

# Business Analysis in Retail

## An Exploratory Analysis of Retail Data

### Retail Sales Analysis Dashboard

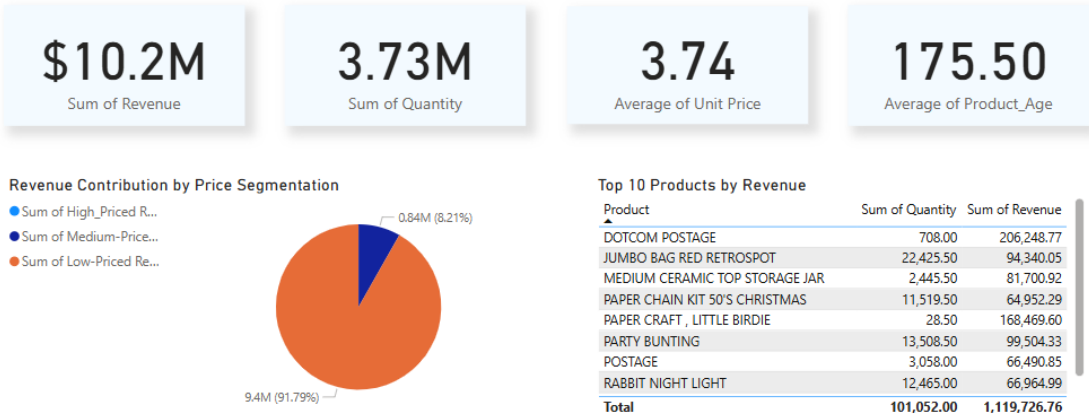
This dashboard provides insights into sales performance, customer behavior, and product trends. It highlights key revenue drivers, top-performing products, and customer segments to support data-driven decision-making.

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(33) Zaheera Hanif | LinkedIn  
03, March, 2025



## Performance Review

An overview of total sales performance, top products and revenue distribution.



# Product Performance Analysis

ZINC WIRE SWEETHEART LETTER TRAY  
Top Product by Quantity

WHITE HANGING HEART T-LIGHT HOLDER  
Top Product by Revenue

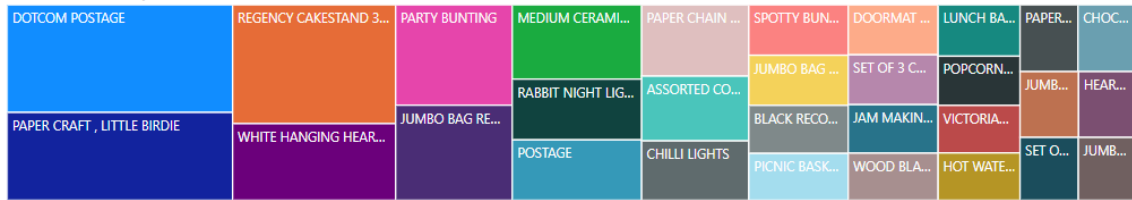
NINJA RABBIT BLACK SET/4 BADGES BALLOON GLI...  
LeastSellingProductsByQuantity

