

Project: Retail Sales Analysis

Project Requirement

- Develop a dynamic sales dashboard using Power BI to monitor and analyze retail sales performance.
- Track monthly sales and profit trends to identify growth and seasonal patterns.
- Analyze sales distribution across product categories like Electronics, Furniture, and Stationery.
- Identify top-performing and underperforming products by profit.
- Measure regional and city-wise sales and profit to understand geographical market strength.
- Analyze customer sales contributions to focus on key clientele.
- Examine delivery performance through average delivery days metrics.
- Provide key performance indicators (KPIs) for quick business health checks.
- Enable data-driven decision-making by visualizing discounts, sales, and profit margin.
- Support sales strategy optimization by highlighting discount impact and profit margins.

Key Performance Indicators (KPIs)

- Total Sales: ₹48.93 million
- Total Profit: ₹6.81 million
- Total Discount: ₹1.98 million
- Profit Margin: 13.92%
- Average Delivery Days: 4.37 days
- Top Product Categories: Furniture (₹17M), Stationery (₹16M), Electronics (₹16M)
- Top 5 Products by Profit: Diary, Bed, Office Table, Files, Smartphone
- Bottom 5 Products by Profit: Pen Set, Notebook Pack, Marker Set, Office Chair, Laptop
- Monthly Sales & Profit Trend: Peaks and dips from January to June 2024
- Sales by Region: West (₹16M), North (₹14M), South (₹10M), East (₹10M)
- Top 5 States by Sales: Rajasthan, Bihar, Karnataka, Gujarat, Punjab

- Top 5 Cities by Sales: Jaipur, Patna, Bengaluru, Ahmedabad, Chandigarh
- Top 10 Customers Contribution: Each customer contributing between ~8.8% to 11.4% of total sales

Insights from Dashboard

- Significant sales and profit concentration in the Furniture category with strong performance in Stationery and Electronics.
- Monthly fluctuations in sales and profit indicate seasonal variations or campaign impacts.
- Delivery efficiency is fairly good, with an average delivery time of about 4.37 days.
- Certain products like diary and bed generate disproportionately higher profits, indicating potential focus areas.
- Regional sales vary, with the West region leading in both sales and profit.
- Customer segmentation reveals a handful of high-value customers accounting for a large share of sales, helping target retention strategies.
- Discounts are effectively managed as reflected in an optimal profit margin of ~14%.

This project content can be used as a detailed section in your project report or presentation to explain dataset objectives, KPIs tracked, and insights derived from your Power BI dashboard visuals.