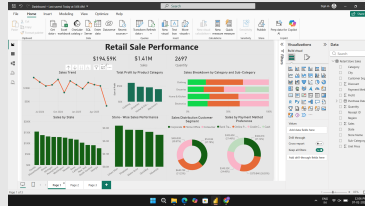
- The dataset was checked for missing values using Power Query's column quality feature.
- Duplicate records were identified using Receipt ID and removed to ensure data accuracy.

2 Univariate analysis on Sales and Profit

- Sales shows a right-skewed distribution with most values concentrated in mid-range.
- Profit distribution indicates variability, with some products generating low or negative profit.
- This indicates uneven contribution across products.

3 Highest revenue & profit categories
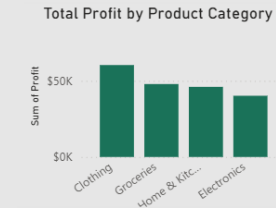
- Clothing and Groceries contribute the highest revenue.
- Clothing generates the highest profit among all categories.
- Electronics shows high sales but comparatively lower profit.

4 Sales performance across regions
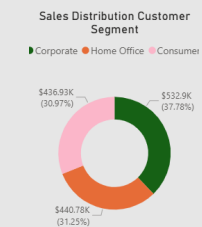
- Sales performance varies significantly across regions.
- States like Florida and Massachusetts show higher sales.
- Regions such as Georgia and North Carolina show lower sales and need improvement.