

# Retail Intelligence Dashboard – Sales, Profit, and Delivery Insights

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**Tools Used:** Power BI Web, Microsoft Excel, SQL

**Dataset:** Merged orders.csv and product-supplier.csv using New Product ID

<https://www.kaggle.com/datasets/gabrielsantello/wholesale-and-retail-orders-dataset>

## **Project Objective**

To replicate the responsibilities of Analyst, Analytics role at Publicis Groupe by delivering a analytics project for a major sporting goods retailer - from data wrangling to dashboarding - focusing on KPIs that reflect campaign performance, product profitability, and customer value.

## **Data Overview**

- Orders Sheet: Customer status, order & delivery dates, product ID, retail & cost price
- Product-Supplier Sheet: Product name, category, supplier info
- Merged On: New Product ID

## **PART 1 - Power BI Visualisation**

### **Visuals & Media-Centric Insights**

#### 1. Revenue by Product Category

- Key revenue drivers: Outdoor, Shoes, Sportswear
- Insight: Future media buys should emphasize these categories

#### 2. Treemap – Revenue by Product Group

- Helps prioritize product clusters for targeted ad campaigns

#### 3. Donut Chart – Revenue by Customer Status

- Gold customers generated 63.4% of revenue, despite only making up 28% of order volume - suggesting a high LTV segment.
- Suggests high media ROI when targeting loyal segments

#### 4. Line Chart – Revenue Over Time

- Clear spikes aligned with seasonal peaks (e.g., holidays, Q1)
- Suggests campaign effectiveness and demand planning value

## 5. Matrix – Avg Delivery Delay by Supplier & Category

- Performance red flags for logistics and campaign alignment

## 6. High-Margin Product Table

- Identified which SKUs offer best returns on investment

## Actionable Recommendations for Media Strategy

- Prioritize high-revenue categories in campaign targeting
- Audit supplier-based delivery delays to improve UX and loyalty
- Expand retargeting strategies to convert Silver-tier customers with personalized offers
- Review product margin trends before new promotions

## Technical Tools & Workflow

- Microsoft Excel: Dataset joining, KPI calculations
- Power BI : Dashboard creation, slicers, visual storytelling
- Simulated SQL logic for calculated measures (profit, margin)

## What I Practiced

- Structuring insights that go beyond media metrics to tangible business outcomes
- Creating visuals that align with real campaign optimization workflows
- Working with cross-channel KPIs that reflect both marketing and operational goals
- Using client-style dashboards to simulate hindsight reporting and performance storytelling

**Power BI DashBoard included in the next page!**

## Part 2 - SQL Queries :

- 1) Total Revenue by Product Category:

```
SELECT  
  
    Category,  
  
    SUM(Retail_Price * Quantity) AS Total_Revenue  
  
FROM  
  
    merged_orders  
  
GROUP BY  
  
    Category  
  
ORDER BY  
  
    Total_Revenue DESC;
```

