* NovaMart Dashboard Project: Storyline

Context

NovaMart, a retail company with a diverse product catalog (Apparel, Electronics, Home Essentials), operates across four regions in India. They were struggling with scattered reporting and outdated Excel-based tracking — limiting visibility across performance, profitability, and customer behavior.



Objective

NovaMart brought me on board to:

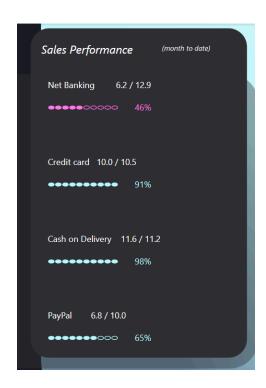
- Centralize key performance metrics
- Build an interactive, scalable Power BI dashboard
- Enable data-driven decisions across sales, marketing, and operations
- Create **stakeholder-specific views** (e.g., regional managers, finance, category heads)

Ny Role

- Integrated and cleaned data from multiple sources (Sales, Orders, Customers)
- Built a central financial dashboard using Power BI
- Created a retention-focused model to analyze returning customers
- Used **measures and DAX** to track profit, margin, retention, quantity sold, and more
- Added forecast vs. budget variance tracking (Delta CF & Delta B) to highlight performance gaps
- Designed stakeholder-specific dashboards for category heads, regional managers, and executives







Key Insights From the Dashboard

1. Profitability Breakdown

- **Electronics** dominates profits across all regions (~22% margin)
- Apparel is underperforming with negative profits across the board
- Home Essentials shows steady, low-margin profits with the highest customer retention

2. Customer Retention Trends

- Overall customer retention sits at ~75%, led by Home Essentials
- Apparel lags in retention and sales consistency, pointing to a potential product or pricing issue

3. Regional Performance

• The **East region** generated the highest overall profit and sales volume

- The **South region** shows higher-than-average retention, suggesting stronger loyalty campaigns or better service
- Profitability challenges are consistent across Apparel in every region

4. Order and Quantity Behavior

- Balanced order distribution (~20,000 total)
- ~51K products sold overall, with Electronics slightly leading in quantity

Forecast vs. Budget Analysis (Delta CF, Delta B)

- Built dynamic measures using random variation to simulate Budget (Delta B) and Forecast (Delta CF) comparisons
- Added visual alerts to flag where actuals deviate from expected performance
- This helps stakeholders course-correct proactively

Stakeholder Dashboards

Each department now gets a tailored view:

Stakeholder	Dashboard Focus
Executive Team	High-level KPIs, profit margins, retention, budget vs actual
Category Heads	Profit by category/region, customer satisfaction, discounts
Regional Managers	Sales vs orders by region, customer retention, logistics
Marketing	Retention trends, top-selling products, campaign performance

These dashboards refresh automatically and support **self-service exploration** using slicers and filters.

Value Delivered

- Shifted NovaMart from reactive to proactive decision-making
- Unified their reporting on a single platform
- Improved stakeholder engagement by making data accessible and relevant