Avg Unit Price (Low Price Data)  
**2.62**

Avg Unit Price  
**3.74**

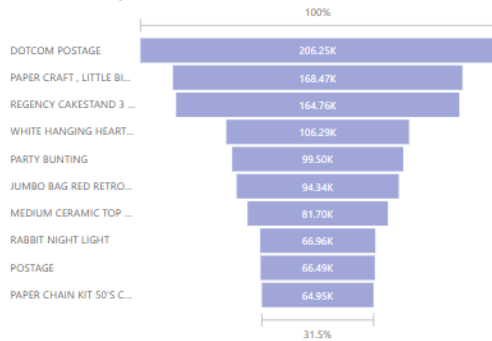
Sum of Quantity  
**3.73M**

Sum of Revenue by Product

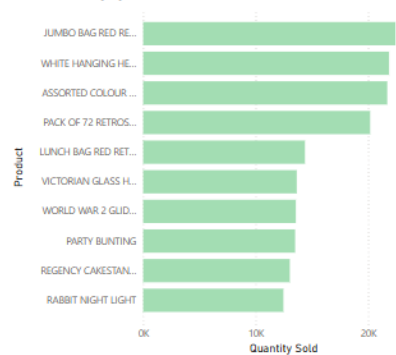


## Top Products

Sum of Revenue by Product



Sum of Quantity by Product



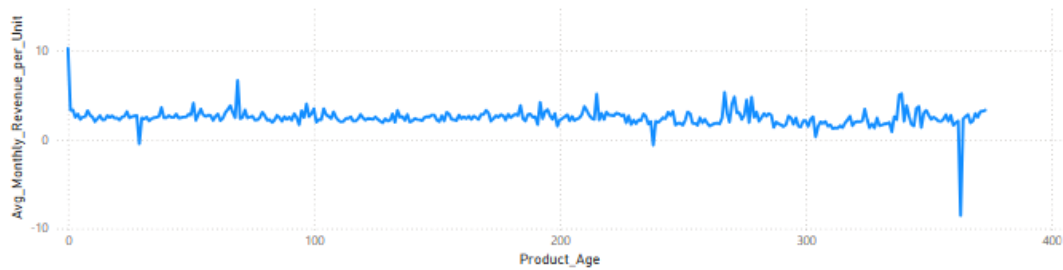
Unit Price and Quantity





## Revenue Trends Over Product Lifecycle

Avg\_Monthly\_Revenue\_per\_Unit by Product\_Age

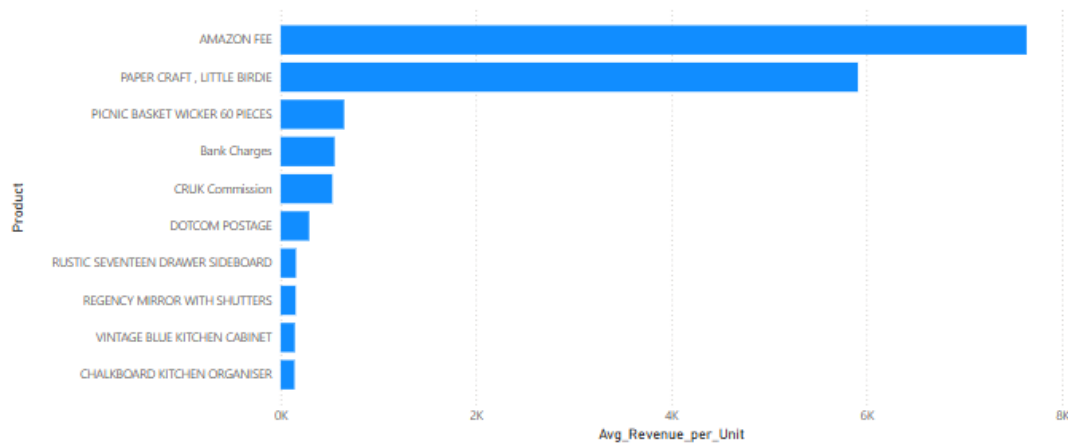


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## Top 10 Products by Average Revenue per Unit

Avg\_Revenue\_per\_Unit by Product



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# High-Value vs. High-Volume Sales

Revenue by Premium Products

Product	Unit Price	Sum of Quantity	Sum of Revenue
PICNIC BASKET WICKER 60 PIECES	600.00	61.00	39,619.50
VINTAGE BLUE KITCHEN CABINET	295.00	3.00	885.00
VINTAGE RED KITCHEN CABINET	295.00	3.00	885.00
VINTAGE RED KITCHEN CABINET	265.50	-1.00	-265.50
LOVE SEAT ANTIQUE WHITE METAL	195.00	8.00	1,560.00
LOVE SEAT ANTIQUE WHITE METAL	175.00	2.00	350.00
VINTAGE BLUE KITCHEN CABINET	175.00	-1.00	-175.00
REGENCY MIRROR WITH SHUTTERS	165.00	4.00	660.00
RUSTIC SEVENTEEN DRAWER	165.00	15.00	2,475.00
SIDEBOARD			
CARRIAGE	150.00	1.00	150.00
REGENCY MIRROR WITH SHUTTERS	145.00	6.00	870.00
RUSTIC SEVENTEEN DRAWER	145.00	18.00	2,610.00
SIDEBOARD			
Total		3,725,455.50	10,250,410.34

Premium Products Revenue

Picnic Basket Wicker.

