

Electrohub Datalens - Executive Summary

*Retail Sales, Discount & Profitability Dashboard
(Power BI)*

- Surface top-line KPIs (Sales, Profit, Orders, AOV, Margin %)
- Answer eight key business questions on products, trends, discounts, geographies
- Enable side-by-side period comparisons

Data Sources and ETL Overview

Source: Single Excel Workbook (Store Data.xlsx) containing 4 sheet:

1. Dim Customers
2. Dim Product
3. Dim Promotion
4. Fact Table

Prep: Power Query transformations—promoted headers, merged Price & Promotion %, calculated Total Sales, Discount Value, Net Sales, and Profit.

Model: Star schema in Power BI with one active Date table; one disconnected Date slicer tables for period comparisons.

Dashboard Overview

The dashboard's Overview page highlights top-level KPIs and global filters to enable dynamic data exploration. It features a KPI multi-row card displaying Sales, Profit, Orders, and AOV alongside date slicer. An interactive trend map visualizes geographic sales distributions, supporting broad analysis and quick assessment of business health. This design allows users to easily identify trends and anomalies, such as seasonal spikes in sales or underperforming regions, which can inform strategic decision-making.

Key Metrics:

- Top-line KPIs displayed in multi-row card
- Date slicer for dynamic analysis
- Geographic trend map for regional sales insights

Sales by City



3510

Number of Orders

Date (dd/mm/yyyy)

01-01-2020

01-01-2024



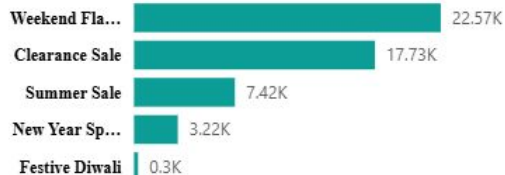
34.85K

Average Order Value

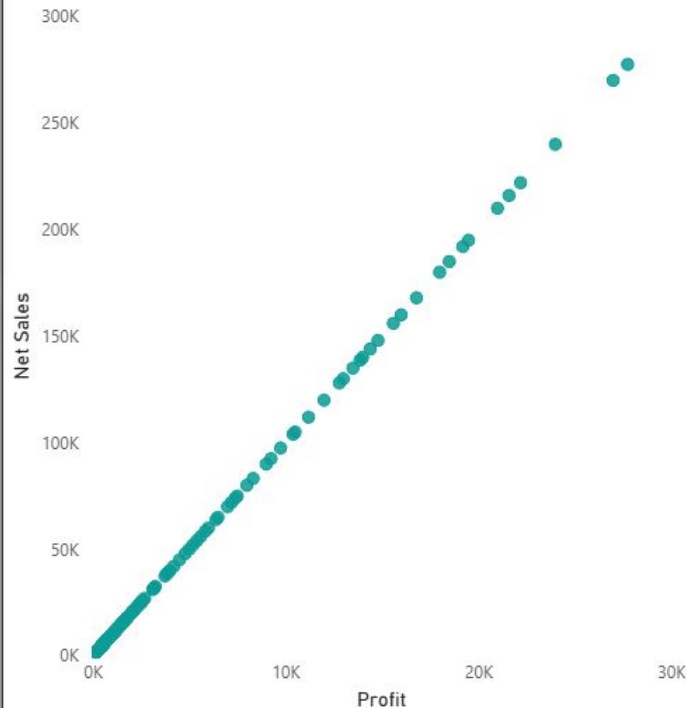
10.00

Profit Margin

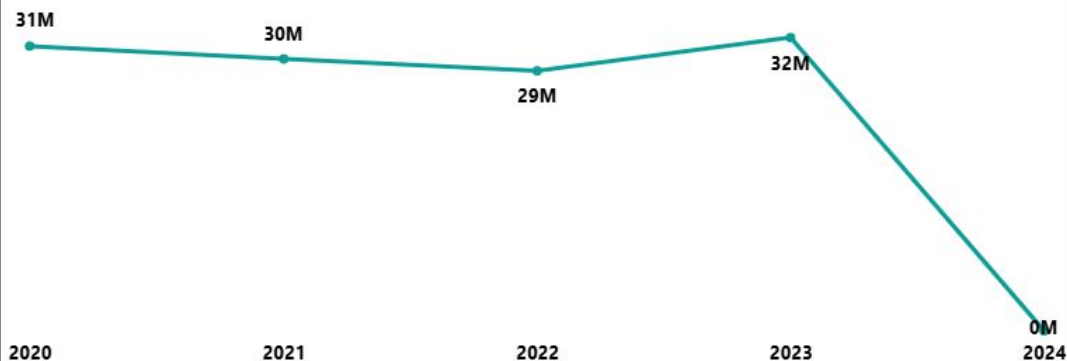
Average Discount by Promotion Categories



