

Conversion Performance Report: Store & SKU Level Analysis

Objective:

Analyze the provided data and identify key trends and patterns in store-level and SKU-level conversions. Propose recommendations based on your findings to improve sales performance at both levels.

- Dataset link -

<https://drive.google.com/file/d/1vfXAP0iPUrltvC9LEyH8yZtqYP7n2FMA/view?usp=drivesdk>

Conversion Analysis

The dataset includes:

- Store ID
- SKU ID
- Total Visits (number of users who visited the store)
- Transactions (number of successful purchases made)
- Revenue (total revenue generated from transactions)

Tasks:

- Calculate the conversion rate at both the store level and the SKU level (i.e., Transactions / Total Visits).
- Identify top-performing and underperforming stores and SKUs based on conversion rates.
- Highlight 2-3 key trends related to store or SKU performance.
- Summary
- Your recommendations and reasoning behind them.

Github Link: <https://github.com/souravggp/Conversion-Performance-Report-Store-SKU-Level-Analysis>

Power BI Dashboard



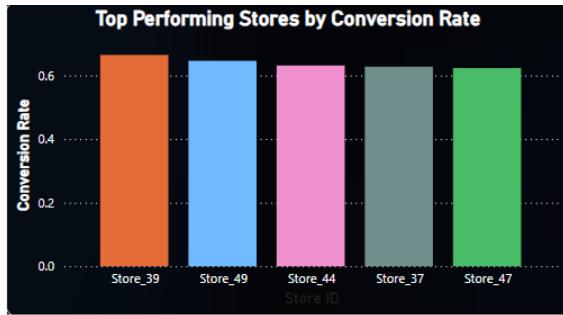
◆ Key Metrics Summary (from Dashboard)

Metric	Value
Total Revenue	₹27.88 Million
Total Transactions	265,000
Average Conversion Rate	0.50 (50%)
Minimum Efficiency Score	116K
Maximum Efficiency Score	628K

◆ Analysis Overview

1. Store-Level Performance

- Top Performing Stores by Conversion Rate:



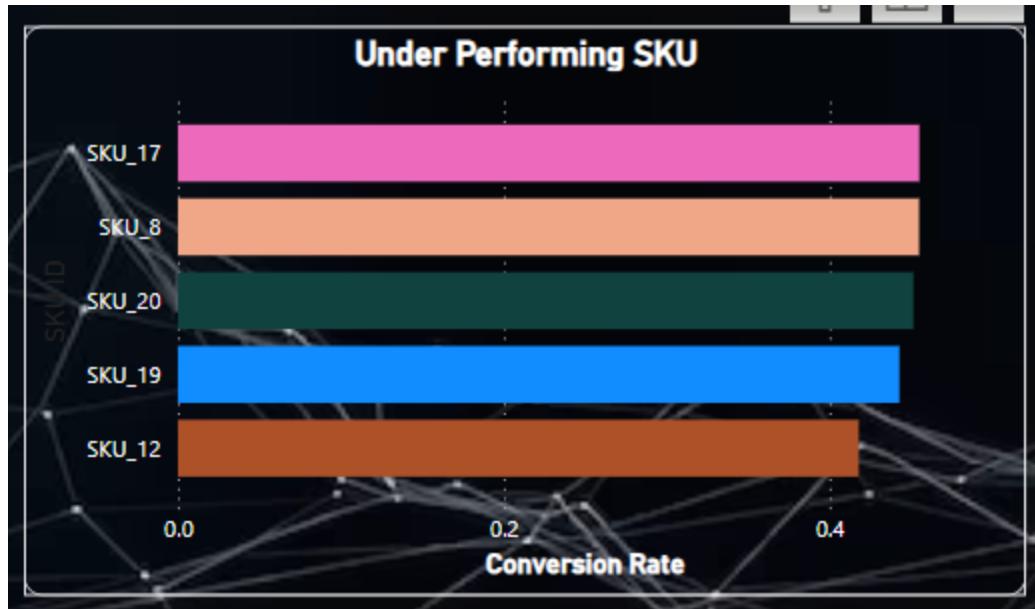
- Store_39, Store_49, Store_44, Store_37, Store_47 — all with conversion rates above 60%
- Underperforming Stores by Conversion Rate:



