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RETAIL ANALYSIS

STORY 1:

BUSINESS INSIGHTS & ANALYSIS

Objective:

The objective of this case study is to analyze the overall sales performance, gross profit, category-wise contribution, state-wise revenue, buyer performance, and managerial efficiency to help business stakeholders take data-driven decisions for improving profitability and sales growth.

Key KPIs / Metrics Analyzed:

KPI 1: Total Sales

KPI 2: Gross Profit

KPI 3: Gross Profit Percentage (GP%)

Insights Observed:

- **Insight 1**

Total sales generated across all regions is \$57.65 million, with a gross profit of \$24.48 million and an overall GP% of 42.5%.

- **Insight 2**

Among all states, New South Wales (NSW) generates the highest sales, followed by Victoria (VIC) and Queensland (QLD). ACT and TAS contribute the least.

- **Insight 3**

Among product categories, Home, Mens, and Shoes are the top-performing categories in terms of sales, while Hosiery and Groceries contribute very low sales.

- **Insight 4**

Among buyers, Bruce Curtos is the top buyer with \$11M in sales, followed by Howard (\$9M) and Chester (\$8M).

- **Insight 5**

Among managers, John Gardner leads with \$5.3M in sales, followed by Jeremy G (\$4.9M) and Lillian Pruitt (\$4.8M).

- **Insight 6**

Sales trend shows strong growth during mid-2016 and early 2017, with fluctuations visible in early 2017.

Business Value / Decision Making:

- **Business Impact 1**

The company can focus more on high-performing states like NSW, VIC, and QLD to maximize revenue and run targeted promotions in low-performing regions like ACT and TAS.

- **Business Impact 2**

Since Home, Mens, and Shoes generate maximum revenue, inventory planning and marketing budgets should be prioritized for these categories to increase overall profitability.

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STORY 2 :

TECHNICAL IMPLEMENTATION

USING POWER BI

Power BI Desktop - Data Import & Setup:

- Loading the Retail Sales dataset
- Verifying column names
- Checking data types
- Removing blank rows

Power Query - Transformations Applied:

- Removed duplicate records
- Changed data types for Date, Sales, and Profit
- Split category and region columns
- Merged sales and profit tables
- Filtered null and zero sales rows
- Replaced error values
- Created custom columns such as Profit Margin

Power Pivot - Data Modeling:

- Total tables used: **6 tables**
- Fact Table: Sales
- Dimension Tables: Date, Category, State, Buyer, Manager
- Relationships Created: Sales connected to all dimension tables
- Cardinality Used: **One-to-Many**
- Calculated Columns Created: Profit %, Year, Quarter

Power View - Visualizations Used:

VISUAL TYPE	WHERE USED	WHY USED
Bar Chart	Sales by State, Manager, Buyer	Best for comparison
Line Chart	Sales by Date	Shows trend over time
Pie/Donut	Sales by Chain	Shows contribution
Card	Total Sales, Gross Profit, GP%	Displays KPIs
Tree Map	Sales by Category	Shows hierarchy
Map	Sales by State & Category	Geographic distribution

DAX Measures:

Measure 1:

Total Sales = SUM(Sales[Sales])

Measure 2:

Total Gross Profit = SUM(Sales[Gross Profit])

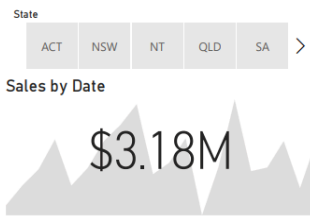
Measure 3:

GP % = DIVIDE([Total Gross Profit], [Total Sales]) * 100

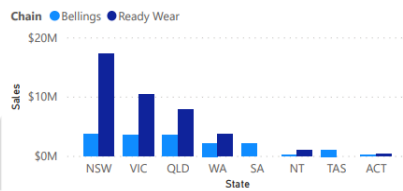
Final Output:

1. **Total Pages Created:** 10
2. **Key Dashboards Included:**
 - Sales Overview Dashboard
 - Buyer & Manager Performance Dashboard
3. **Summary of Final Insights:**

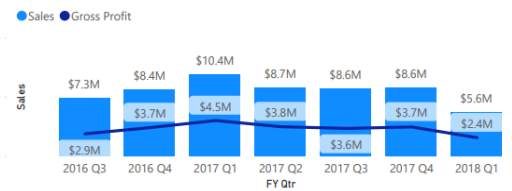
The dashboard clearly shows state-wise performance, category contribution, buyer efficiency, and profit trends which help management make strategic business decisions related to pricing, inventory, and regional sales optimization.