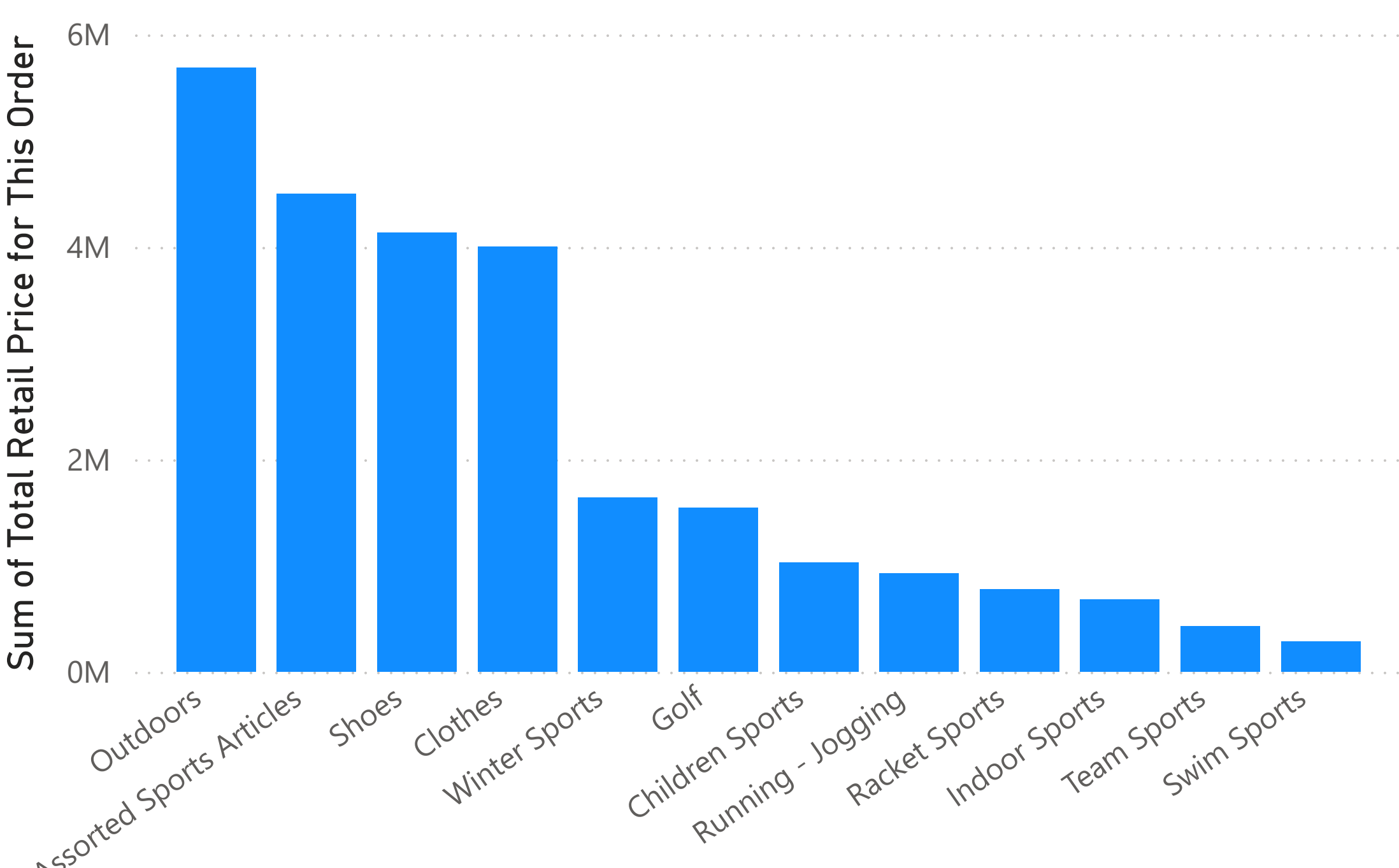
*Shows which product categories drive the most revenue—useful for campaign targeting.*

- 2) Revenue by Customer Status:

```
SELECT  
  
    Customer_Status,  
  
    SUM(Retail_Price * Quantity) AS Revenue  
  
FROM  
  
    merged_orders  
  
GROUP BY  
  
    Customer_Status  
  
ORDER BY  
  
    Revenue DESC;
```

*Identifies high-value customer segments (e.g., Gold, Silver) for media ROI and retargeting strategies.*

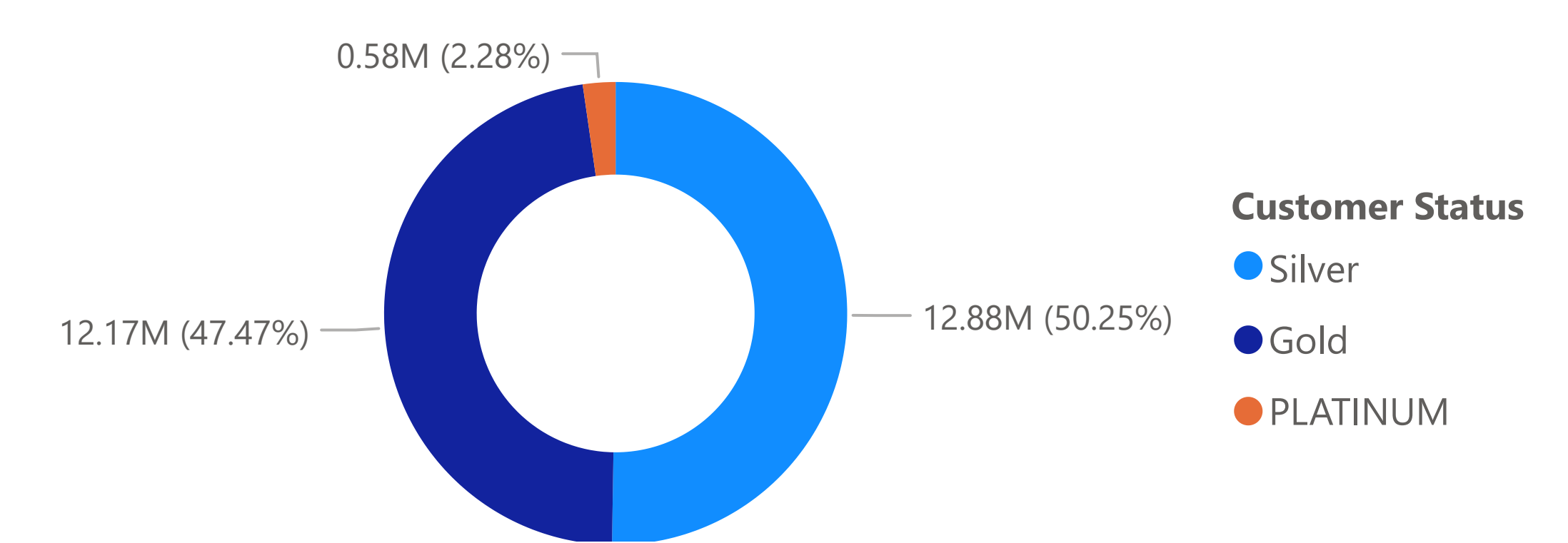
Sum of Total Retail Price for This Order by Product Category