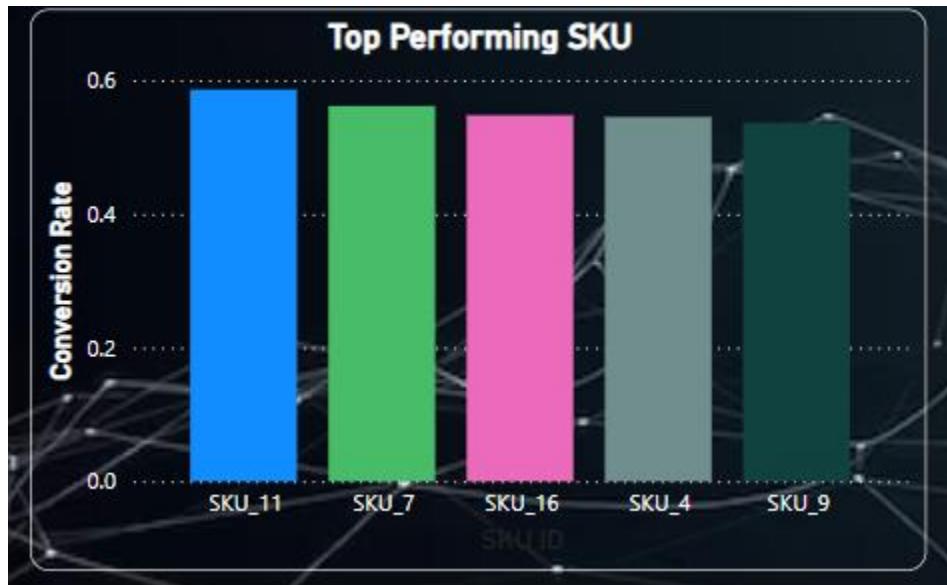
- Store_12, Store_30, Store_36, Store_14, Store_15 — conversion rates below 40%
- Observation: Conversion rates vary significantly between stores. Some stores convert nearly twice as efficiently as others, indicating gaps in customer experience, inventory, or operations.

2. 📦 SKU-Level Performance

- Top Performing SKUs:



- SKU_11, SKU_7, SKU_16, SKU_4, SKU_9 — conversion rates around or above 60%
- Underperforming SKUs:



- SKU_17, SKU_8, SKU_20, SKU_19, SKU_12 — conversion rates around 40–45%
 - Observation: SKU-level efficiency impacts store revenue. Top-performing SKUs likely align better with customer preferences or promotional strategies.
3. Efficiency Score Insight
- Efficiency Score = Conversion Rate × Revenue

- Range: 116K to 628K
 - Suggests which stores and SKUs not only convert well but also generate high returns. Top scorers reflect high-performing units worth scaling or benchmarking.
 - Observation: Store_39 and Store_49 have highest efficiency scores that means these stores have higher revenue with higher conversion rates.
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◆ Key Trends & Insights

1. Stores with high conversion rates also correlate with higher efficiency scores — showing effectiveness in turning visits into high-value purchases.
 2. Underperforming SKUs might benefit from retargeted marketing or being bundled with better-selling SKUs.
 3. There's a significant gap between the best and worst performing stores and SKUs, indicating optimization opportunities.
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◆ Recommendations

1.  Boost Low Conversion Stores:
 - Conduct store-level audits (UX, pricing, stock availability).
 - Train or incentivize staff on high-performing patterns.
 2.  Optimize SKU Offering:
 - Phase out or improve underperforming SKUs via promotions, bundling, or redesign.
 - Replicate traits of top SKUs (e.g., visibility, positioning).
 3.  Replicate High-Efficiency Patterns:
 - Analyze practices from Store_39 or SKU_11 and scale them across other segments.
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◆ Conclusion

The dashboard highlights actionable insights across both stores and SKUs, pinpointing clear opportunities for performance improvement. Leveraging these findings can directly support sales growth, customer experience, and inventory planning of the company.