

GLAMORA Fashion Power Bi Dashboard



Agenda

1

PROJECT OBJECTIVES

2

DATA OVERVIEW

3

MOOD BOARD

4

DATA PREPARATION & MODELING

5

DASHBOARD

6

KEY FINDINGS

7

RECOMMENDATIONS



Project Objectives



Project Objective

Design and deliver an interactive Power BI 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

GLAMORA MOOD BOARD



Segoe UI Thin

Segoe UI Light

Segoe UI Regular

Segoe UI Medium

Segoe UI Bold

Segoe UI Black



Data Preparation & Modeling

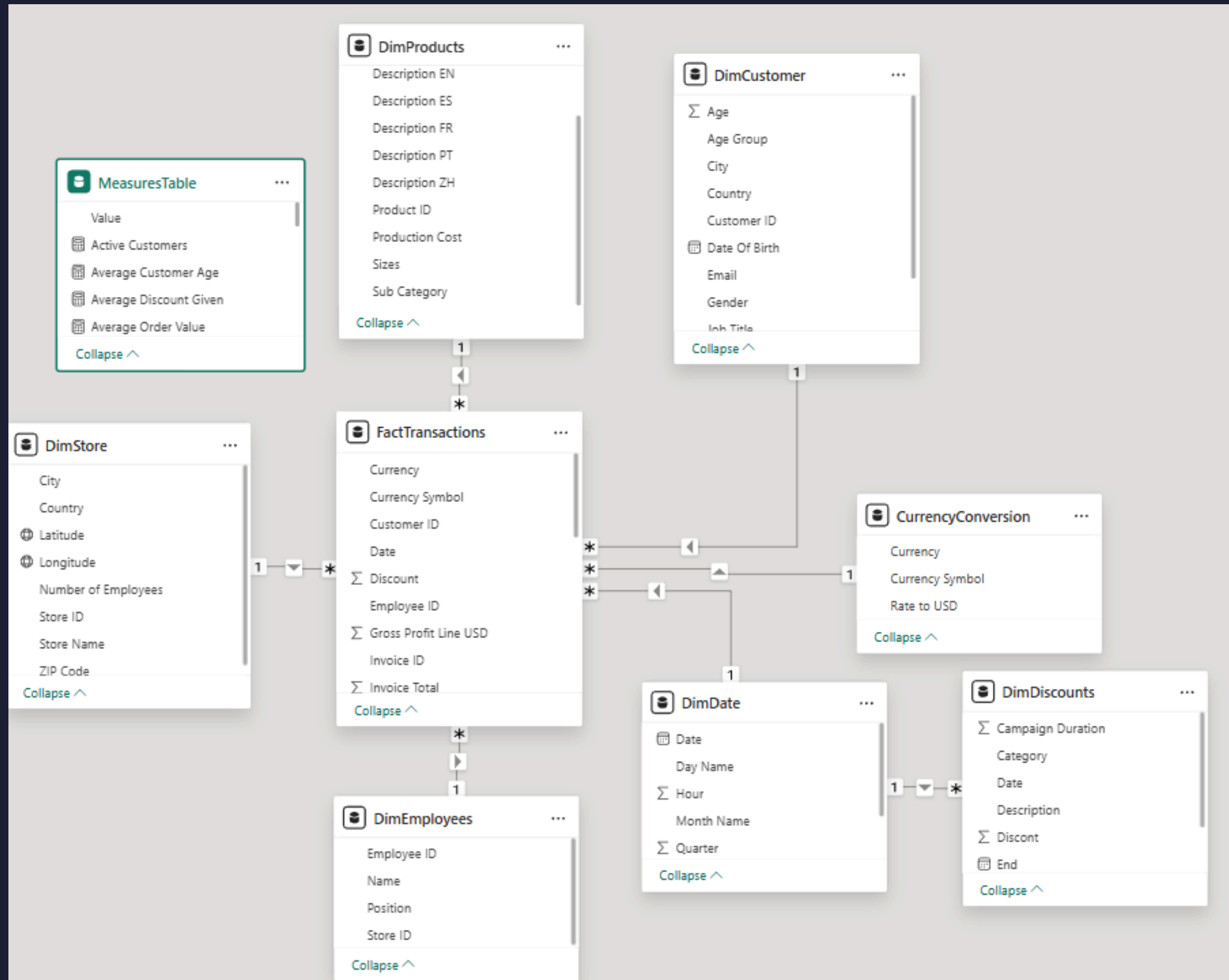


Data Preparation

- 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.



