Capstone Project

Retail Analytics

Overview

The objective of this project is to develop a Power BI dashboard using the Retail Database to provide comprehensive insights into the retail business's performance. The dashboard will focus on sales, product, customer, and demographic analysis, aiming to facilitate data-driven decision-making, optimize sales strategies, and enhance customer experiences

The goal is to empower retail stakeholders with actionable insights, enabling them to identify top-selling products

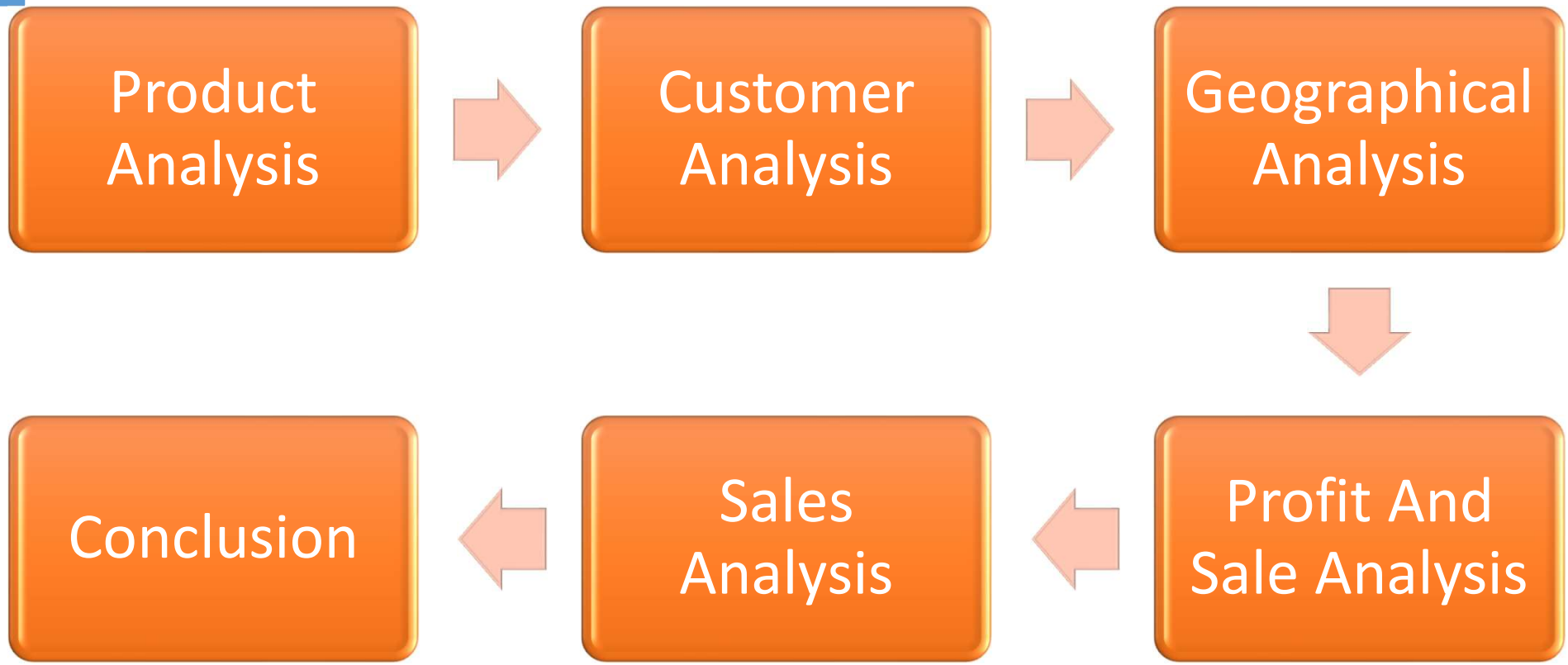
Problem Statement

What's in the problem statement?

- Objective
- Analysis Scope
- Goal
- Insights & Recommendations.
- Report & Presentation

- Product Analysis
- Analysis By Customer
- Geographical Analysis
- Profit And Sales Analysis
- Sales Analysis

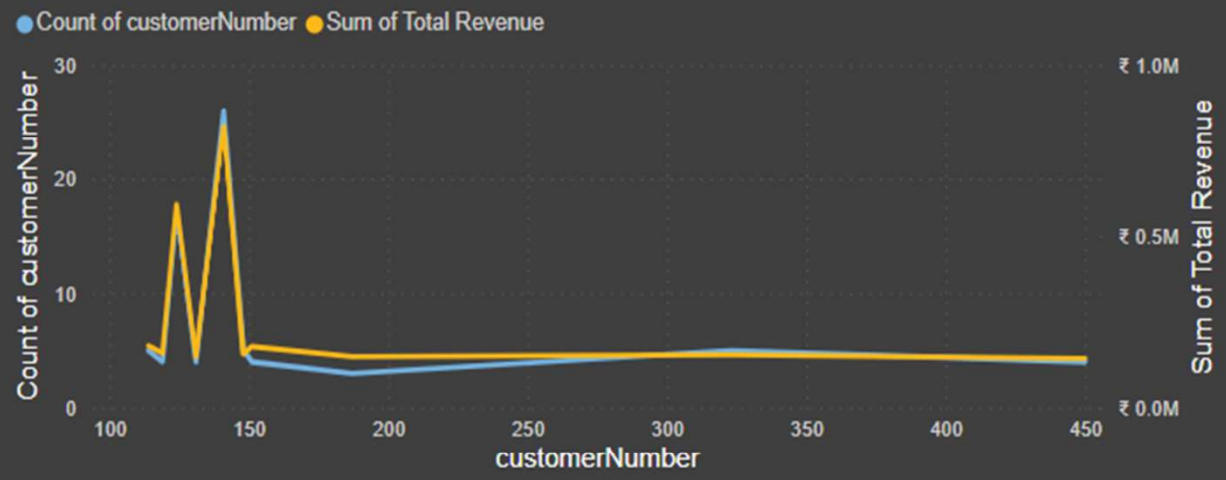
We are going to deep dive analyse of this top


Product Analysis
Customer Analysis
Geographical Analysis
Profit And Sale Analysis
Sales Analysis
Conclusion

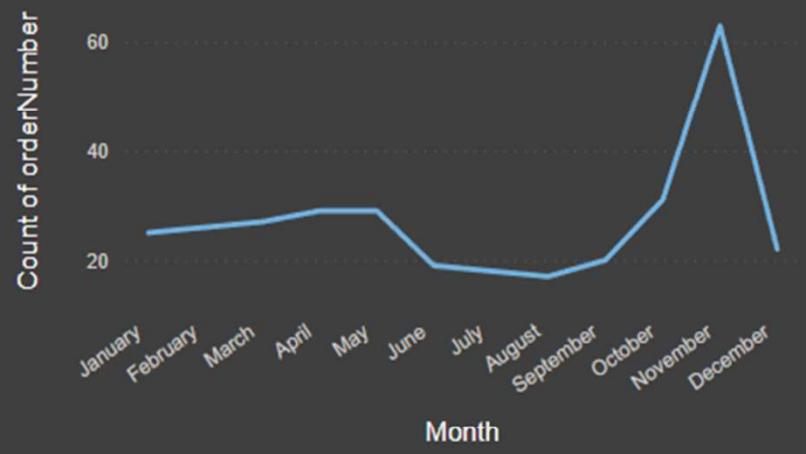
Product Analysis

productLine
All

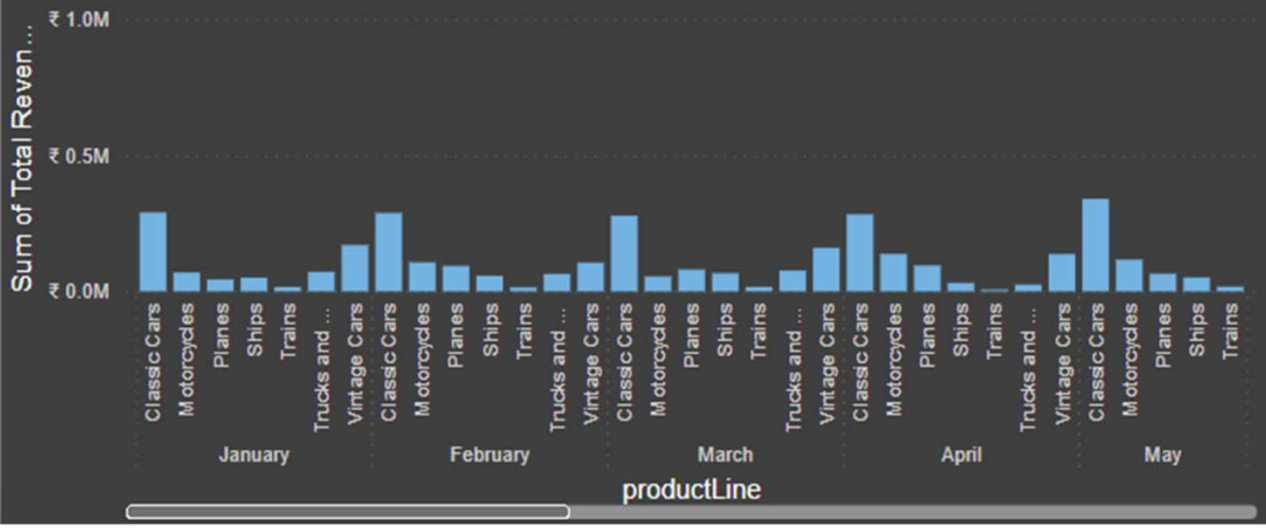
Sales contribution by top customers vs. others