Unit Price 10, Quantity 3154, Revenue 31129

Vintage Kitchen Cabinet.

Unit Price 295, Quantity 70, Revenue 9279

Love seat antique white metal.

Unit Price 175, Quantity 54, Revenue 5692

Revenue by Quantity Sold

Product	Unit Price	Sum of Quantity	Sum of Revenue
ASSORTED COLOUR BIRD ORNAMENT	1.69	19,574.00	38,080.77
PACK OF 72 RETROSPOT CAKE CASES	0.55	16,149.50	9,818.60
WORLD WAR 2 GLIDERS ASSSTD DESIGNS	0.42	13,263.50	13,649.16
LUNCH BAG RED RETROSPOT	1.65	11,124.50	19,148.25
WHITE HANGING HEART T-LIGHT HOLDER	2.95	11,033.00	32,691.90
JUMBO BAG RED RETROSPOT	2.08	10,926.00	23,774.40
WHITE HANGING HEART T-LIGHT HOLDER	2.55	9,798.00	50,994.90
REGENCY CAKESTAND 3 TIER	10.95	7,846.00	85,913.70
VICTORIAN GLASS HANGING T-LIGHT	1.25	7,310.50	10,108.75
PARTY BUNTING	4.95	6,878.50	34,130.25
RABBIT NIGHT LIGHT	1.79	6,763.50	35,816.11
RABBIT NIGHT LIGHT	2.08	3,814.50	14,778.40
REGENCY CAKESTAND 3 TIER	12.75	3,796.00	48,399.00
JUMBO BAG RED RETROSPOT	1.79	3,752.50	34,253.44
Total		166,770.50	694,985.44

