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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.

RETAIL ANALYSIS

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

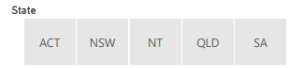
Final Output:

1. **Total Pages Created:** 13

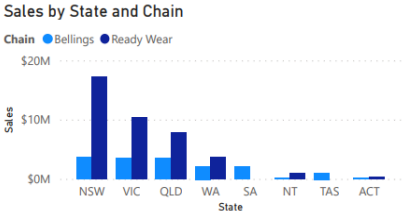
2. **Key Dashboards Included:**

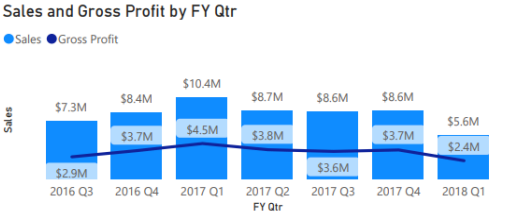
    - Sales Overview Dashboard
    - Buyer & Manager Performance Dashboard

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.

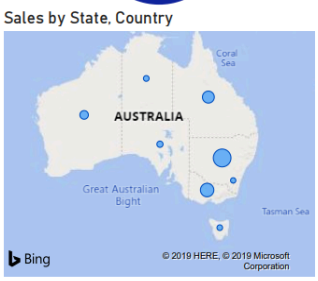

State
ACT
NSW
NT
QLD
SA

Sales by Date
$3.18M


Sales by State and Chain
Chain Bellings Ready Wear
$20M
$10M
$0M
Sales
NSW VIC QLD WA SA NT TAS ACT
State


Sales and Gross Profit by FY Qtr
Sales Gross Profit
$7.3M $8.4M $10.4M $8.7M $8.6M $8.6M $5.6M
$2.9M $3.7M $4.5M $3.8M $3.6M $3.7M $2.4M
Sales
2016 Q3 2016 Q4 2017 Q1 2017 Q2 2017 Q3 2017 Q4 2018 Q1
FY Qtr

Sales by Chain
Chain Ready Wear Bellings


Sales by State, Country
AUSTRALIA
Coral Sea
Great Australian Bight
Tasman Sea
Bing
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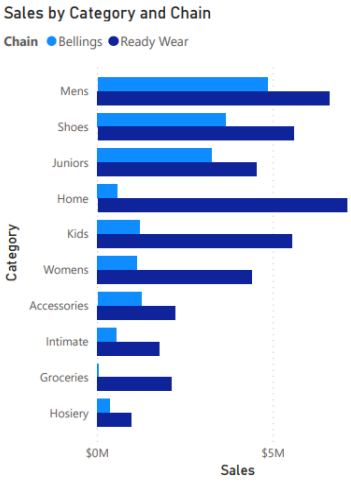
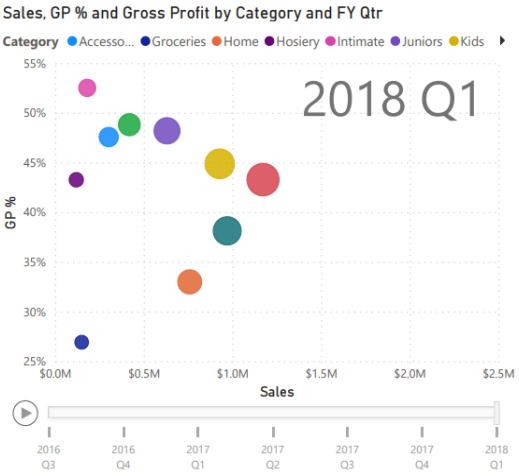
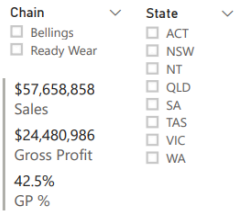
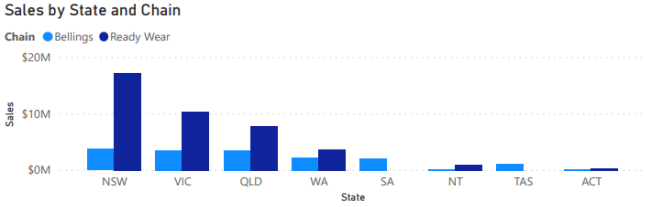
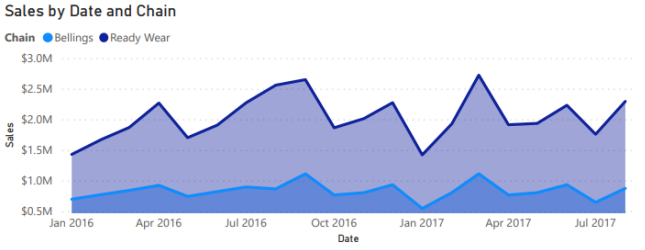
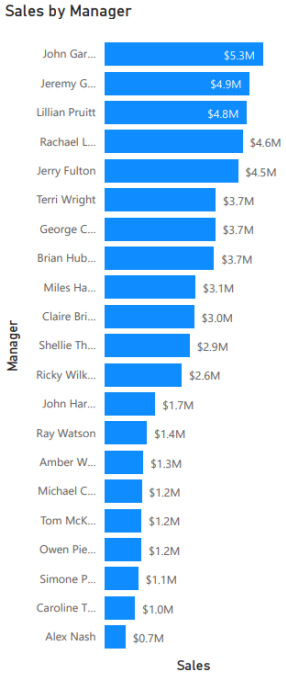