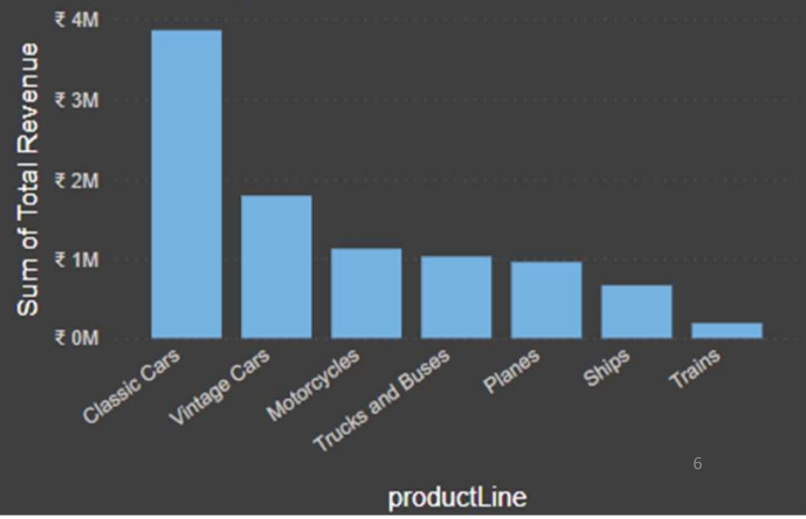
Monthly order volume trend

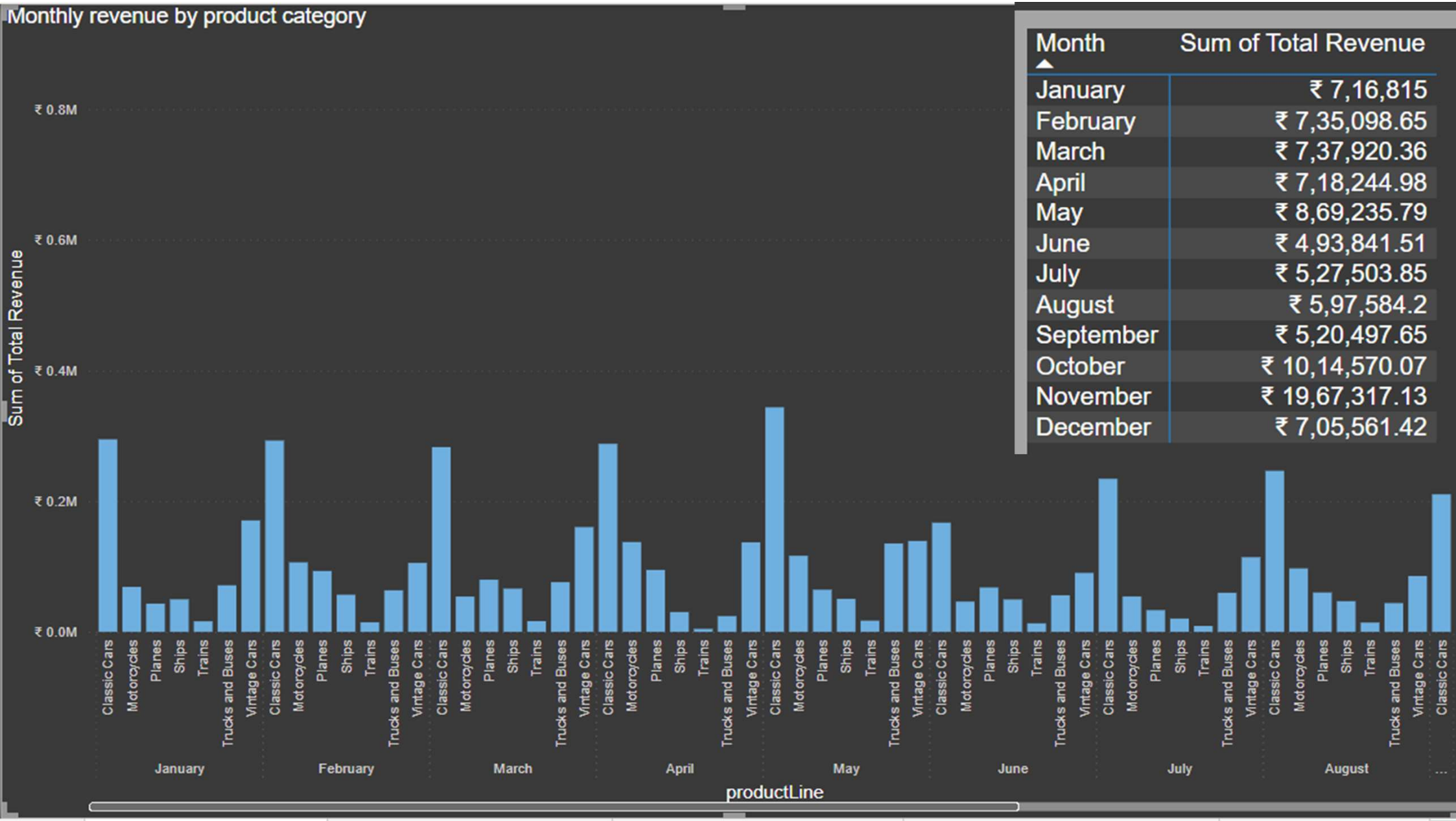


Monthly revenue by product category

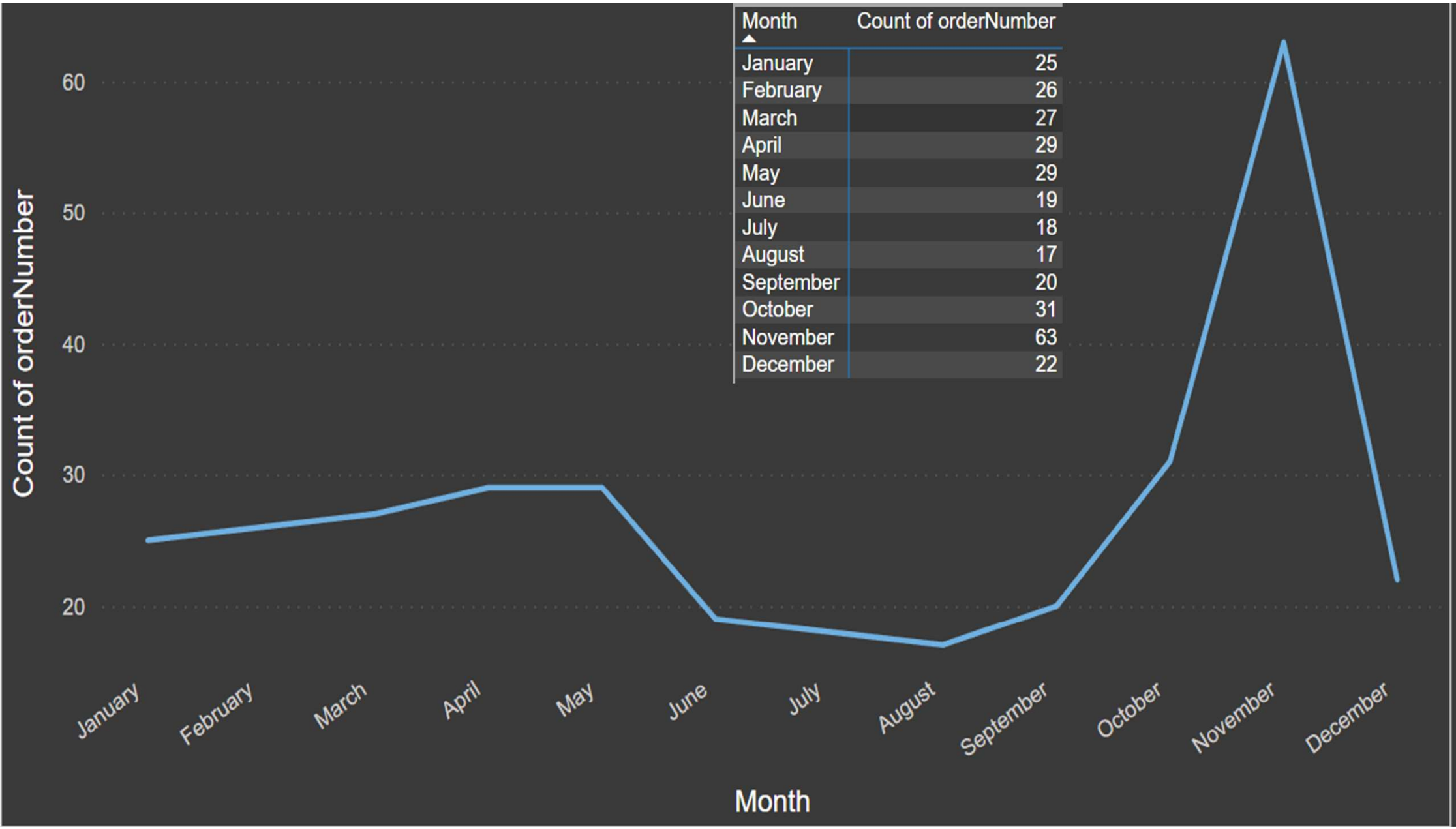


Product sales by product line

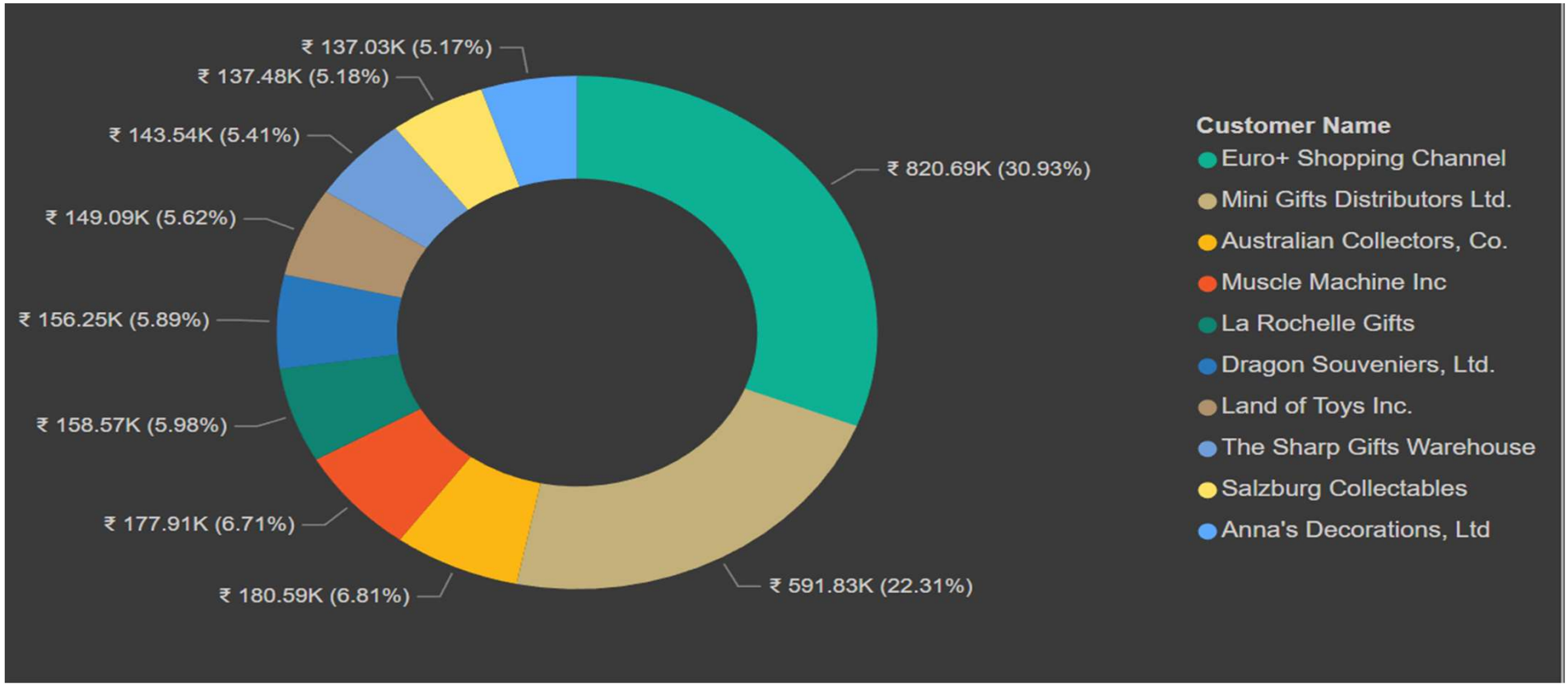




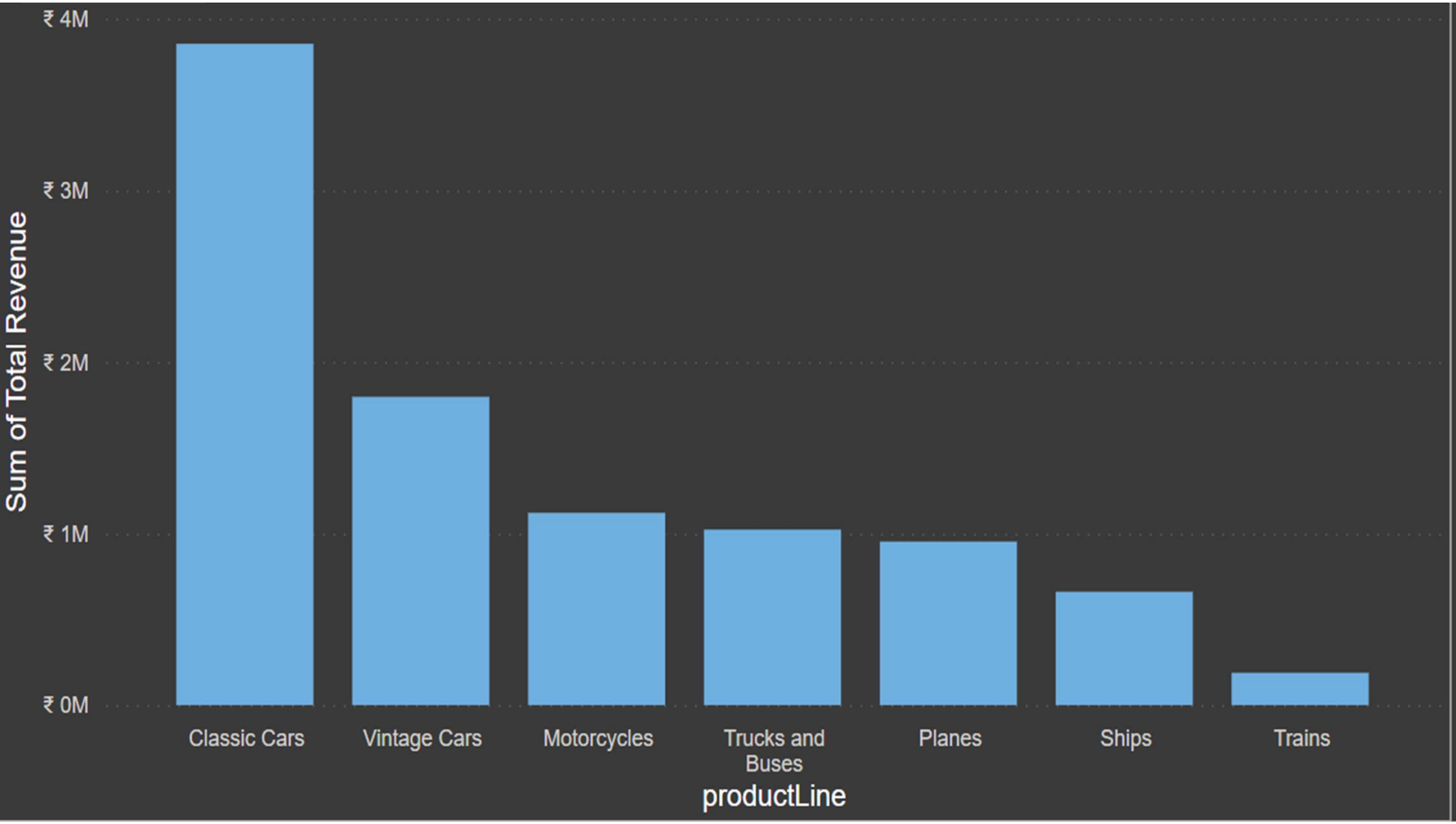
Month	Sum of Total Revenue
January	₹ 7,16,815
February	₹ 7,35,098.65
March	₹ 7,37,920.36
April	₹ 7,18,244.98
May	₹ 8,69,235.79
June	₹ 4,93,841.51
July	₹ 5,27,503.85
August	₹ 5,97,584.2
September	₹ 5,20,497.65
October	₹ 10,14,570.07
November	₹ 19,67,317.13
December	₹ 7,05,561.42



Month	Count of orderNumber
January	25
February	26
March	27
April	29
May	29
June	19
July	18