Most selling Products

Assorted color bird ornament

Unit Price 3.19, Quantity 19574 , Revenue 59094

Pack of 72 retrospot cake cases

Unit Price 5 , Quantity 16 , 149, Revenue 21259

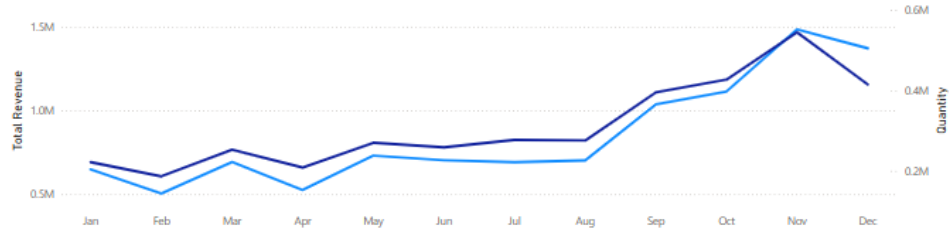
World war 2 gliders assstd design

Unit Price 0.63, Quantity 1363, Revenue 13841

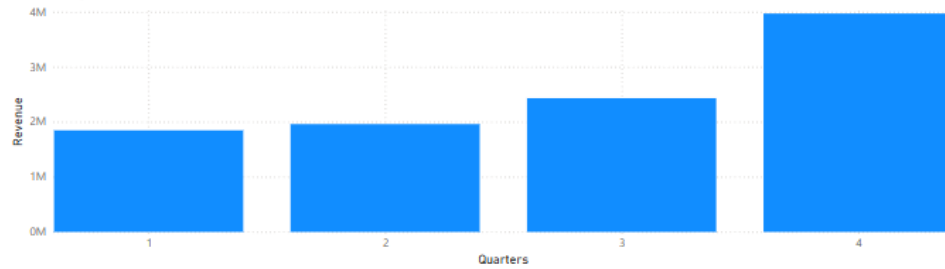
# Revenue and Quantity Trends Over Time

Sum of Revenue and Quantity by Months

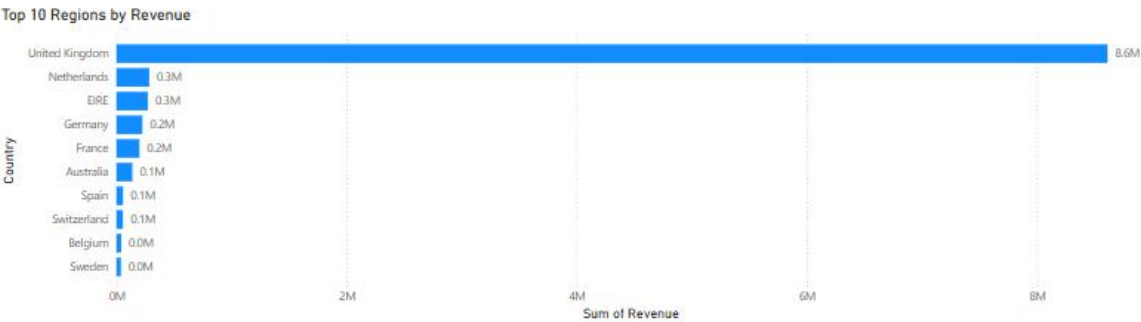
Sum of Revenue Sum of Quantity



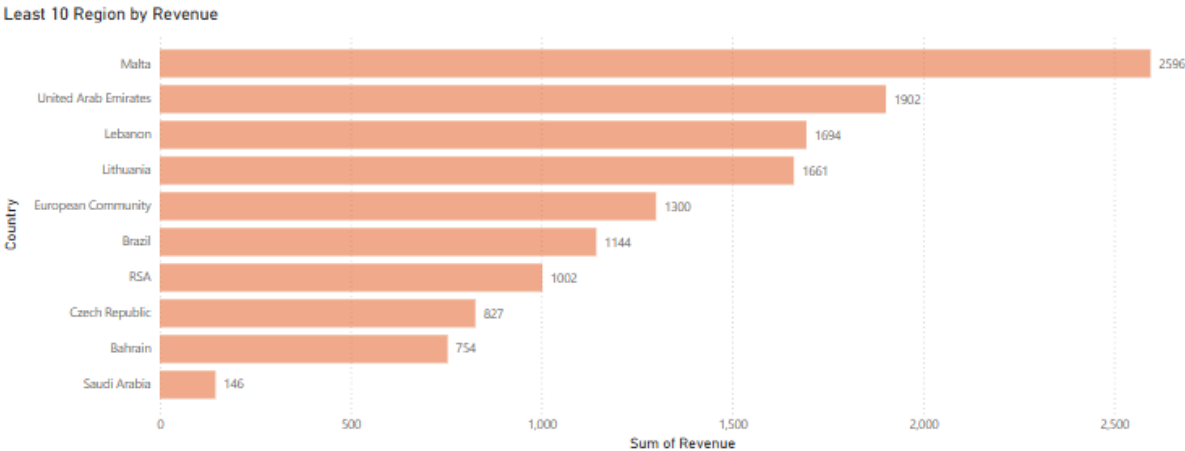
Revenue by Quarter



# Revenue by Region

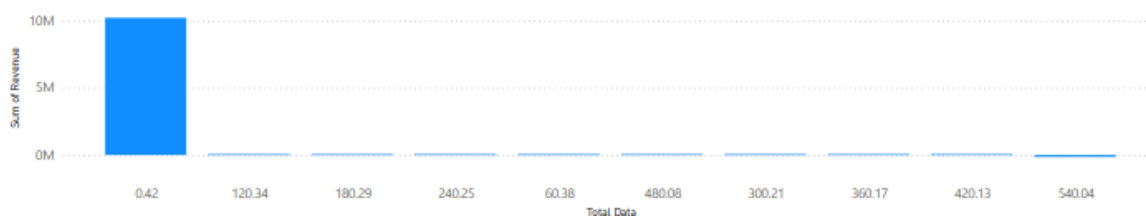


# Least 10 Region by Revenue

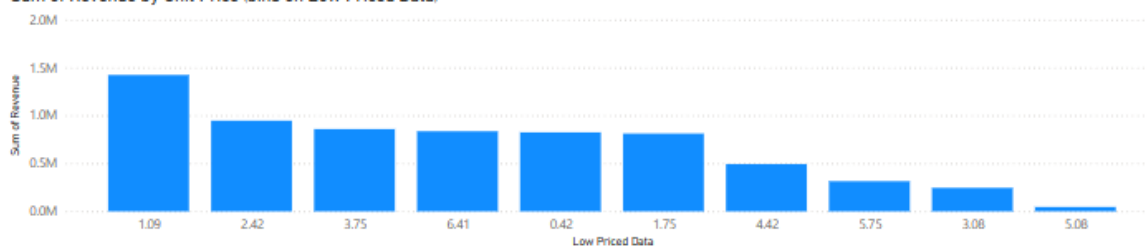


