GLAMORA Fashion Power Bi Dashboard



Agenda

- PROJECT OBJECTIVES
- DATA OVERVIEW
- MOOD BOARD
- DATA PREPARATION & MODELING

- DASHBOARD
- 6 KEY FINDINGS
- RECOMMENDATIONS

Project Objectives



Project Objective

Design and deliver an interactive Power Bl dashboard that provides actionable insights to support smarter, data-driven decision-making for a business team.

Data Overview



Data Overview

Customers: Shape: (1643306, 9) Columns: ['Customer ID', 'Name', 'Email', 'Telephone', 'City', 'Country', 'Gender', 'Date Of Birth', 'Job Title']

Discounts: Shape: (181, 6) Columns: ['Start', 'End', 'Discount', 'Description', 'Category', 'Sub Category']

Employees: Shape: (404, 4) Columns: ['Employee ID', 'Store ID', 'Name', 'Position']

Products: Shape: (17940, 12) Columns: ['Product ID', 'Category', 'Sub Category', 'Description PT', 'Description DE', 'Description FR', 'Description ES', 'Description EN', 'Description ZH', 'Color', 'Sizes', 'Production Cost']

Stores: Shape: (35, 8) Columns: ['Store ID', 'Country', 'City', 'Store Name', 'Number of Employees', 'ZIP Code', 'Latitude', 'Longitude']

Transactions: Shape: (6416827, 19) Columns: ['Invoice ID', 'Line', 'Customer ID', 'Product ID', 'Size', 'Color', 'Unit Price', 'Quantity', 'Date', 'Discount', 'Line Total', 'Store ID', 'Employee ID', 'Currency', 'Currency Symbol', 'SKU', 'Transaction Type', 'Payment Method', 'Invoice Total']