August	17
September	20
October	31
November	63
December	22



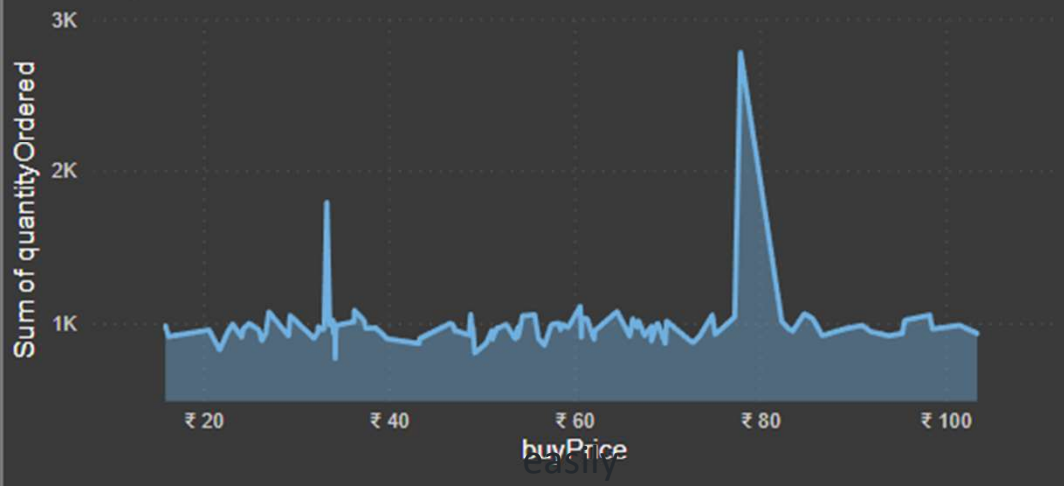
Customer Name	Sum of Total Revenue	Count of orderNumber
Euro+ Shopping Channel	₹ 8,20,689.54	26
Mini Gifts Distributors Ltd.	₹ 5,91,827.34	17
Australian Collectors, Co.	₹ 1,80,585.07	5
Muscle Machine Inc	₹ 1,77,913.95	4
La Rochelle Gifts	₹ 1,58,573.12	4
Dragon Souveniers, Ltd.	₹ 1,56,251.03	5
Land of Toys Inc.	₹ 1,49,085.15	4
The Sharp Gifts Warehouse	₹ 1,43,536.27	4
Salzburg Collectables	₹ 1,37,480.07	4
Anna's Decorations, Ltd	₹ 1,37,034.22	4


₹ 4M
₹ 3M
₹ 2M
₹ 1M
₹ 0M
Sum of Total Revenue
Classic Cars
Vintage Cars
Motorcycles
Trucks and Buses
Planes
Ships
Trains
productLine

