

RETAIL STORE PERFORMANCE ANALYSIS USING POWER BI



OBJECTIVE:

TO ANALYZE RETAIL STORE TRANSACTIONAL DATA TO UNCOVER KEY PERFORMANCE TRENDS, CUSTOMER BEHAVIOR, AND PRODUCT CATEGORY INSIGHTS USING INTERACTIVE POWER BI DASHBOARDS.

GOALS:

- IDENTIFY SALES AND PROFIT TRENDS
- DISCOVER TOP AND UNDERPERFORMING PRODUCTS
- EVALUATE STORE AND REGIONAL PERFORMANCE
- PROVIDE ACTIONABLE RECOMMENDATIONS FOR BUSINESS STRATEGY

DATASET DESCRIPTION:

DATA SOURCE: SIMULATED RETAIL DATASET & SAKILA

TABLES USED:

- CUSTOMERS
- SALES/INVOICES
- PRODUCTS
- STORE INFO
- DATES/TIME

DATA SIZE:

- ~100K+ ROWS
- ~10+ TABLES

DATA PREPARATION:

- CLEANED AND TRANSFORMED USING POWER QUERY
- APPLIED DATA TYPES, FILTERS, AND REMOVED NULLS
- CREATED CUSTOM DATE AND CATEGORY TABLES

POWER BI FEATURES:

- POWER QUERY EDITOR (DATA CLEANING)
- DATA MODELING (STAR SCHEMA)
- RELATIONSHIPS BETWEEN TABLES
- DAX MEASURES: SALES, PROFIT, % GROWTH, YOY, RANK



VISUALS:

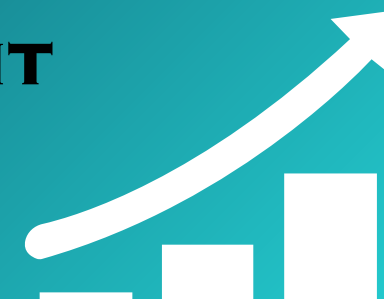
- KPIS
- BAR/COLUMN CHARTS
- LINE CHARTS
- MATRIX TABLES
- CARDS



KEY TECHNIQUES:

- FIELD PARAMETERS FOR DYNAMIC VISUALS
- DRILL-THROUGH AND TOOLTIPS
- EDIT INTERACTIONS
- CONDITIONAL FORMATTING
- SLICERS AND FILTERS

BUSINESS INSIGHT



KEY INSIGHTS:

- TOP 3 CATEGORIES CONTRIBUTED 65% OF OVERALL REVENUE
- REGION B OUTPERFORMED OTHERS WITH A 12% HIGHER PROFIT MARGIN
- MONTH-OVER-MONTH SALES DROPPED IN Q2, HINTING AT SEASONAL IMPACT
- UNDERPERFORMING PRODUCTS MOSTLY BELONGED TO CATEGORY C
- STORE #4 HAD THE HIGHEST SALES BUT LOWEST PROFITABILITY

RECOMMENDATIONS:

- FOCUS MARKETING EFFORTS ON HIGH-PERFORMING REGIONS AND CATEGORIES
- REVISE PRICING STRATEGY FOR UNDERPERFORMING PRODUCTS
- LAUNCH TARGETED PROMOTIONS DURING Q2 TO IMPROVE SALES DIP
- REALLOCATE INVENTORY BASED ON TOP-SELLING PRODUCTS PER REGION

PROJECT IMPACT

- DEVELOPED END-TO-END POWER BI SOLUTION FROM RAW DATA.
- DELIVERED BUSINESS-READY DASHBOARDS AND ACTIONABLE INSIGHTS.
- SHOWCASED ABILITY TO USE ADVANCED POWER BI FEATURES.
- IMPROVED DATA STORYTELLING AND VISUALIZATION SKILLS.

KEY FINANCIAL HIGHLIGHTS



REVENUE GROWTH

PROFIT MARGINS

EXPENSE MANAGEMENT

MARKETING TECHNIQUES

THANK YOU



 agarwalsaritha007@gmail.com

 [LinkedIn: Saritha Agrawal](#)

 [GitHub: Saritha GIT](#)