# Price Distribution

Sum of Revenue by Unit Price (bins on Total Data)



Sum of Revenue by Unit Price (bins on Low Priced Data)



## Customer Behavior

Total Number of Customers

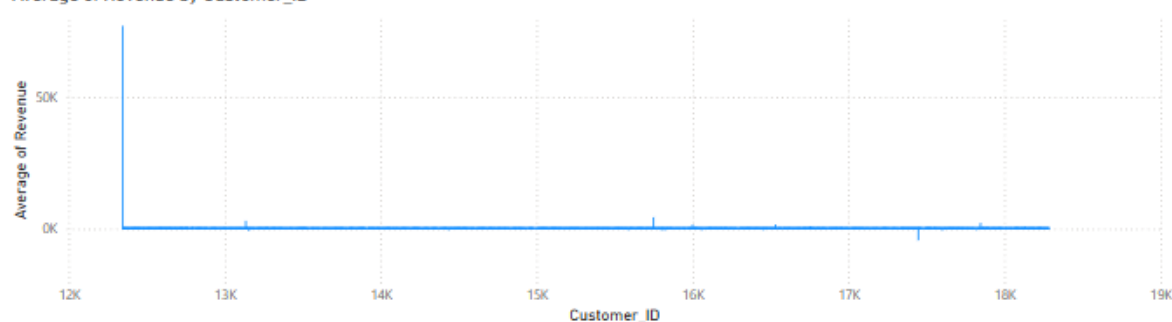
4349

Average Order Value

262.01M

### Average Revenue per Customer

Average of Revenue by Customer\_ID

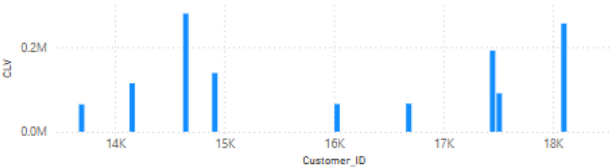


# Customer Lifetime Value

2.35K

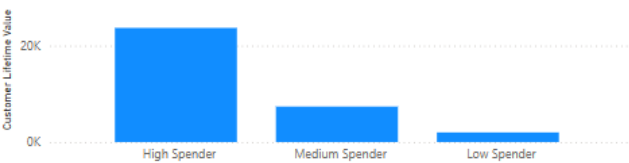
CLV

CLV by Customer\_ID



Customer_ID	CLV
	1,451,876.18
14646	279,954.62
18102	256,438.49
17450	192,304.27
14911	139,135.56
14156	115,034.45
17511	90,971.48
16684	66,625.52
16029	65,710.05
Total	2,345.53