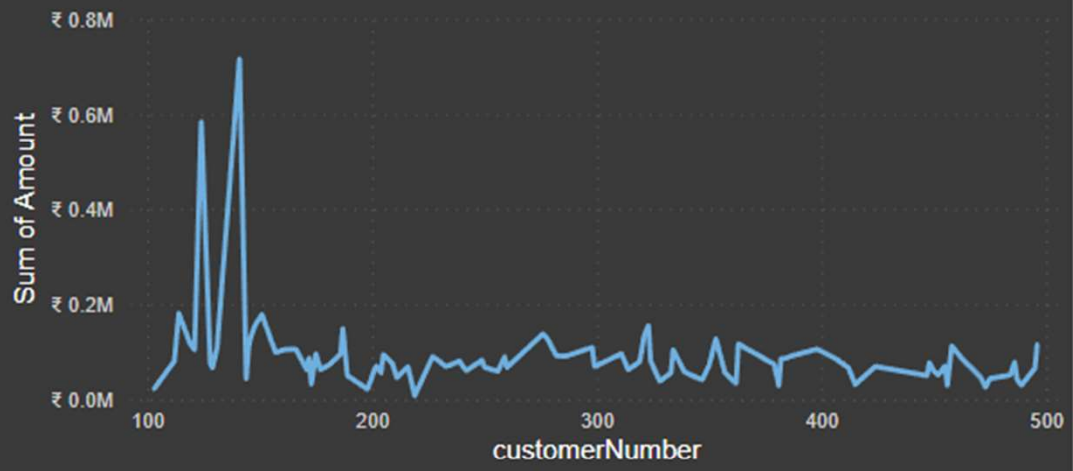
Analysis By Customer

officeCode
All

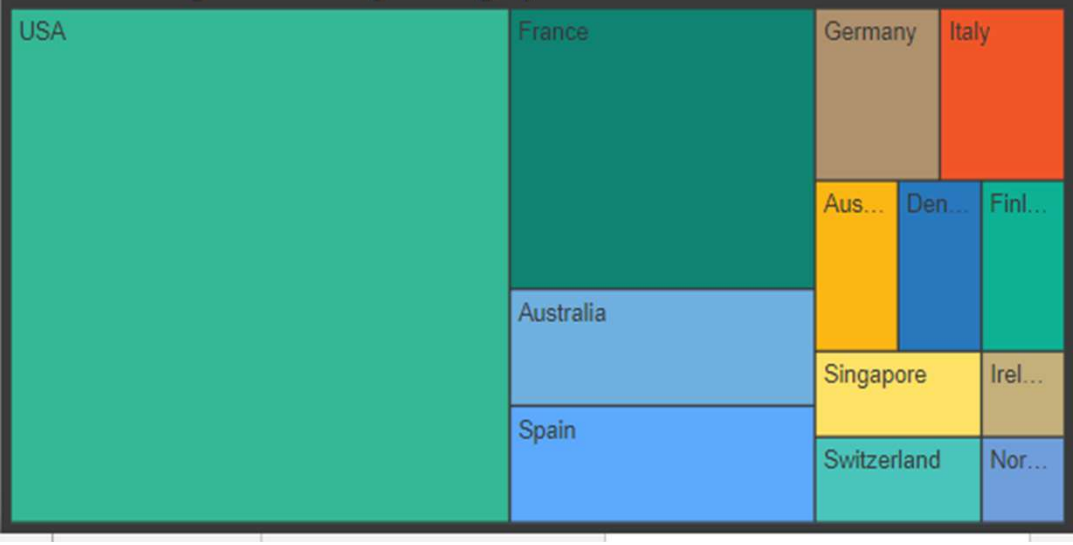
Product price vs. sales volume



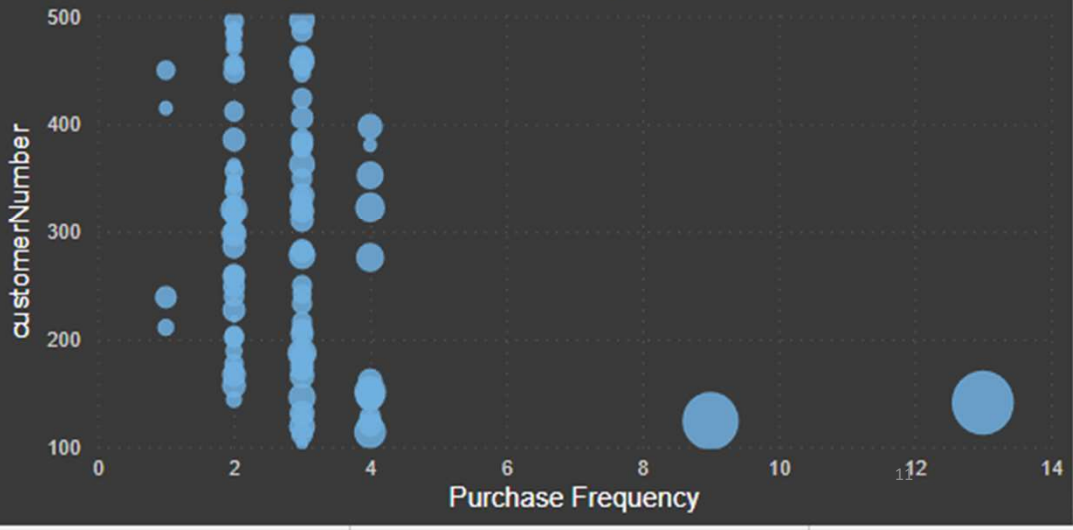
CLTV by customer Number

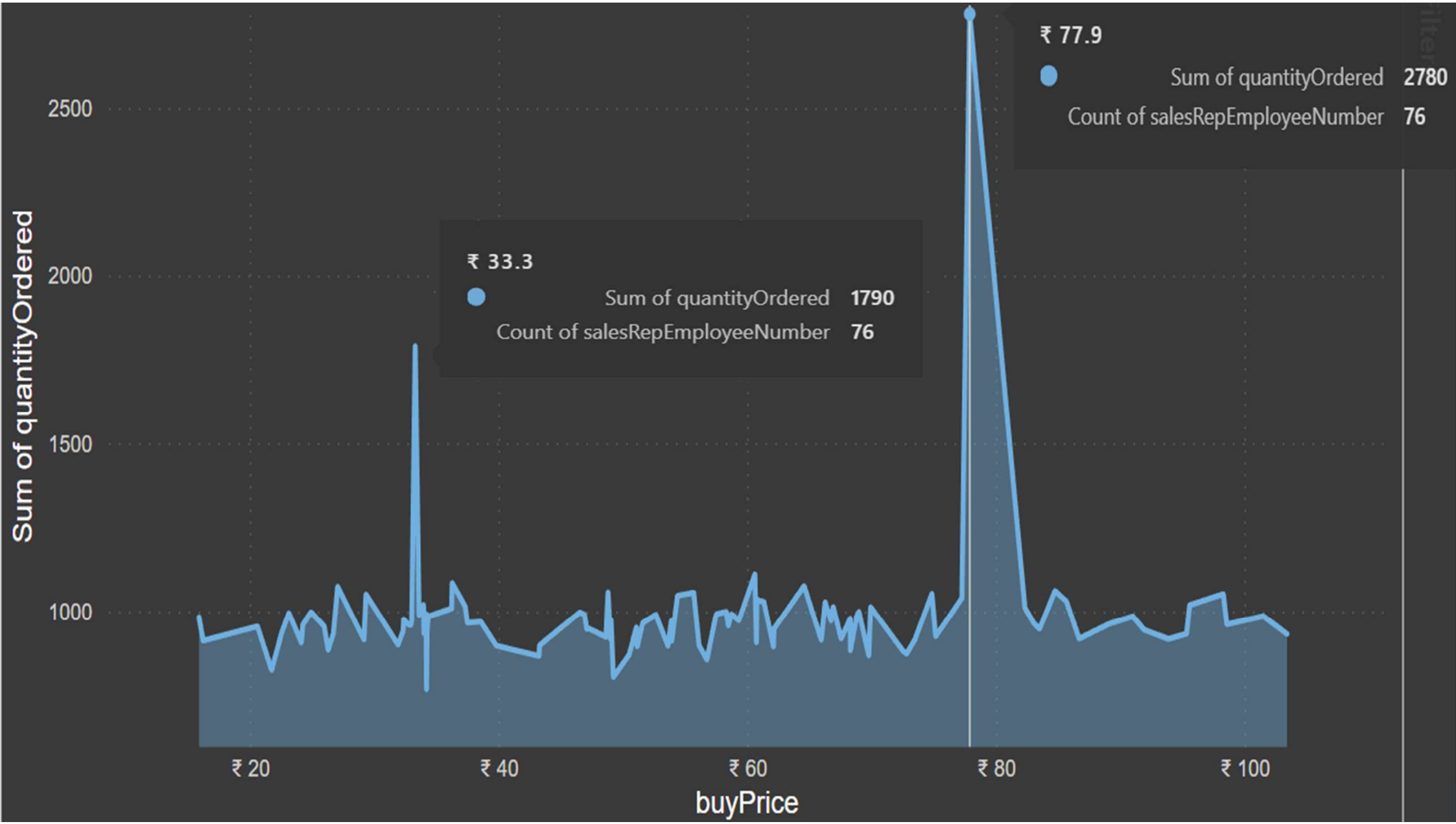


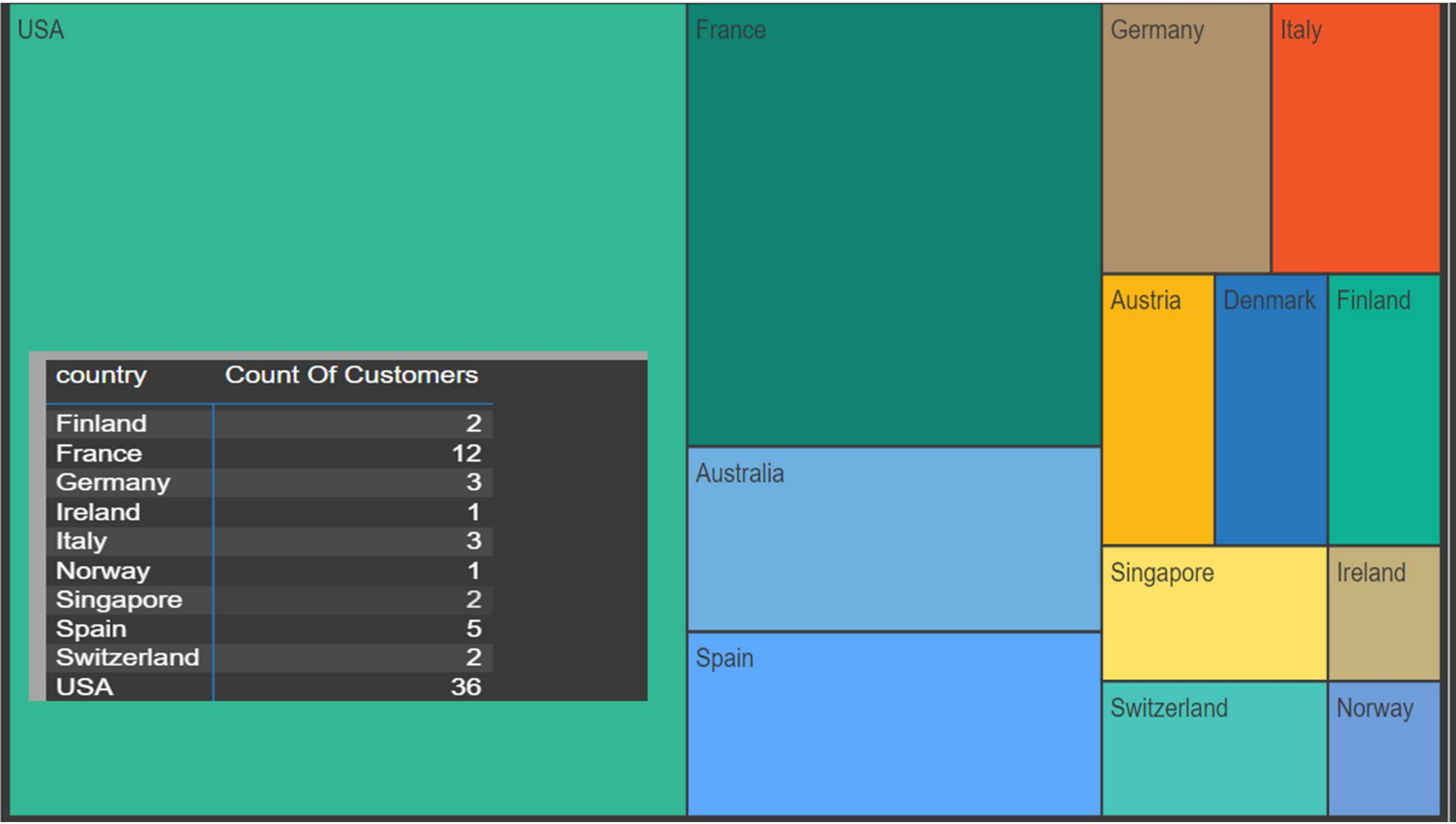
Customer segmentation by demographics



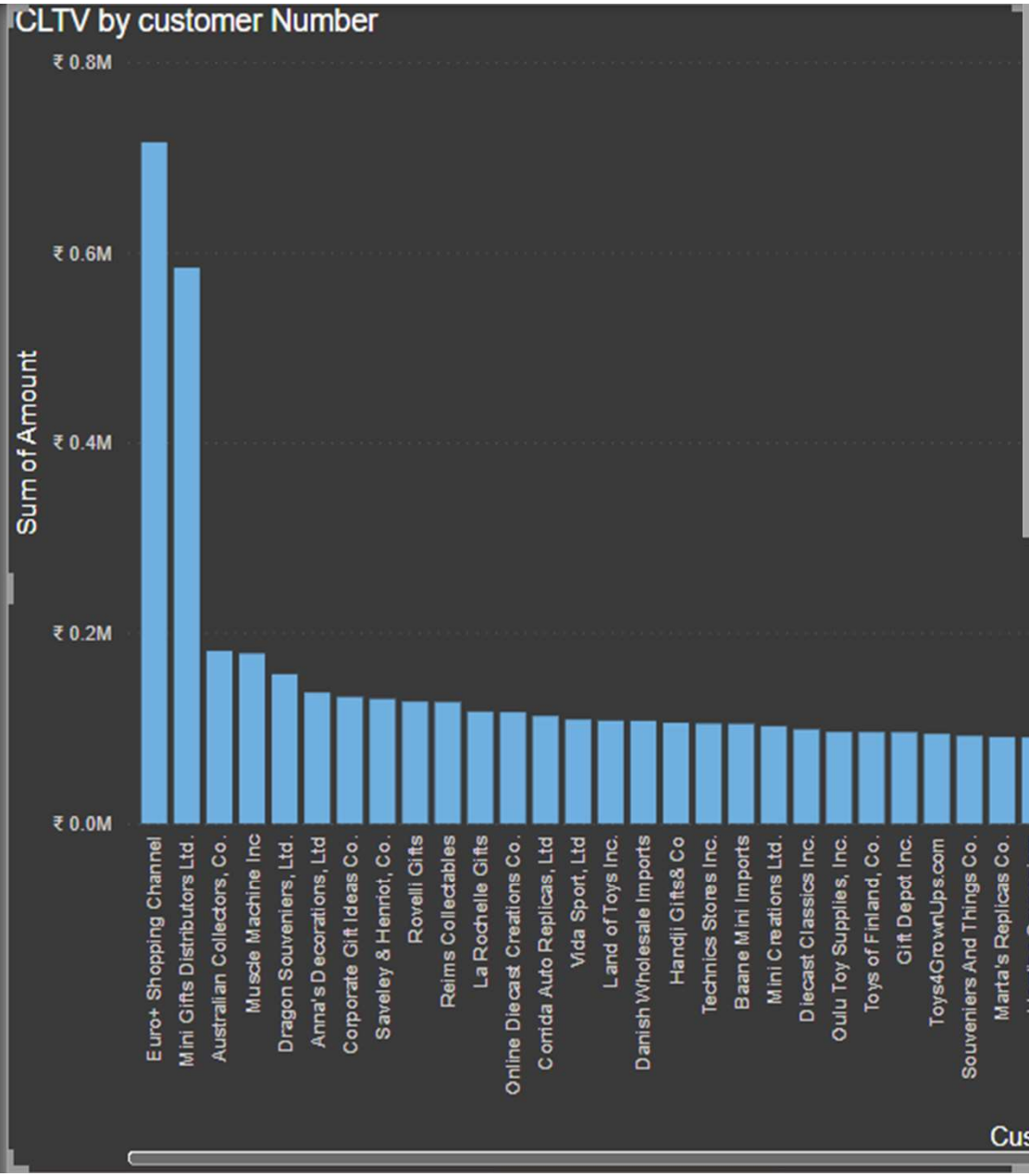
Purchase Frequency and Sum of Amount by customerNumber



