Business Problem:

Electrohub operates a single brick-and-mortar retail store offering a wide array of products spanning electronics, footwear, clothing, home appliances, accessories, kitchenware, bags, and personal care. Although the store captures comprehensive transactional data—including sales, profit, quantities, discounts, and order details—this information remains siloed in various raw exports. It lacks a unified view for strategic decision-making.

The goal of this project is to consolidate, clean, and model Electrohub's retail data in Power BI, then build an interactive dashboard that provides actionable insights into product performance, temporal trends, customer behaviour, promotional effectiveness, and geographical distribution. By answering a set of key business questions, the dashboard will help Electrohub's leadership monitor store performance, optimize inventory and promotions, and drive data-informed growth strategies.

Key Business Questions

- Which products rank in the top and bottom five by sales, profit, and quantity sold?
- How do sales trends evolve at daily, monthly, quarterly, and annual levels?
- What is the relationship between sales and profit?
- How do sales, profit, and quantities sold compare between any two user-selected periods?
- What is the average discount applied in each promotion category?
- How many total orders were placed?
- For each order, what are the values of sales, profit, discount, net sales, and other relevant attributes, and how can these be filtered by product, date, customer ID, and promotion category?
- How are sales distributed geographically across different cities?