Profit vs Net Sales



Sales Trends by Period



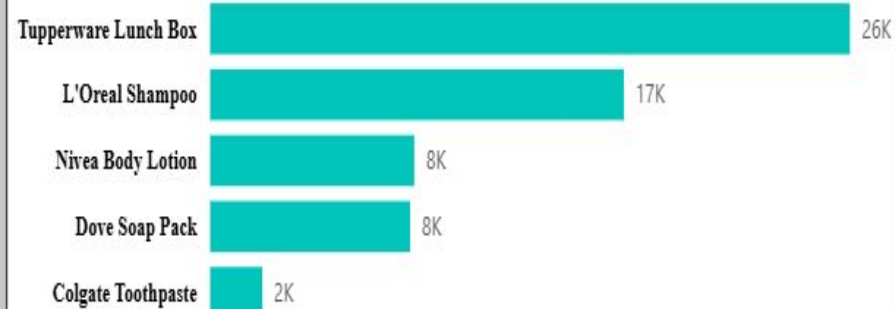
Product Rankings - Performance Drivers

- Top 5 and Bottom 5 products by Sales, Profit, and Quantity clearly identified.
- Insights reveal which products are driving overall business success and which are detracting from profitability.
- Understanding product-level drivers supports strategic decisions on inventory and promotions.

Top 5 Products by Sales



Bottom 5 Products by Profit



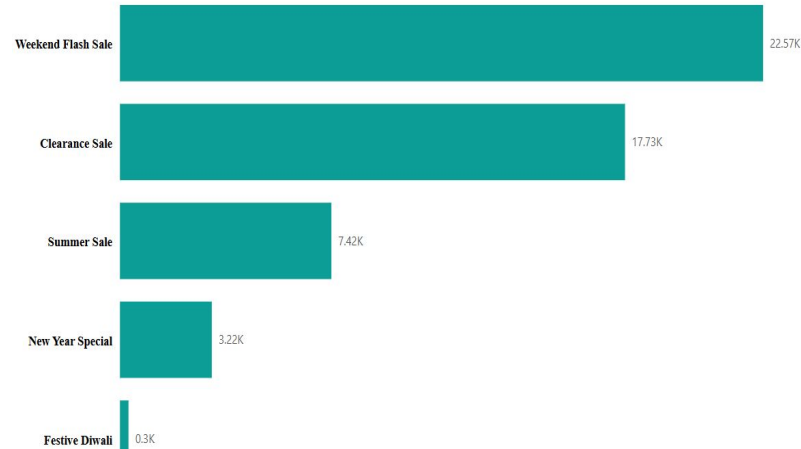
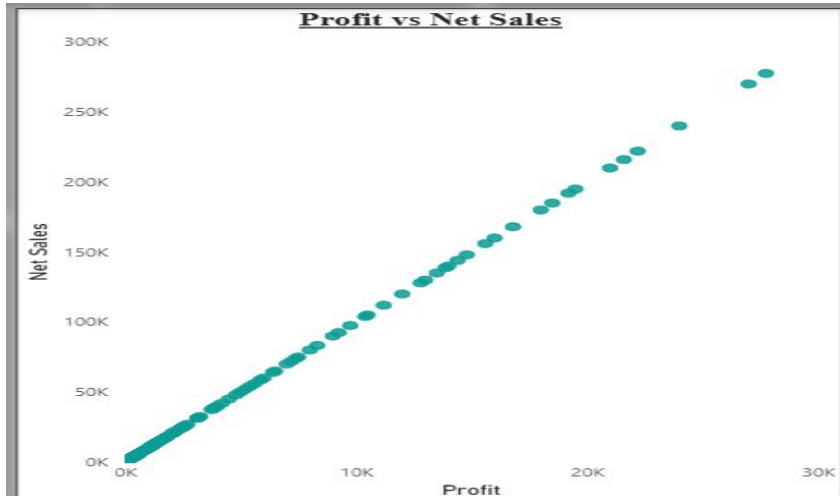
Period Comparison - Side by Side Analysis

- Two date slicers allow users to select distinct periods for comparison.
- Clustered Column Charts summarize Sales, Profit, and Units for each period.
- Calculated metrics show changes in Sales, Profit, and Units with percentage deltas for clear trend evaluation.



Geographic and Discount Insights

- Top Cities with most sales include Bhopal, Kanpur, Indore, Lucknow and Mumbai.
- Highest Average Discount by Promotion Categories is given on 'Weekend Flash Sale', followed by 'Clearance Sale' and least discount during 'Festive Diwali'.
- Since profit is around 10% for all the products, the relationship between 'Net Sales' and 'Profit' is linear plotted between 2 axes.



Conclusion

Conclusions & Actionable Roadmap: Industry-leading analysis has revealed key insights—Electronics like iPhone 14, MacBook Air, and Bravia 55" are major drivers of sales and profits. Promotions such as high-discount events boost volume, albeit with decreased margins. Regional analysis identifies Bangalore and Delhi as leaders in sales volume, while Mumbai achieves the highest profit margin (28%).