Retail Sales Performance Dashboard

Sales Uplift: Strategy Insights from Multi-City Retail Data

Project Overview
This project analyzes retail transaction data using SQL and Power BI to generate actionable business insights. The goal is to support management in understanding sales performance, customer behavior, and product trends.

Dataset Summary
The dataset contains 20,000 retail transactions with fields such as TransactionID, TransactionDate, CustomerID, ProductCategory, Quantity, UnitPrice, PaymentMethod, City, and TotalAmount.

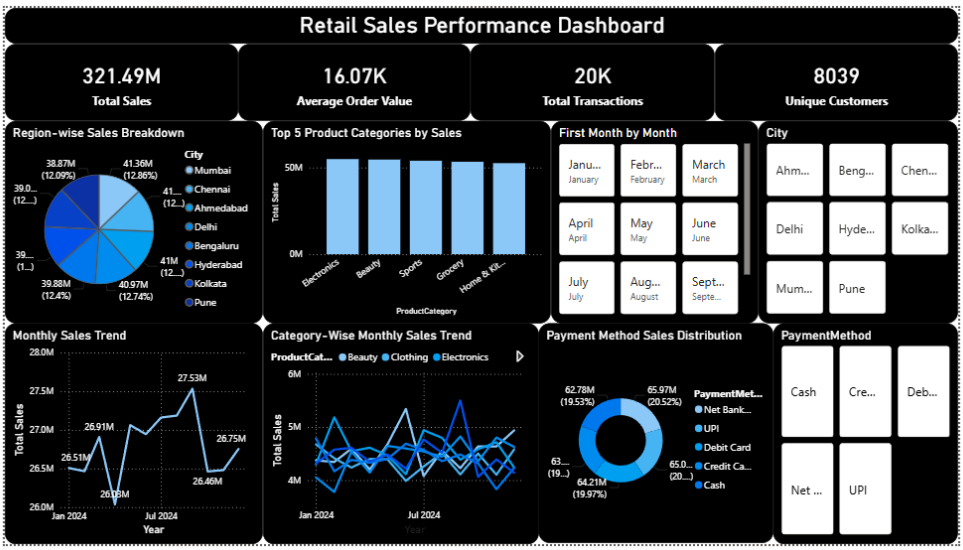
SQL Analysis Summary
SQL was used to clean, aggregate, and prepare the data. Views were created for city-wise sales, monthly trends, top categories, payment method distribution, loyal customers, and KPI metrics.

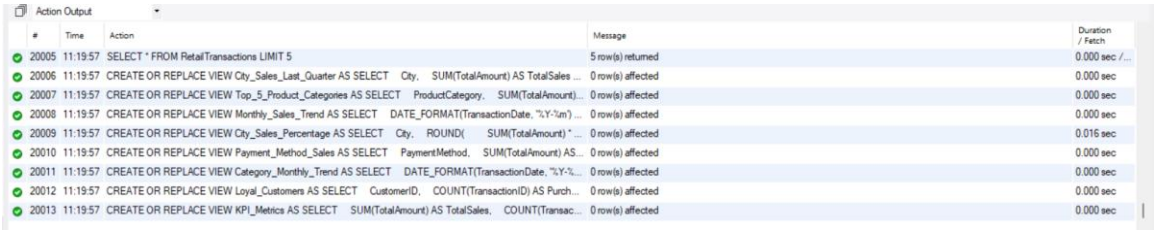
Dashboard KPIs
- Total Sales: ₹321.49M
- Average Order Value: ₹16.07K
- Total Transactions: 20,000
- Unique Customers: 8,039

Key Insights
1. Major revenue comes from cities like Mumbai, Chennai, Hyderabad, and Bengaluru.
2. Electronics and Beauty are the highest-performing categories.
3. Sales remain stable across months with minor seasonal variation.
4. Digital payment methods dominate customer transactions.
5. Loyal customers contribute significantly to revenue.

Business Storytelling
The dashboard provides a comprehensive view of retail performance across cities, categories, and time. It helps management focus on high-performing markets, optimize product strategy, and enhance customer engagement.

Conclusion
This project demonstrates strong skills in SQL data analysis and Power BI visualization, delivering a professional and decision-ready dashboard.





Action Output

#	Time	Action	Message	Duration / Fetch
20005	11:19:57	SELECT * FROM RetailTransactions LIMIT 5	5 row(s) returned	0.000 sec /...
20006	11:19:57	CREATE OR REPLACE VIEW City_Sales_Last_Quarter AS SELECT City, SUM(TotalAmount) AS TotalSales ...	0 row(s) affected	0.000 sec
20007	11:19:57	CREATE OR REPLACE VIEW Top_5_Product_Categories AS SELECT ProductCategory, SUM(TotalAmount)...	0 row(s) affected	0.000 sec
20008	11:19:57	CREATE OR REPLACE VIEW Monthly_Sales_Trend AS SELECT DATE_FORMAT(TransactionDate, '%Y-%m') ...	0 row(s) affected	0.000 sec
20009	11:19:57	CREATE OR REPLACE VIEW City_Sales_Percentage AS SELECT City, ROUND(SUM(TotalAmount) * ...	0 row(s) affected	0.016 sec
20010	11:19:57	CREATE OR REPLACE VIEW Payment_Method_Sales AS SELECT PaymentMethod, SUM(TotalAmount) AS...	0 row(s) affected	0.000 sec
20011	11:19:57	CREATE OR REPLACE VIEW Category_Monthly_Trend AS SELECT DATE_FORMAT(TransactionDate, '%Y-%...	0 row(s) affected	0.000 sec
20012	11:19:57	CREATE OR REPLACE VIEW Loyal_Customers AS SELECT CustomerID, COUNT(TransactionID) AS Purch...	0 row(s) affected	0.000 sec
20013	11:19:57	CREATE OR REPLACE VIEW KPI_Metrics AS SELECT SUM(TotalAmount) AS TotalSales, COUNT(Transac...	0 row(s) affected	0.000 sec