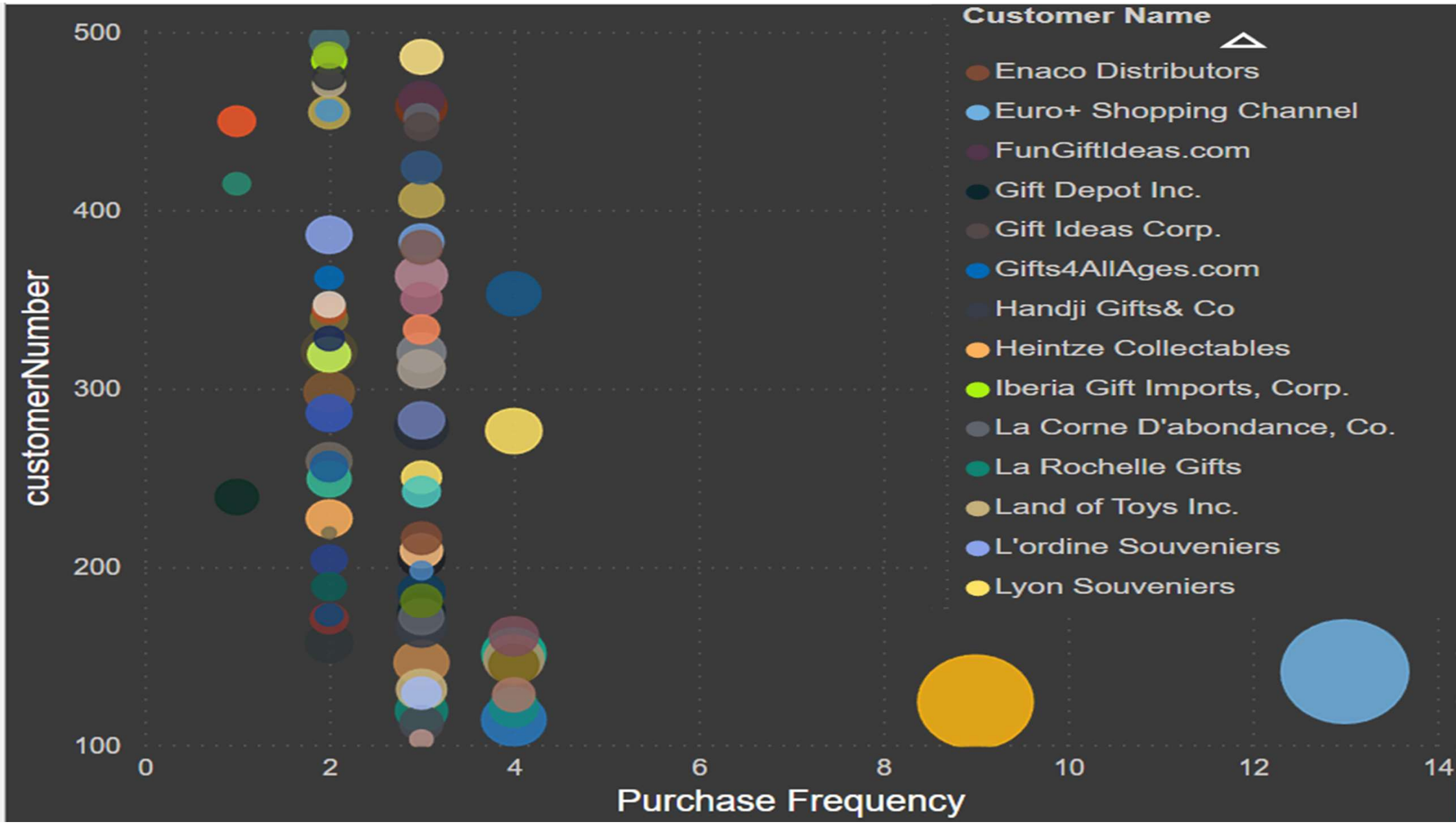

₹ 77.9
Sum of quantityOrdered 2780
Count of salesRepEmployeeNumber 76
₹ 33.3
Sum of quantityOrdered 1790
Count of salesRepEmployeeNumber 76
Sum of quantityOrdered
2500
2000
1500
1000
₹ 20
₹ 40
₹ 60
₹ 80
₹ 100
buyPrice



country	Count Of Customers
Finland	2
France	12
Germany	3
Ireland	1
Italy	3
Norway	1
Singapore	2
Spain	5
Switzerland	2
USA	36



Customer Name	Sum of Amount
Euro+ Shopping Channel	₹ 7,15,738.98
Mini Gifts Distributors Ltd.	₹ 5,84,188.24
Australian Collectors, Co.	₹ 1,80,585.07
Muscle Machine Inc	₹ 1,77,913.95
Dragon Souveniers, Ltd.	₹ 1,56,251.03
Anna's Decorations, Ltd	₹ 1,37,034.22
Corporate Gift Ideas Co.	₹ 1,32,340.78
Saveley & Henriot, Co.	₹ 1,30,305.35
Rovelli Gifts	₹ 1,27,529.69
Reims Collectables	₹ 1,26,983.19

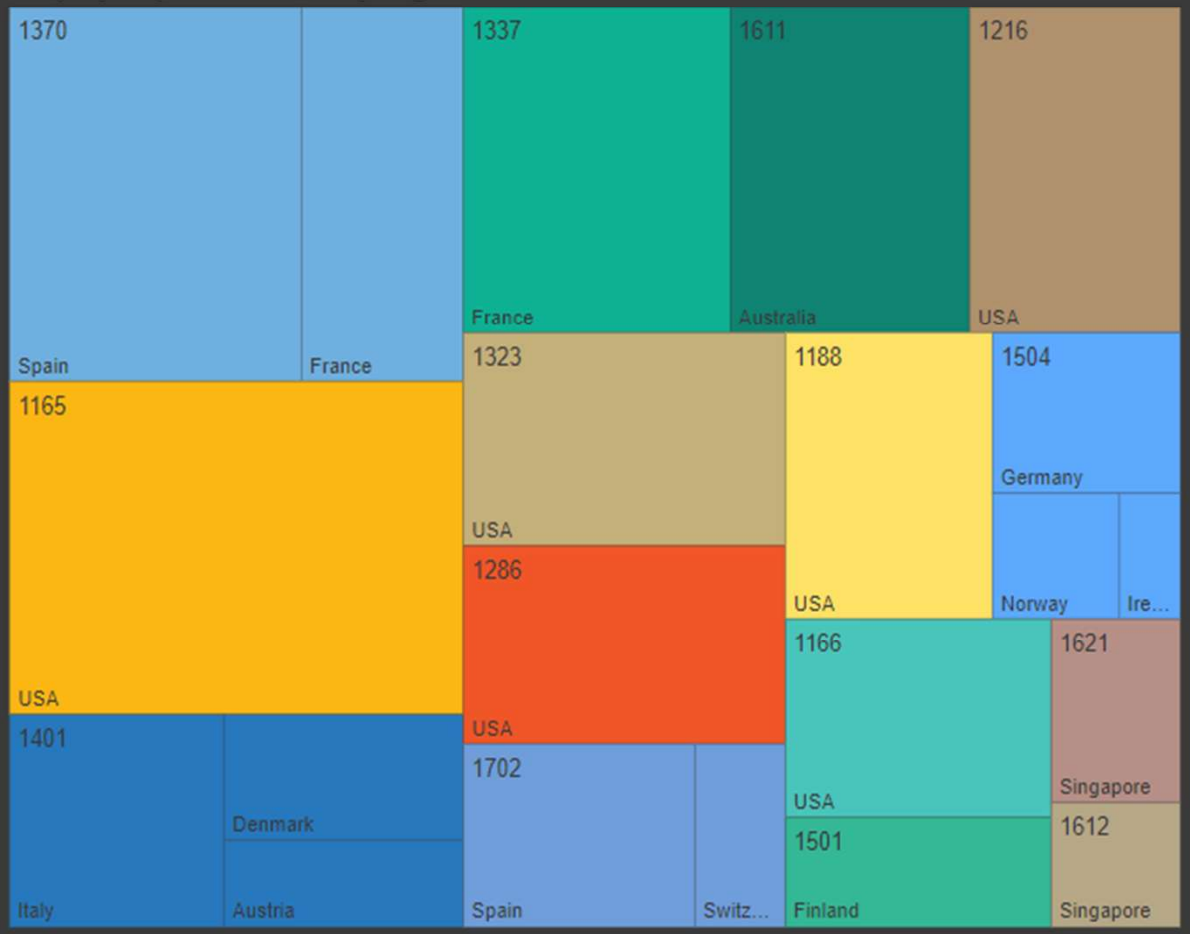

Customer Name
Enaco Distributors
Euro+ Shopping Channel
FunGiftIdeas.com
Gift Depot Inc.
Gift Ideas Corp.
Gifts4AllAges.com
Handji Gifts& Co
Heintze Collectables
Iberia Gift Imports, Corp.
La Corne D'abondance, Co.
La Rochelle Gifts
Land of Toys Inc.
L'ordine Souveniers
Lyon Souveniers
customerNumber
500
400
300
200
100
0
2
4
6
8
10
12
14
Purchase Frequency