MOOD BOARD



Motivation







Segoe Ul Thin

Segoe UI Light

Segoe UI Regular

Segoe UI Medium

Segoe UI Bold

Segoe UI Black



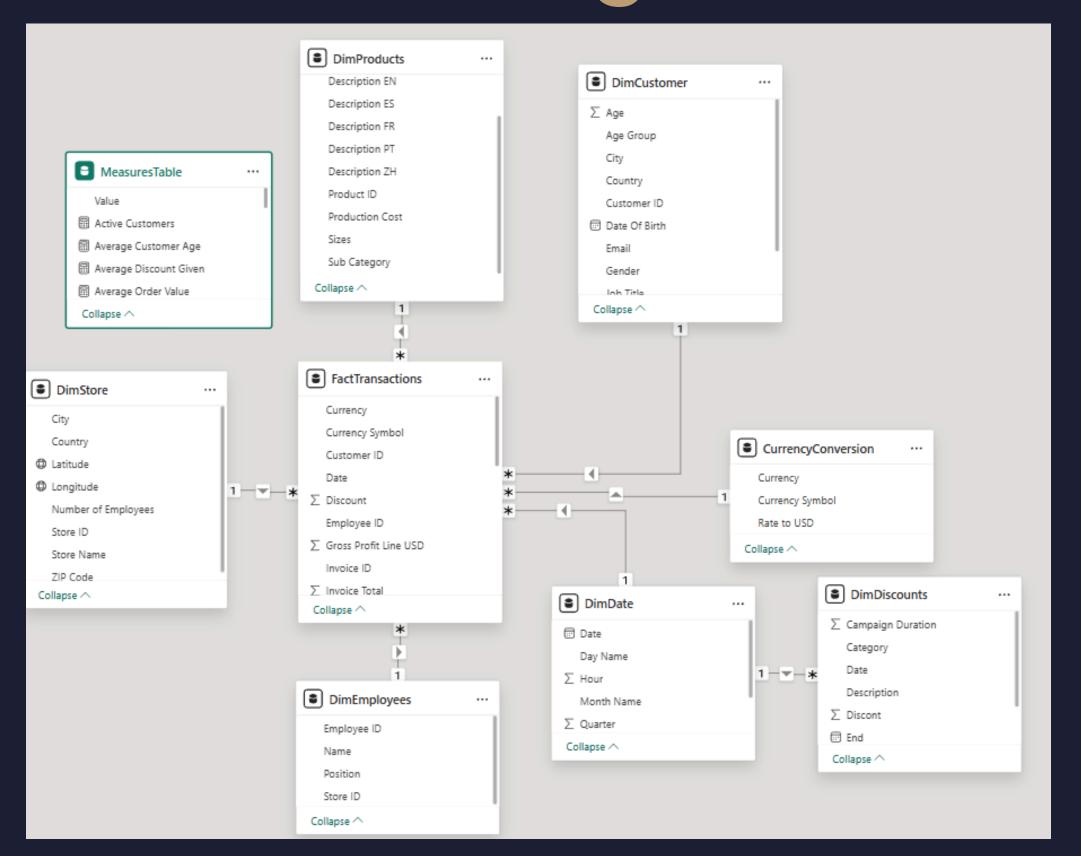
Data Preparation & Modeling



Data Preparation

- Data cleaning & transformations in Power Query (DOB to Age, Age Groups, Remove 798 duplicate transactions)
- Date & Exchange tables: create a calendar (DateTable) with Year/Month/Month Name/Quarter/Week/Day/IsWeekend columns; create an ExchangeRates table (USD base + symbols) so reports can show currency-normalized revenue.

Data Modeling





DASHBOARDS



Overview Dashboard

GLAMORA FASHION

Overview

Sales Performance

Customer Analysis

Product Analysis

Total Revenue \$205M

Total Customers 1.64M

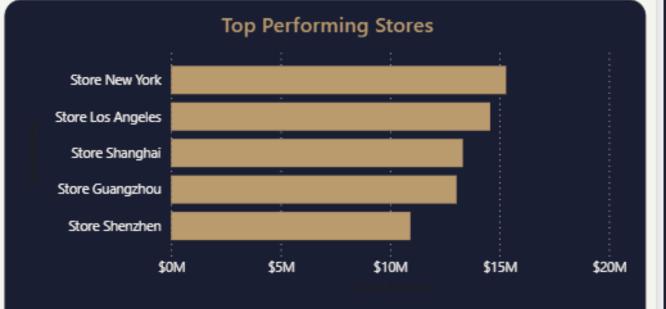
Total Countries

7

Total Stores

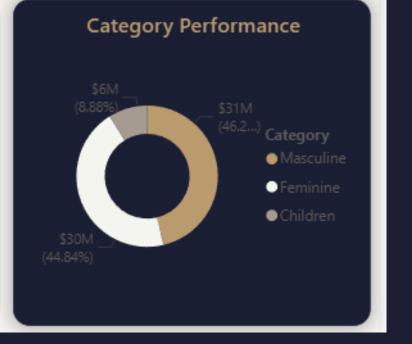
35











Sales Performance Dashboard



Total Revenue \$205M

Total Customers 1.64M

Return Rate

4.68

Gross Margin

59.73



Monday \$418,823 \$1,008,620 \$1,019,832 \$1,016,441 \$1,016,129 \$1)
Monday \$418,823 \$1,008,620 \$1,019,832 \$1,016,441 \$1,016,129 \$1	
	\$906,2
Saturday \$759,507 \$1,884,019 \$1,822,778 \$1,837,062 \$1,857,272 \$1	\$1,018,9
	1,837,
Sunday \$792,910 \$1,893,592 \$1,916,274 \$1,903,906 \$1,896,481 \$1	\$1,882,8
Thursday \$381,453 \$907,863 \$912,271 \$917,723 \$912,467 \$	\$923,3
Tuesday \$387,435 \$922,231 \$926,213 \$947,944 \$928,550 \$	\$930,7
Wednesday \$389,615 \$947,962 \$947,564 \$948,037 \$936,134 \$	\$919,0
Total \$3,499,611 \$8,470,629 \$8,461,556 \$8,469,433 \$8,444,662 \$8,	8,418,7