Sales by Category and Chain
Chain Bellings Ready Wear
Mens
Shoes
Juniors
Home
Kids
Womens
Accessories
Intimate
Groceries
Hosiery
Category
$0M
$5M
Sales

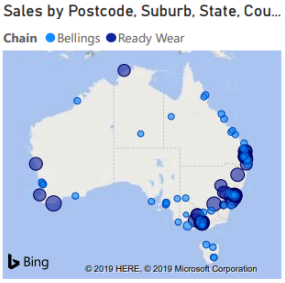

Sales, GP % and Gross Profit by Category and FY Qtr
Category Accesso... Groceries Home Hosiery Intimate Juniors Kids
2018 Q1
55%
50%
45%
40%
35%
30%
25%
GP %
$0.0M $0.5M $1.0M $1.5M $2.0M $2.5M
Sales
2016 Q3
2016 Q4
2017 Q1
2017 Q2
2017 Q3
2017 Q4
2018 Q1


Chain
Bellings
Ready Wear
State
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
Chain Bellings Ready Wear
$20M
$10M
$0M
Sales
NSW VIC QLD WA SA NT TAS ACT
State


Sales by Date and Chain
Chain Bellings Ready Wear
$3.0M
$2.5M
$2.0M
$1.5M
$1.0M
$0.5M
Sales
Jan 2016 Apr 2016 Jul 2016 Oct 2016 Jan 2017 Apr 2017 Jul 2017
Date


Sales by Manager
John Gar... $5.3M
Jeremy G... $4.9M
Lillian Pruitt $4.8M
Rachael L... $4.6M
Jerry Fulton $4.5M
Terri Wright $3.7M
George C... $3.7M
Brian Hub... $3.7M
Miles Ha... $3.1M
Claire Bri... $3.0M
Shellie Th... $2.9M
Ricky Wilk... $2.6M
John Har... $1.7M
Ray Watson $1.4M
Amber W... $1.3M
Michael C... $1.2M
Tom McK... $1.2M
Owen Pie... $1.2M
Simone P... $1.1M
Caroline T... $1.0M
Alex Nash $0.7M
Manager
Sales


Sales by Postcode, Suburb, State, Cou...
Chain Bellings Ready Wear
Bing
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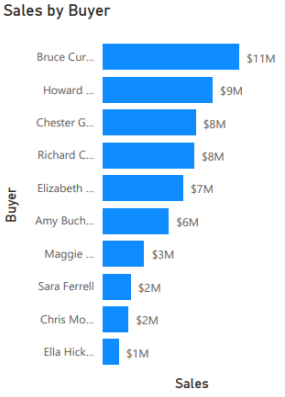
Sales by Buyer
Bruce Cur... $11M
Howard ... $9M
Chester G... $8M
Richard C... $8M
Elizabeth ... $7M
Amy Buch... $6M
Maggie ... $3M
Sara Ferrell $2M
Chris Mo... $2M
Ella Hick... $1M
Buyer
Sales