Geographical Analysis

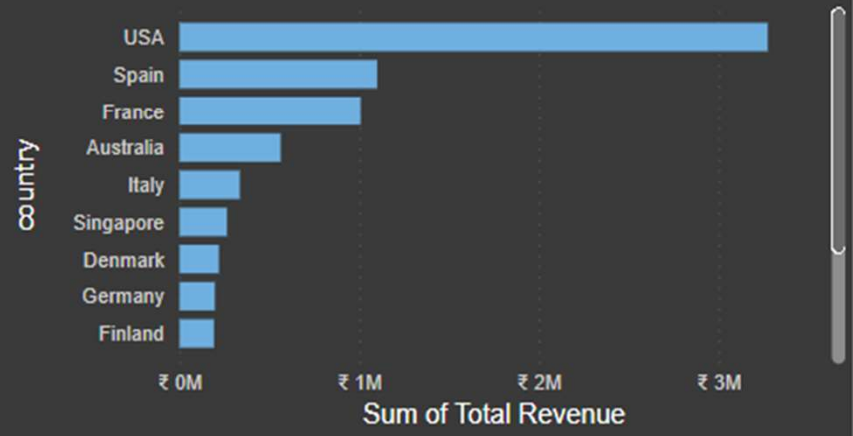
Year, Month
All

country
All

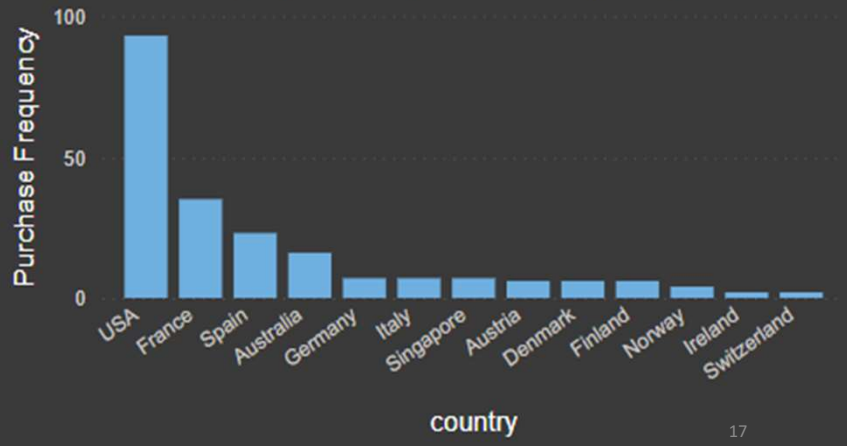
Employee performance by regions

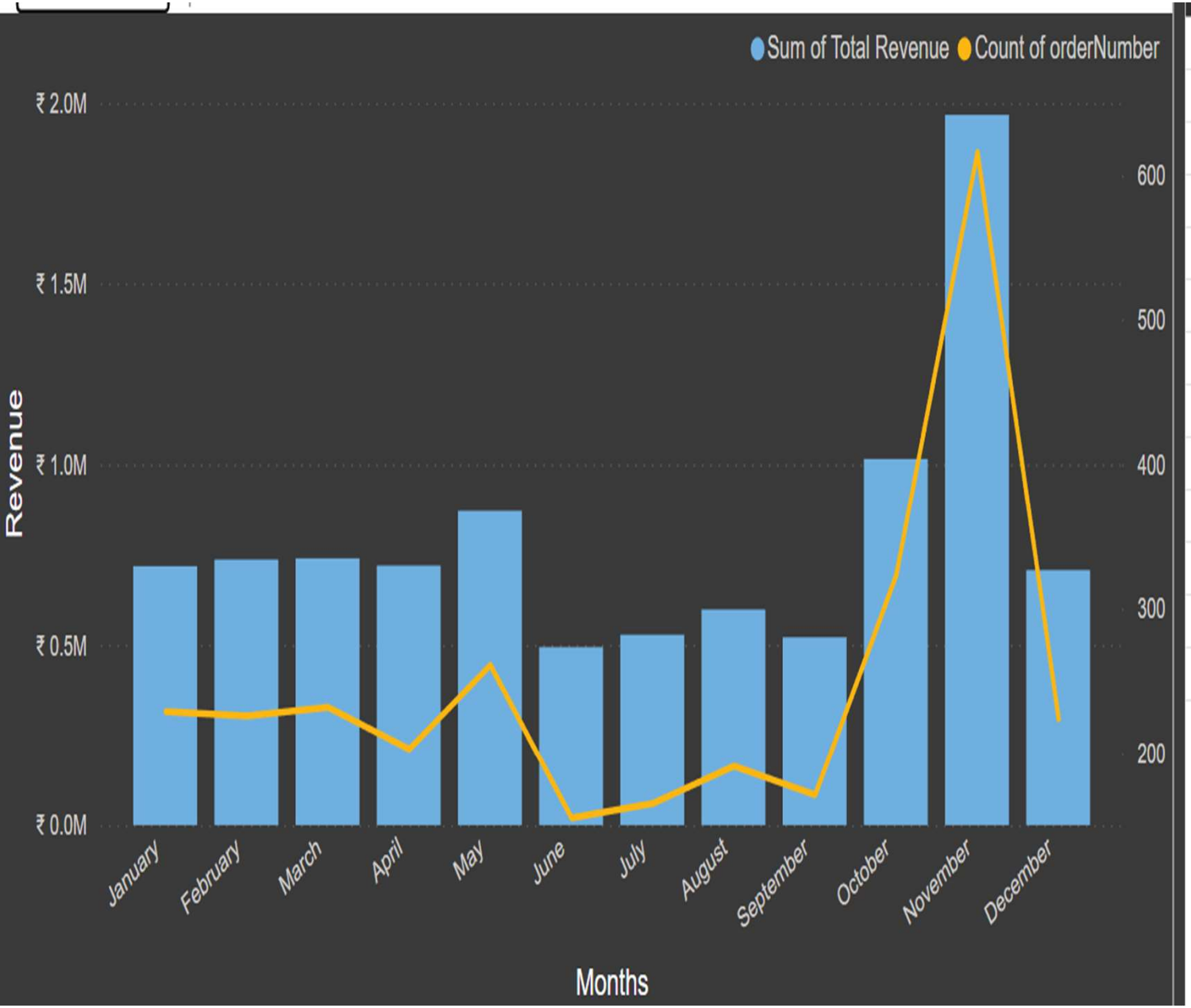


Sales Revenue by Regions

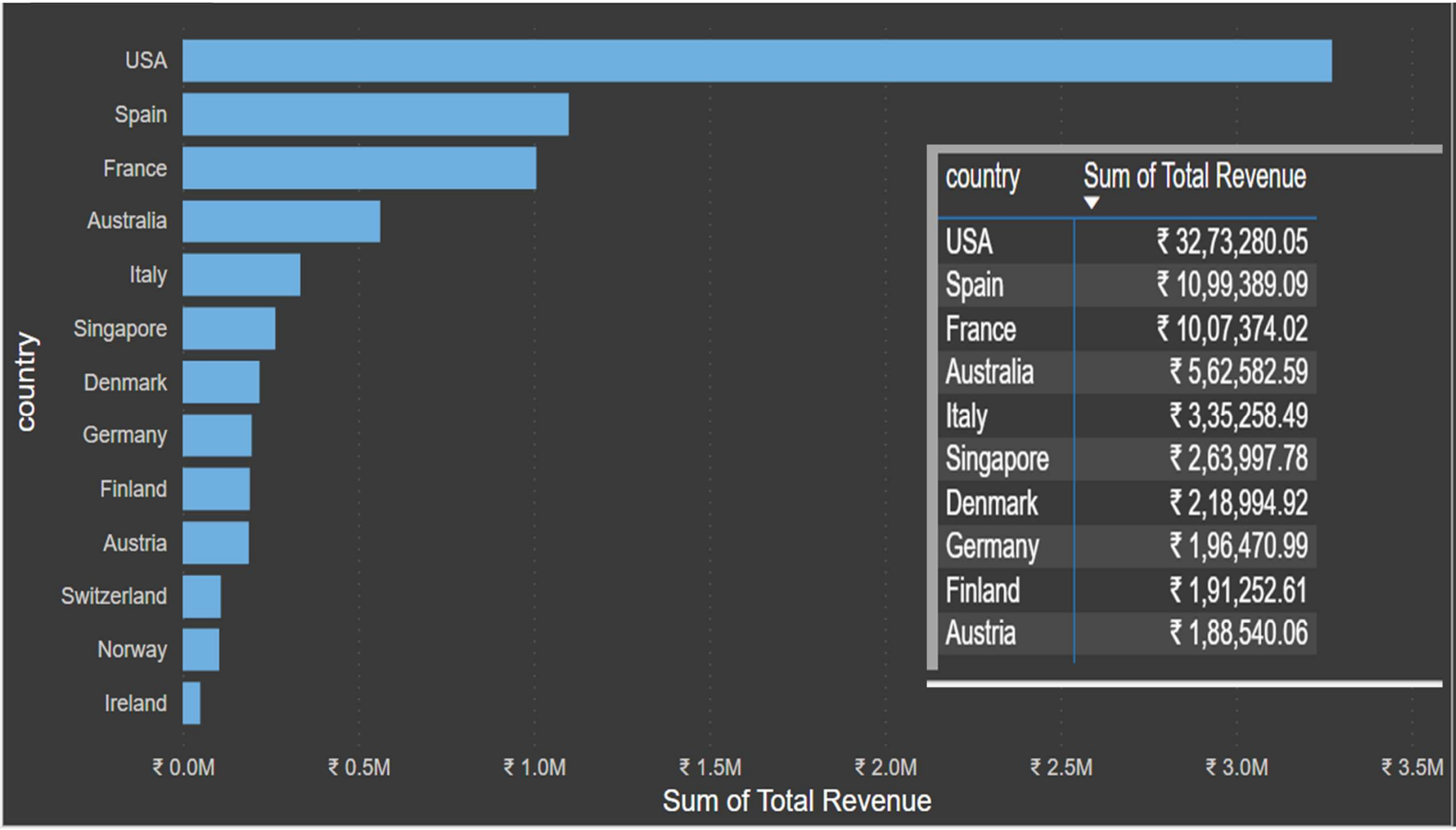


Customer demographics vs. purchase frequency

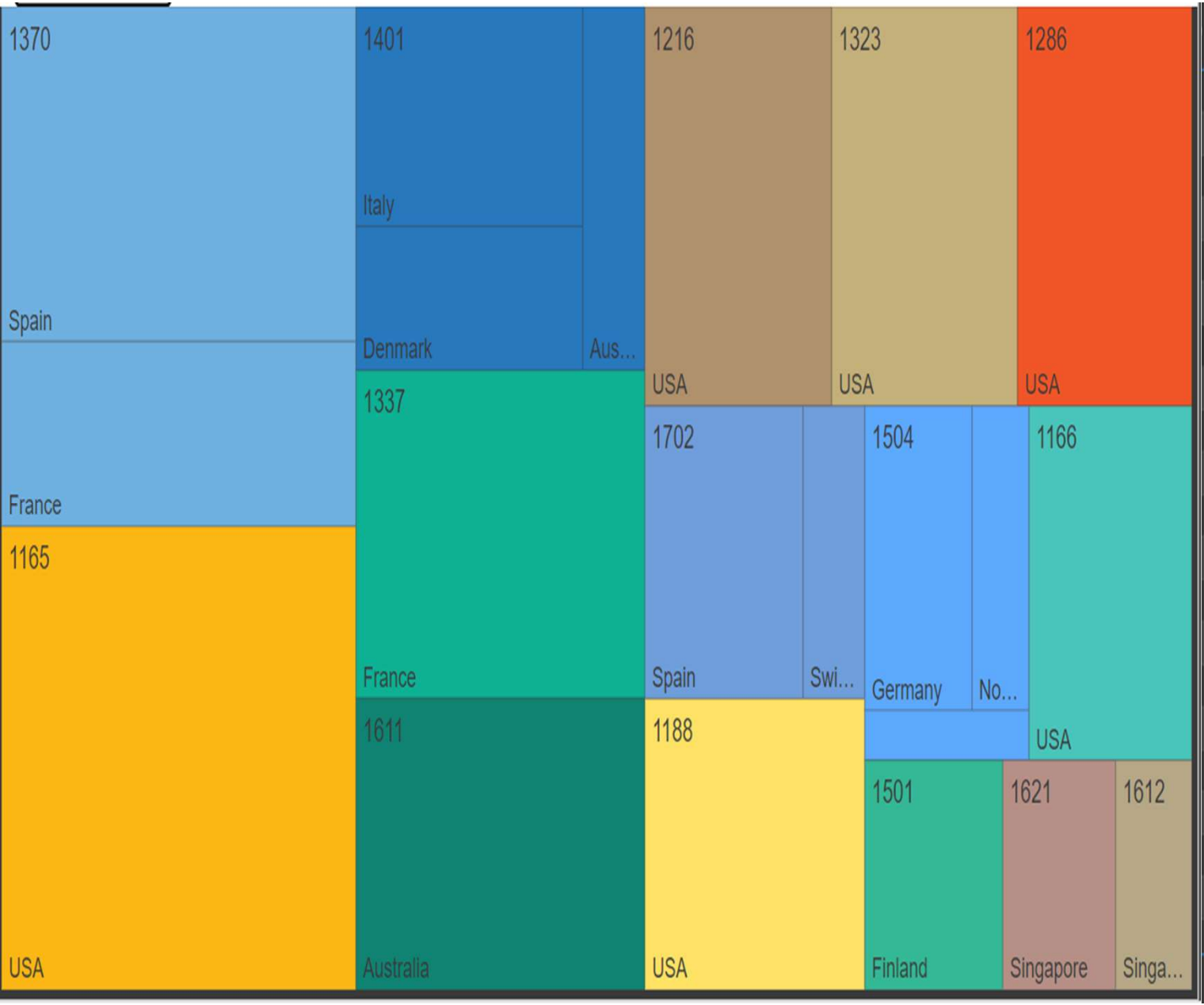




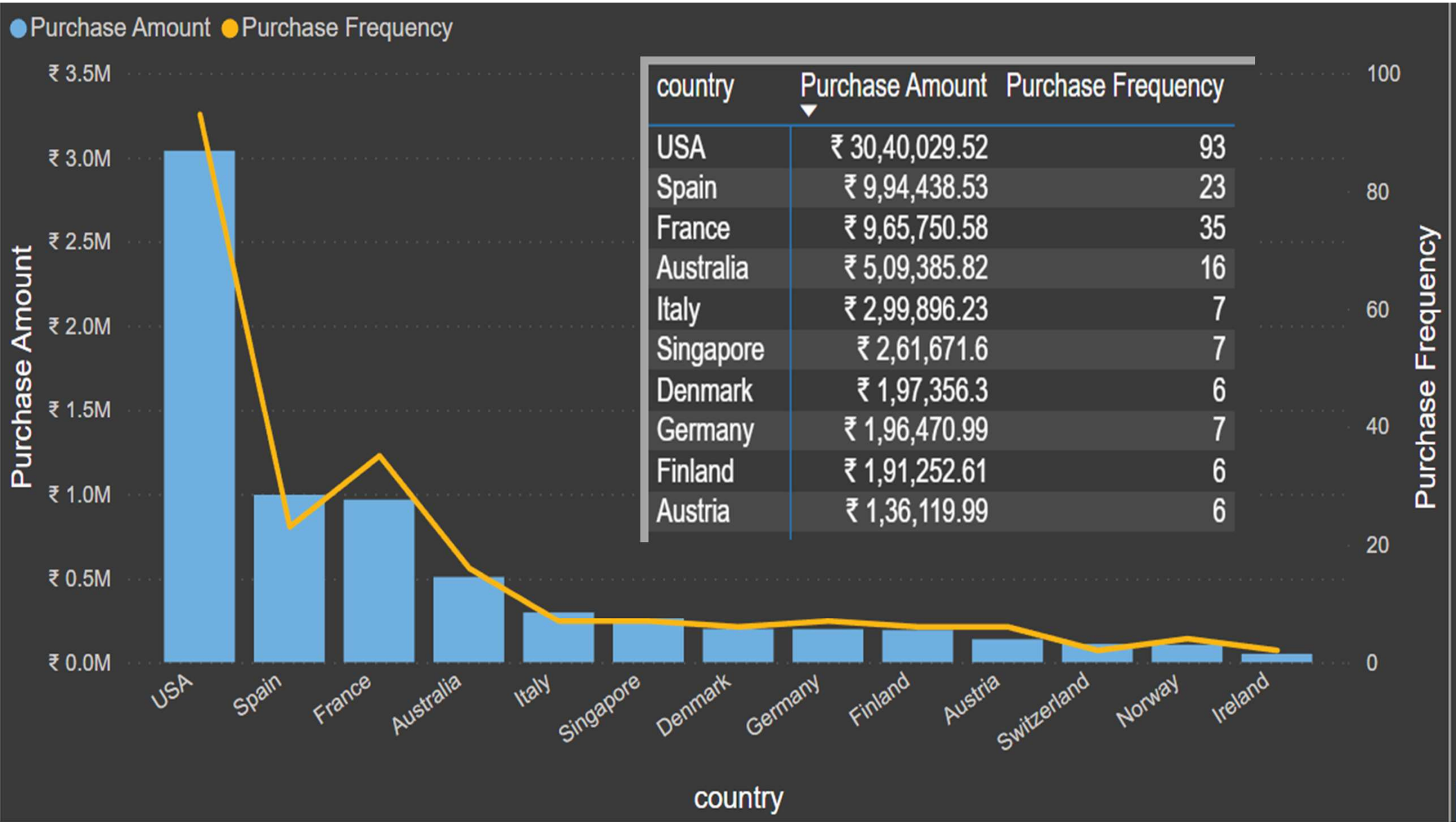
Month	Total Revenue	count of Orders
January	₹7,16,815	229
February	₹7,35,098.65	226
March	₹7,37,920.36	232
April	₹7,18,244.98	203
May	₹8,69,235.79	261
June	₹4,93,841.51	155
July	₹5,27,503.85	165
August	₹5,97,584.20	191
Septembe	₹5,20,497.65	171
October	₹10,14,570.07	323
Novembe	₹19,67,317.13	616
December	₹7,05,561.42	224



country	Sum of Total Revenue
USA	₹ 32,73,280.05
Spain	₹ 10,99,389.09
France	₹ 10,07,374.02
Australia	₹ 5,62,582.59
Italy	₹ 3,35,258.49
Singapore	₹ 2,63,997.78
Denmark	₹ 2,18,994.92
Germany	₹ 1,96,470.99
Finland	₹ 1,91,252.61
Austria	₹ 1,88,540.06



Employee Number	country	Sum of Amount
