Retail Sales Performance Dashboard Report

PROJECT OVERVIEW

This project analyzes the sales data of a retail shop across multiple regions to understand how discounts, pricing, and product mix affect overall sales and profitability.

The dataset includes transactions segmented by region, product category, and discount percentage.

Using Power BI, an interactive dashboard was developed to visualize key KPIs such as total sales, total units sold, and profit distribution across products and regions.

OBJECTIVES

- Evaluate the impact of discounts on total sales performance across regions.

- Identify which regions and products drive the highest revenue.

- Compare average prices and discounts across geographical markets.

- Recommend strategies to improve underperforming regions.

KEY FINDINGS

- East region recorded the highest total sales (218K) with the highest average discount (10.29%), indicating price-sensitive customers.

- South region achieved 202K in total sales despite having the lowest discount (9.38%) due to high-end electronic product sales like Galaxy S23 Ultra and LG OLED TVs.

- West and North regions lagged behind with 177K and 172K sales respectively due to weaker marketing penetration, limited product variety, and moderate discount usage.

- Positive correlation observed between sales and discount in East region confirms discount-driven demand effectiveness.

ANALYTICAL INSIGHTS

Region	Total Sales	Avg Discount	Insight
East	218K	10.29%	High discounts effectively boost sales; strong discount elasticity
South	202K	9.38%	High-end product mix drives strong revenue even with low discounts
West	177K	10.06%	Discounts not converting well; may lack high-value products
North	172K	9.67%	Lowest sales; needs better marketing or product visibility

CONCLUSION

The analysis highlights that both discount strategy and product assortment significantly influence sales performance.

To improve revenue consistency across all regions, the retail chain should maintain effective discounts in East, expand premium product range in West and North,

and replicate South's success by emphasizing value-based sales instead of discount dependency.

TOOLS & TECHNIQUES USED

- Power BI - Dashboard creation and data visualization

- Excel - Data cleaning and transformation

- DAX - Custom KPI measures for discount percentage, profit, and average price

- Analytical Skills - Regional comparison, price elasticity analysis, performance benchmarking

KEY METRICS

- Total Sales: $4.36M

- Total Units Sold: 5,586

- Net Sales: $4.31M

RECOMMENDATIONS

- East: Continue leveraging discounts but track profitability carefully.

- South: Focus on premium sales; consider cross-selling accessories.

- West & North: Increase marketing and local promotions; add high-demand products.

- Consider region-based pricing strategies aligned with consumer behavior.

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