 S.N Mart

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| KEY INSIGHTS | |
| # | **Visuals Key Insights** |
|  | * Maximum payment is done through Cash on Delivery (COD) 42.6%. Cards payment are very less used with 22.0% only. By providing several offers on different cards we can increase their percentage. * West region is the most contributing sales region. South region is not so much contributing so we should analyze the reason and take action for increasing the sale in south region * Office Supplies category sales is very high compare to other categories. * Standard Class shipping mode is the most preferable shipping mode. * 4 days is the average Order delivery time in which any shoppers receive their orders. * Maximum sales happened in December then November But the most profitable month is October, December and March. Also showing YoY (Year on Year) sales comparison on the basis of month * Consumer segment sales performance is very high. * With the help of 15 days of sales forecast report we can predict the expected sales or can identify the sales pattern for the upcoming 15 days. |

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| Solution Highlights | |
| 1 | **Dataset & Power BI Connection** |
|  | Raw dataset in available in a CSV file which has been loaded in Power BI |
| 2 | **Data Cleaning** |
|  | Data cleaning has been performed by using Power Query which involves transforming, filtering and manipulating data to prepare it for analysis. |
| 3 | **Visuals Used** |
|  | Cards |
|  | Stacked bar chart |
|  | Stacked column chart |
|  | Pie Chart |
|  | Donut Chart |
|  | Map |
|  | Slicer |
|  | Text box |
|  | Line Chart ( for Sales Forecasting) |
| 4 | **DAX** |
|  | * New Table “salesforecast” has been added with two columns “Order Date” and “Total Sales”. Total Sales values are processed based on some DAX query. * “AvgDeliveryDays” KPI value also contain some DAX calculation for getting Average Delivery Time |
| 5 | **Sales Forecasting** |
|  | Here forecasting is done for sales based on time series “Order Date”. Forecasting is done for 15 days.  New Table “salesforecast” has been added with two columns “Order Date” and “Total Sales” |
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