1165	USA	₹ 9,89,906.55
1370	Spain	₹ 7,15,738.98
1337	France	₹ 5,69,485.75
1611	Australia	₹ 5,09,385.82
1216	USA	₹ 4,49,219.13
1323	USA	₹ 4,47,472.61
1286	USA	₹ 4,19,235
1370	France	₹ 3,96,264.83
1188	USA	₹ 3,86,663.2
1166	USA	₹ 3,47,533.03
1401	Italy	₹ 2,99,896.23
1702	Spain	₹ 2,78,699.55
1401	Denmark	₹ 1,97,356.3
1504	Germany	₹ 1,96,470.99
1501	Finland	₹ 1,91,252.61
1621	Singapore	₹ 1,56,251.03
1401	Austria	₹ 1,36,119.99
1702	Switzerland	₹ 1,08,777.92
1612	Singapore	₹ 1,05,420.57
1504	Norway	₹ 1,04,224.79
1504	Ireland	₹ 49,898.27
Total		**₹ 70,55,273.15**



country	Purchase Amount	Purchase Frequency
USA	₹ 30,40,029.52	93
Spain	₹ 9,94,438.53	23
France	₹ 9,65,750.58	35
Australia	₹ 5,09,385.82	16
Italy	₹ 2,99,896.23	7
Singapore	₹ 2,61,671.6	7
Denmark	₹ 1,97,356.3	6
Germany	₹ 1,96,470.99	7
Finland	₹ 1,91,252.61	6
Austria	₹ 1,36,119.99	6

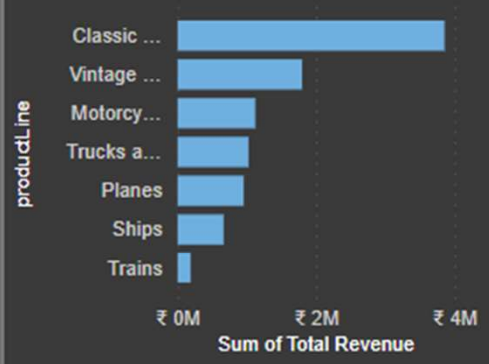
Profit and Sales Analysis

Profit Margin	Total Revenue	Total Profit	Total Cost Price	Orders	Instock
39.32%	₹ 9.6M	₹ 3.83M	₹ 5.78M	2,996	555131