CLV by Customer Segment

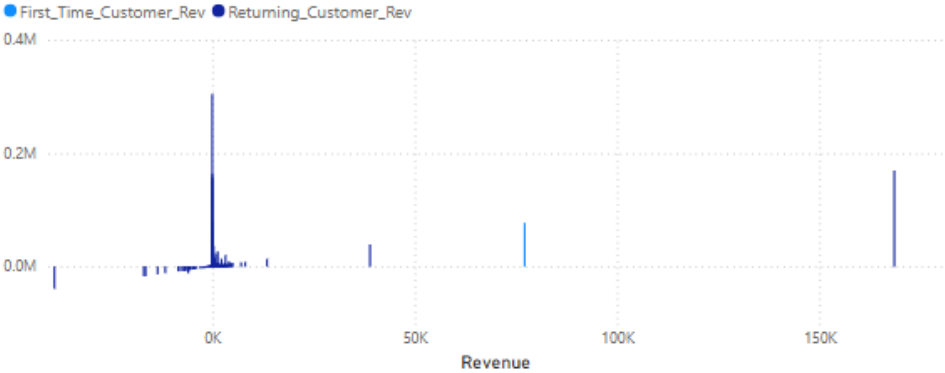


Customer Lifetime Value by Month



# Revenue by Returning Customers

First Time Customer Revenue vs Returning Customer Revenue

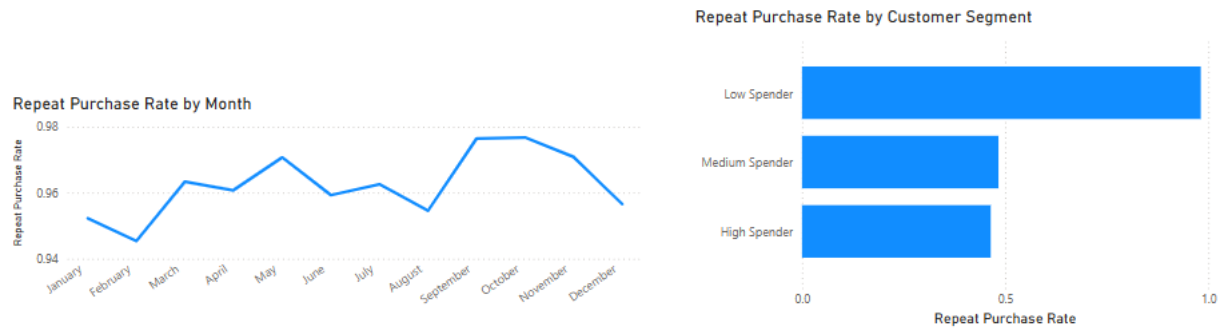




# Repeat Purchase Rate

0.98

Repeat\_Purchase\_Rate



# Retention Rate

53.24M

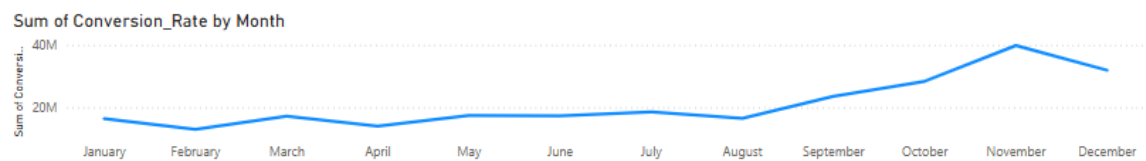
Sum of Retention\_Rate



# Conversion Rate

253.71M

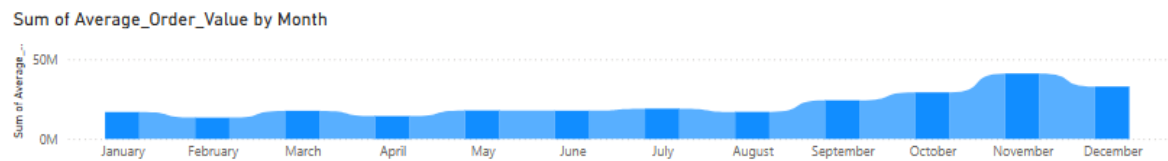
Sum of Conversion\_Rate



# Average Order Value

262.01M

Sum of Average\_Order\_Value



To see the live dashboard please download .pbix (Power BI file) which requires Power BI Desktop.