Sales by State and Chain

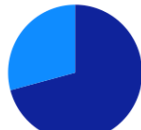


Sales and Gross Profit by FY Qtr



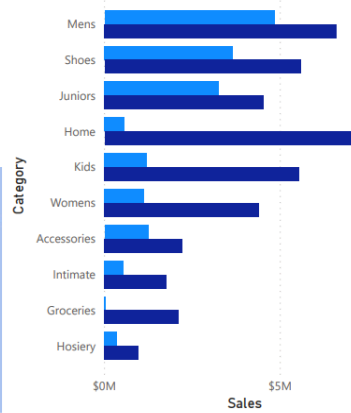
Sales by Chain

Chain ● Ready Wear ● Bellings

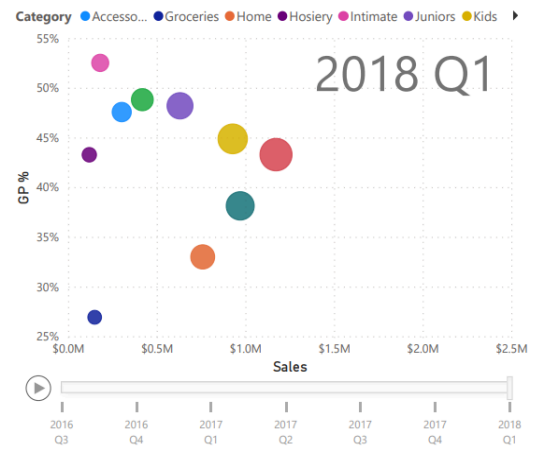


Sales by Category and Chain

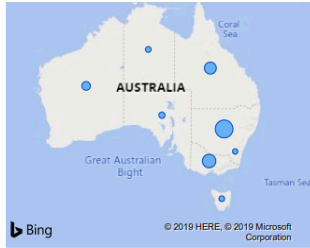
Chain ● Bellings ● Ready Wear



Sales, GP % and Gross Profit by Category and FY Qtr



Sales by State, Country



Chain

State

● Bellings

● Ready Wear

ACT

NSW

NT

QLD

SA

TAS

VIC

WA

\$57,658,858

Sales

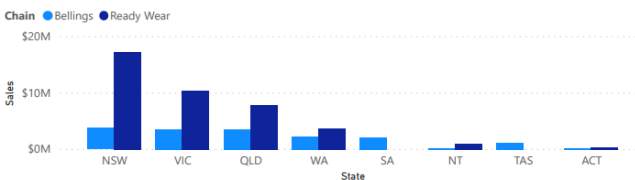
\$24,480,986

Gross Profit

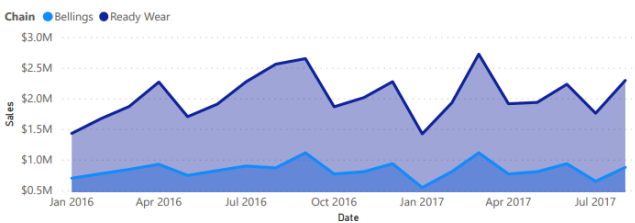
42.5%

GP %

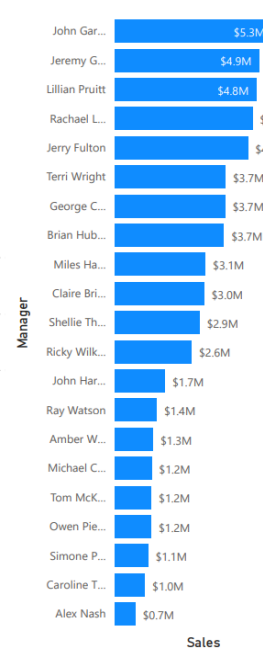
Sales by State and Chain



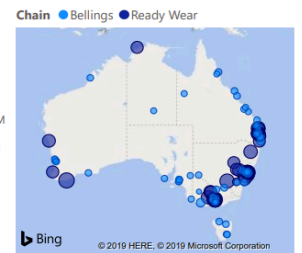
Sales by Date and Chain



Sales by Manager



Sales by Postcode, Suburb, State, Cou...



Sales by Buyer