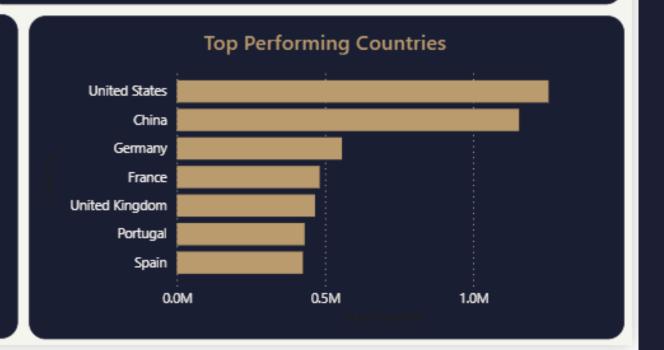
Customer Analysis

Overview

Sales Performance

Product Analysis

Sub Category	Sales Quantity	Total Revenue	Return Rate %
Accessories	306978.00	\$4,791,241	4.76
Baby (0-12 months)	70852.00	\$1,961,872	4.67
Coats	103993.00	\$4,380,319	4.62
Coats and Blazers	452362.00	\$27,865,226	4.64
Dresses and Jumpsuits	258258.00	\$12,836,284	4.66
Girl and Boy (1-5 years, 6-14 years)	144772.00	\$5,074,346	4.63
Lingerie and Pajamas	107304.00	\$2,956,511	4.70
Pajamas	80245.00	\$2,143,614	4.53
Pants and Jeans	464453.00	\$26,037,210	4.72
Shirts	258127.00	\$6,396,434	4.71
Total	4774DDD 00	COMMINST CON	# ED



Customer Analysis Dashboard

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Overview

Sales Performance

Customer Analysis

Product Analysis

Active Customers
1.28M

Total Customers

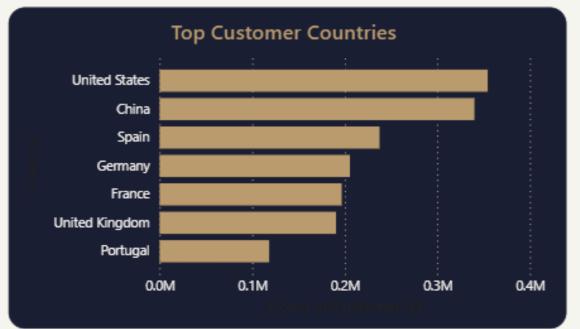
1.64M

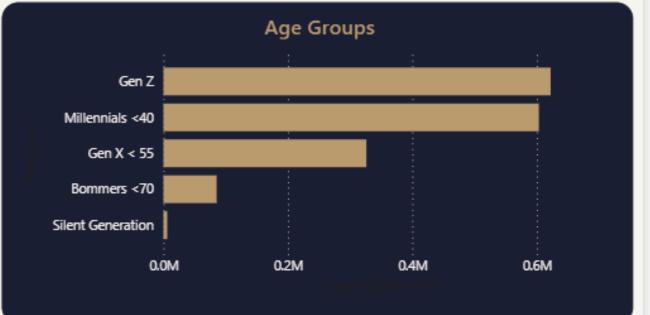
Return Rate

4.68

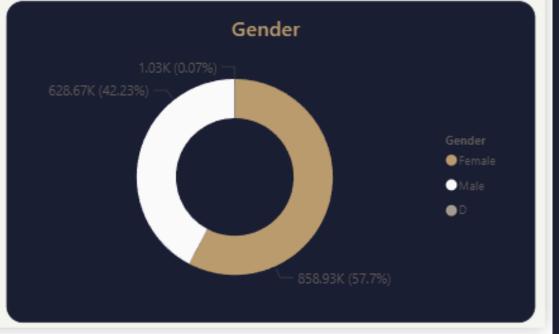
Average Customer Age

31.84









Product Analysis Dashboard

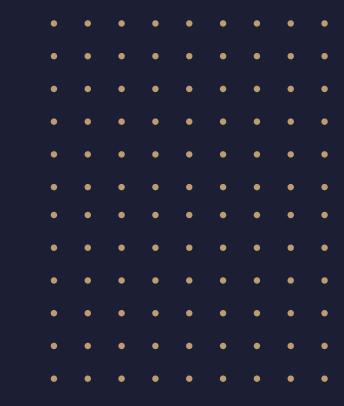


KEY FINDINGS



Key Findings

- Seasonality: Q4 strongest (\$130.6M avg), Q1 weakest (\$56.7M)
- Weekly: Weekend sales 2x higher than weekdays
- Growth: Strong upward trend from 2023 to 2024
- Geographic: US leads with 354K customers (21.6%)
- Category Split: Feminine (46.5%), Masculine (44.6%), Children (8.9%)
- Size Preference: M size dominates (\$309.8M revenue)



Recommendations



Recommendation

Seasonal Strategy:

- Maximize Q4 potential with holiday campaigns
- Boost Q1 performance with New Year promotions

Weekend Focus:

- Increase weekend marketing spend
- Weekend-specific promotions

Market Penetration:

• Strengthen presence in top markets (United states, , China)

Category Investment:

Focus on blazer/formal wear - Jeans and Pants - Sports Wear

Thanks