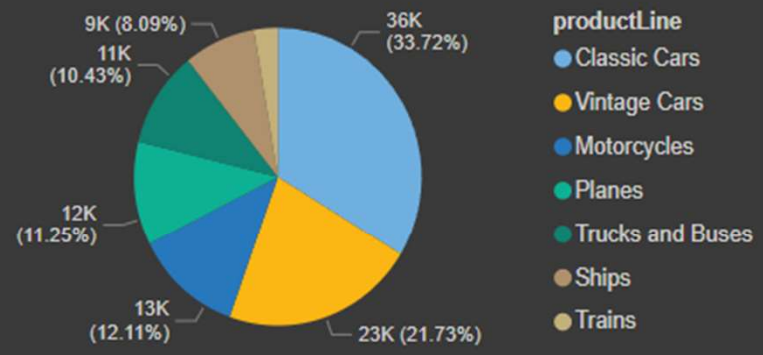
office
- 1
- 2
- 3
- 4
- 5
- 6
- 7

Order Quantity
105516

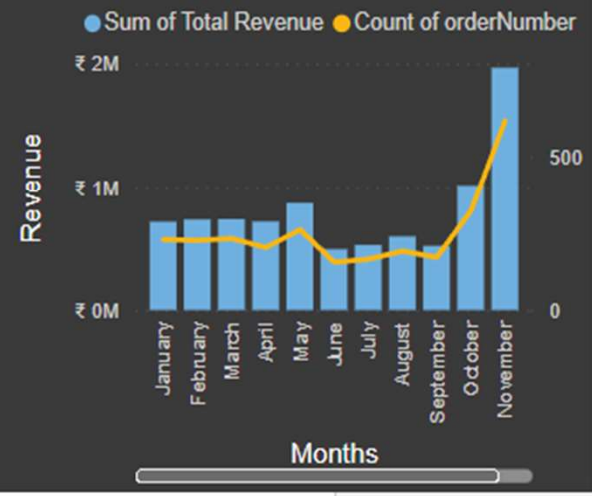
Revenue by Product Line



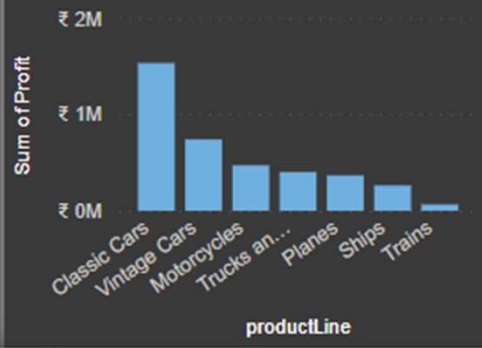
Orderes by Product Line



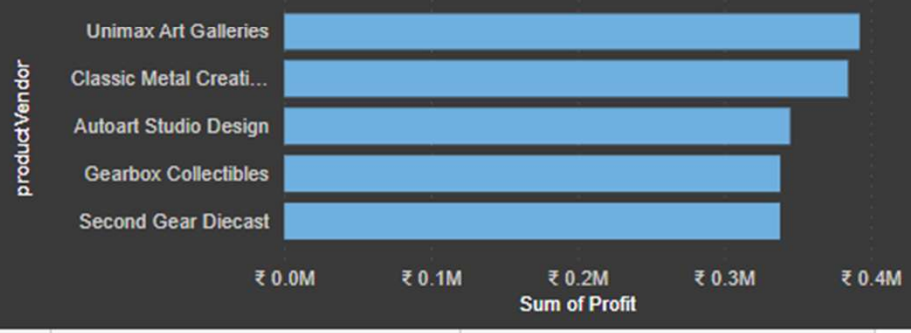
Revenue and orders Number by Month



Profit by Product Line



Profit by Top 5 Product Vendor

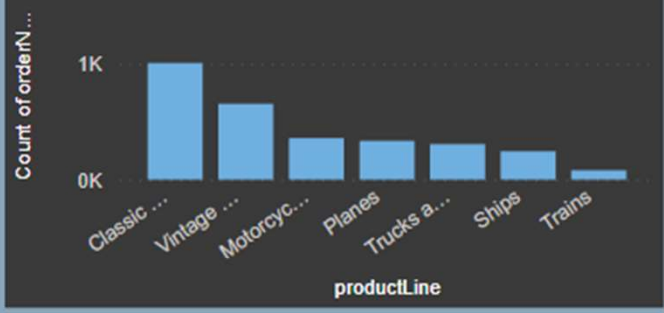


Sales Analysis Report

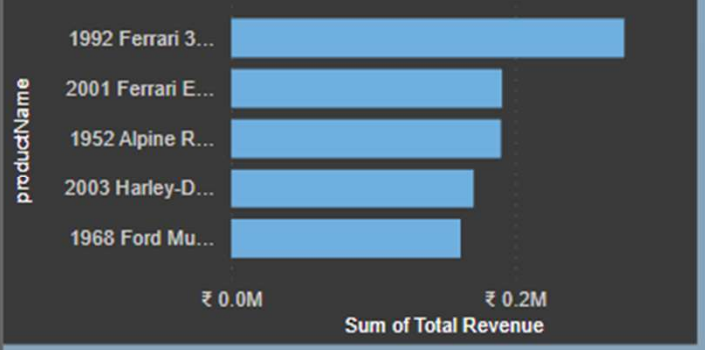
Orders
2996

Total Profit
₹ 3.83M

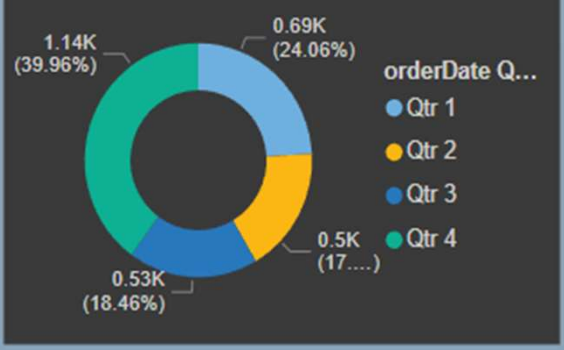
Orders by Product Line



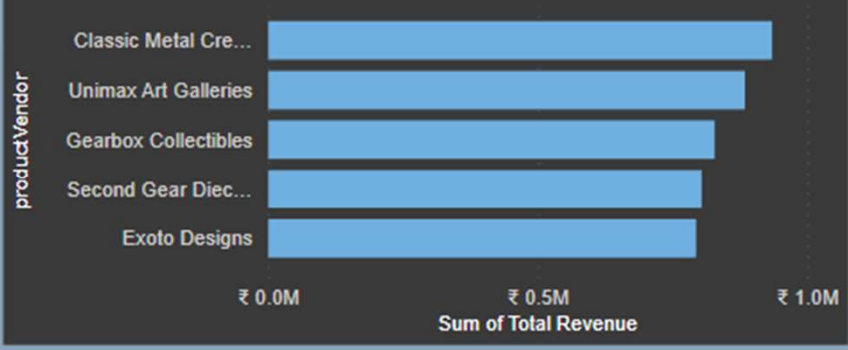
Revenue by Top 5 ProductName



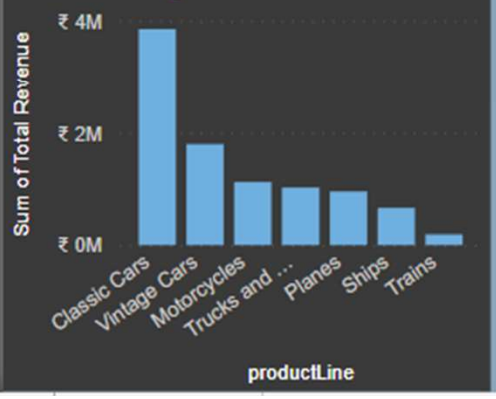
Count of orderNumber by Quarter



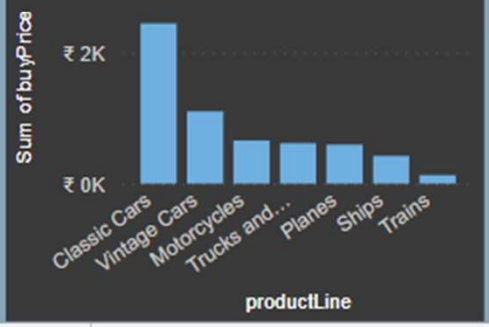
Revenue by Top 5 ProductVendor



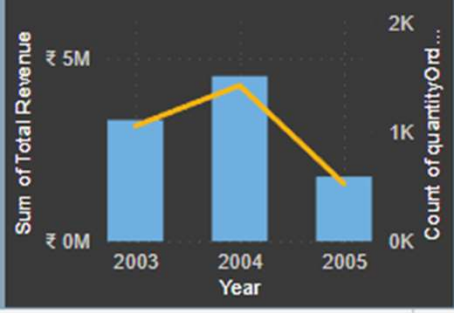
Revenue by Product Line



Sum buy Price by Product Line

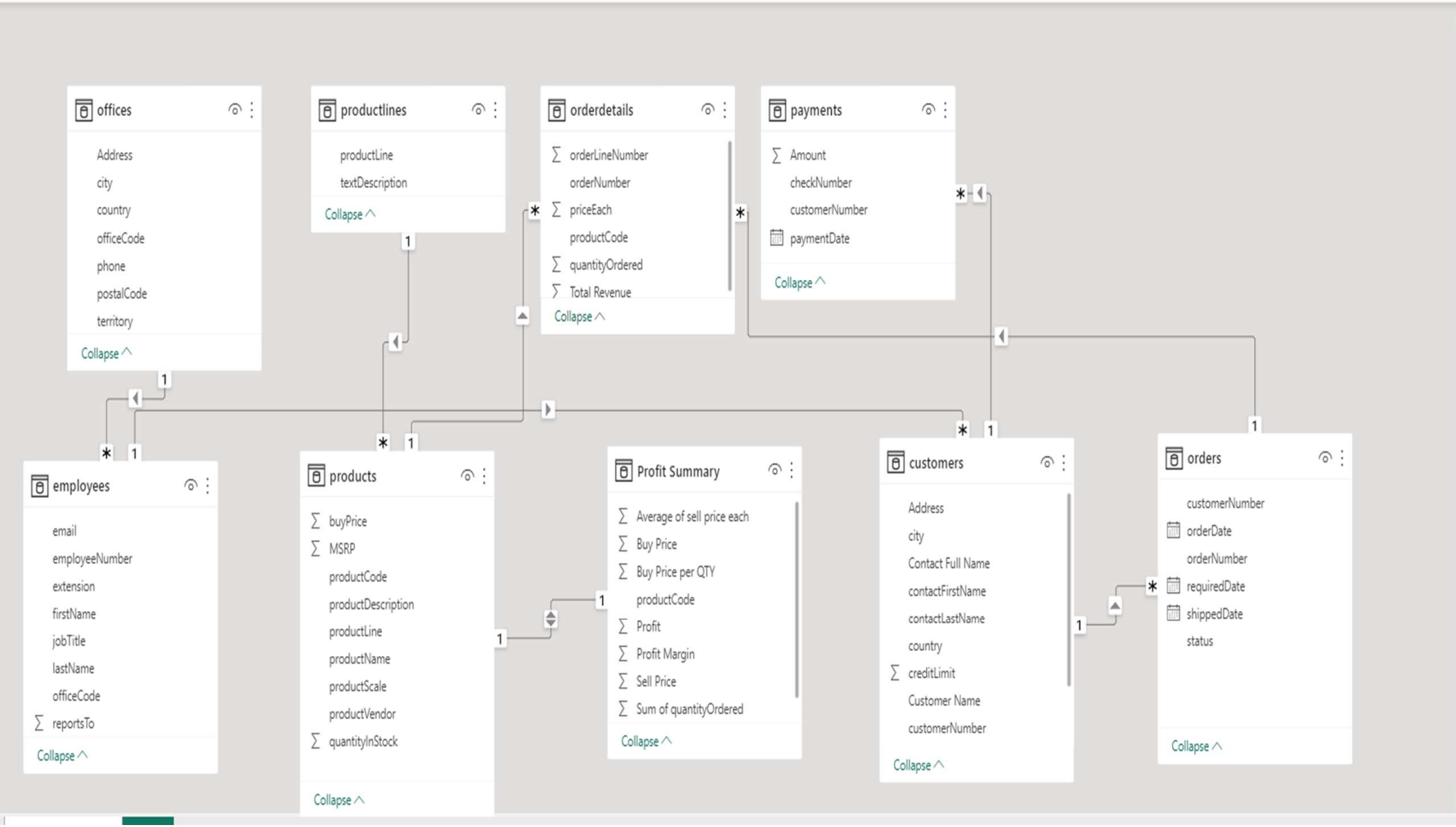


Revenue and Quantity Ordered by Year



Revenue by country

- Valuable insights
- Improvement focus
- Evaluation of effectiveness
- Trend identification
- Comprehensive understanding


offices
Address
city
country
officeCode
phone
postalCode
territory
Collapse
productlines
productLine
textDescription
Collapse
orderdetails
orderLineNumber
orderNumber
priceEach
productCode
quantityOrdered
Total Revenue
Collapse
payments
Amount
checkNumber
customerNumber
paymentDate
Collapse
employees
email
employeeNumber
extension
firstName
jobTitle
lastName
officeCode
reportsTo
Collapse
products
buyPrice
MSRP
productCode
productDescription
productLine
productName
productScale
productVendor
quantityInStock
Collapse
Profit Summary
Average of sell price each
Buy Price
Buy Price per QTY
productCode
Profit
Profit Margin
Sell Price
Sum of quantityOrdered
Collapse
customers
Address
city
Contact Full Name
contactFirstName
contactLastName
country
creditLimit
Customer Name
customerNumber
Collapse
orders
customerNumber
orderDate
orderNumber
requiredDate
shippedDate
status
Collapse