Sum of Total Retail Price for This Order by Product Group



Sum of Total Retail Price for This Order by Customer Status

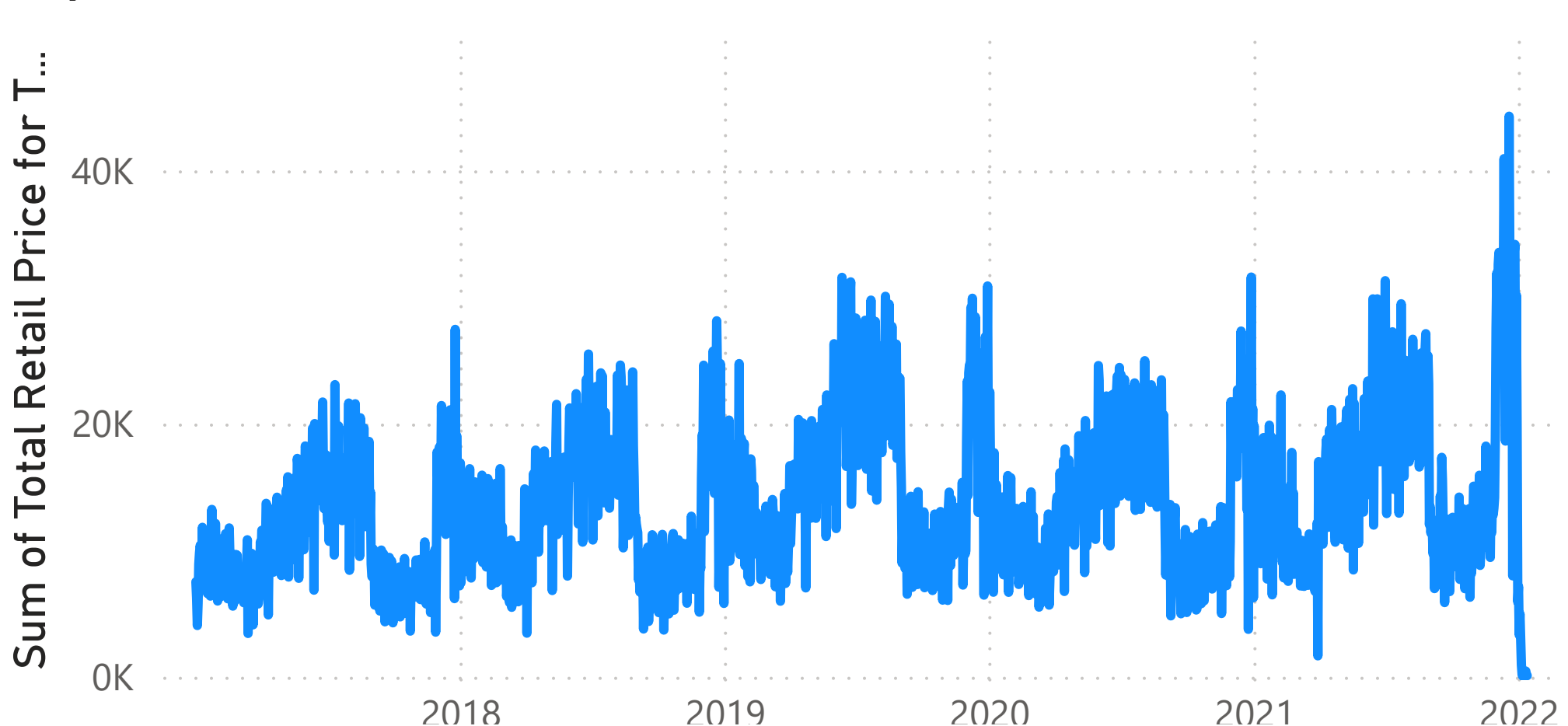


1.06

Average of Delivery Delay

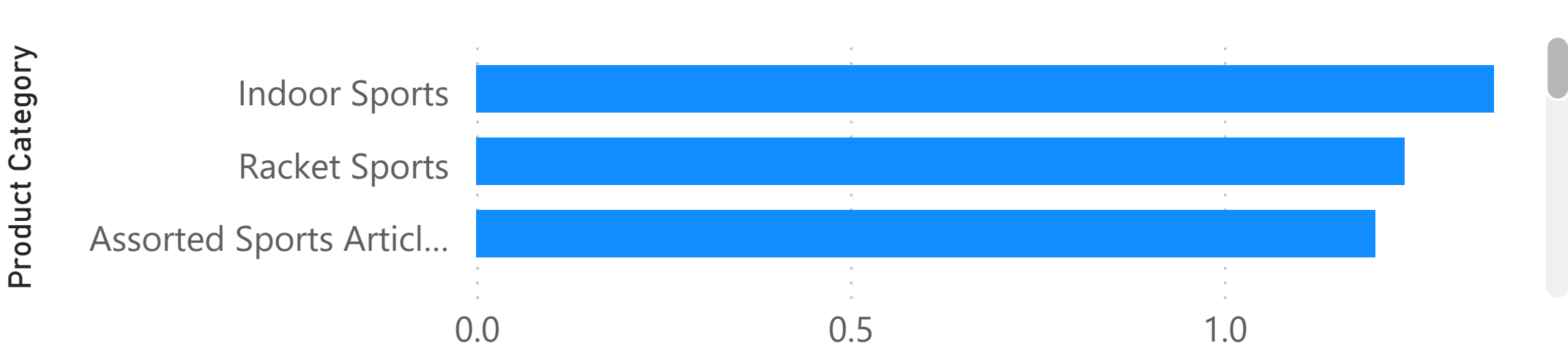
- Product Category, Custom...
- ✓ ☐ Assorted Sports Art.
  - ✓ ☐ Children Sports
  - ✓ ☐ Clothes
  - ✓ ☐ Golf

Sum of Total Retail Price for This Order by Year, Quarter, Month and Day



Supplier Name	Assorted Sports Articles	Children Sports	Clothes	Golf	Indoor Sports	Outdoors	Racket Sports
A Team Sports		0.99					
Dolphin Sportswear Inc							
Eclipse Inc		0.99	0.94				
GrandSlam Sporting Goods Ltd							
Total	1.20	0.99	0.93	0.95	1.36	1.18	

Average of Delivery Delay by Product Category



3) Average Delivery Delay by Supplier and Category:

```
SELECT

    Supplier_Name,

    Category,

    AVG(DATEDIFF(DAY, Order_Date, Delivery_Date)) AS Avg_Delivery_Delay

FROM

    merged_orders

GROUP BY

    Supplier_Name,

    Category

ORDER BY

    Avg_Delivery_Delay DESC;
```

*Highlights supplier and product combinations with delivery performance issues, informing operational and campaign alignment.*

4) High-Margin Products:

```
SELECT

    Product_Name,

    Category,

    (Retail_Price - Cost_Price) AS Margin,

    SUM(Quantity) AS Units_Sold

FROM

    merged_orders

GROUP BY

    Product_Name,

    Category,
```

```
        Margin

HAVING

        Margin > 0

ORDER BY

        Margin DESC, Units_Sold DESC;
```

*Identifies SKUs that offer the best returns on investment, supporting promotional planning.*

5) Customer Lifetime Value (LTV) Estimate by Segment:

```
SELECT

    Customer_ID,

    Customer_Status,

    SUM(Retail_Price * Quantity) AS Total_Spent

FROM

    merged_orders

GROUP BY

    Customer_ID,

    Customer_Status

ORDER BY

    Total_Spent DESC;
```

*Finds top-spending customers and segments, supporting loyalty and retention strategies.*