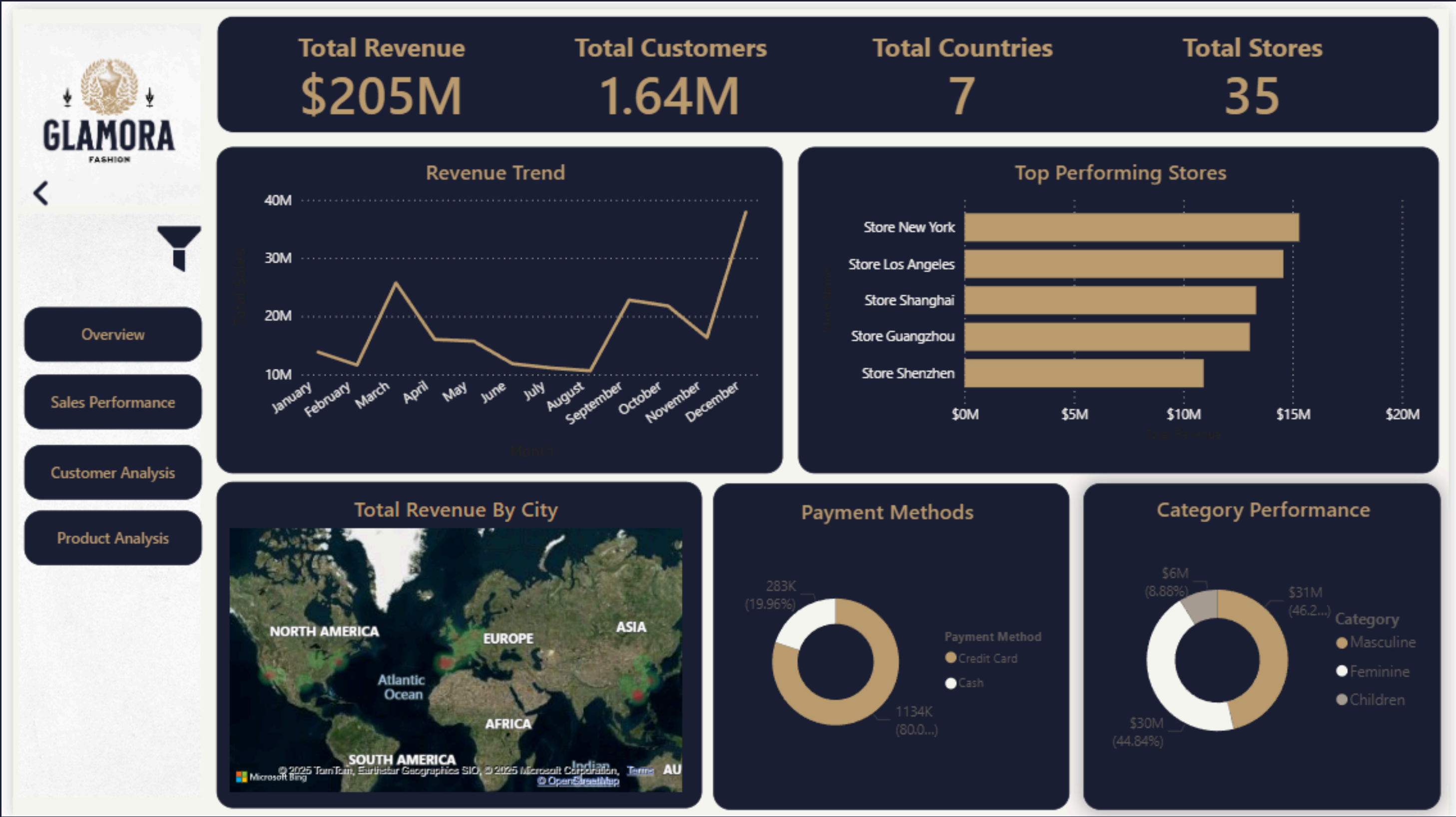
Data Modeling



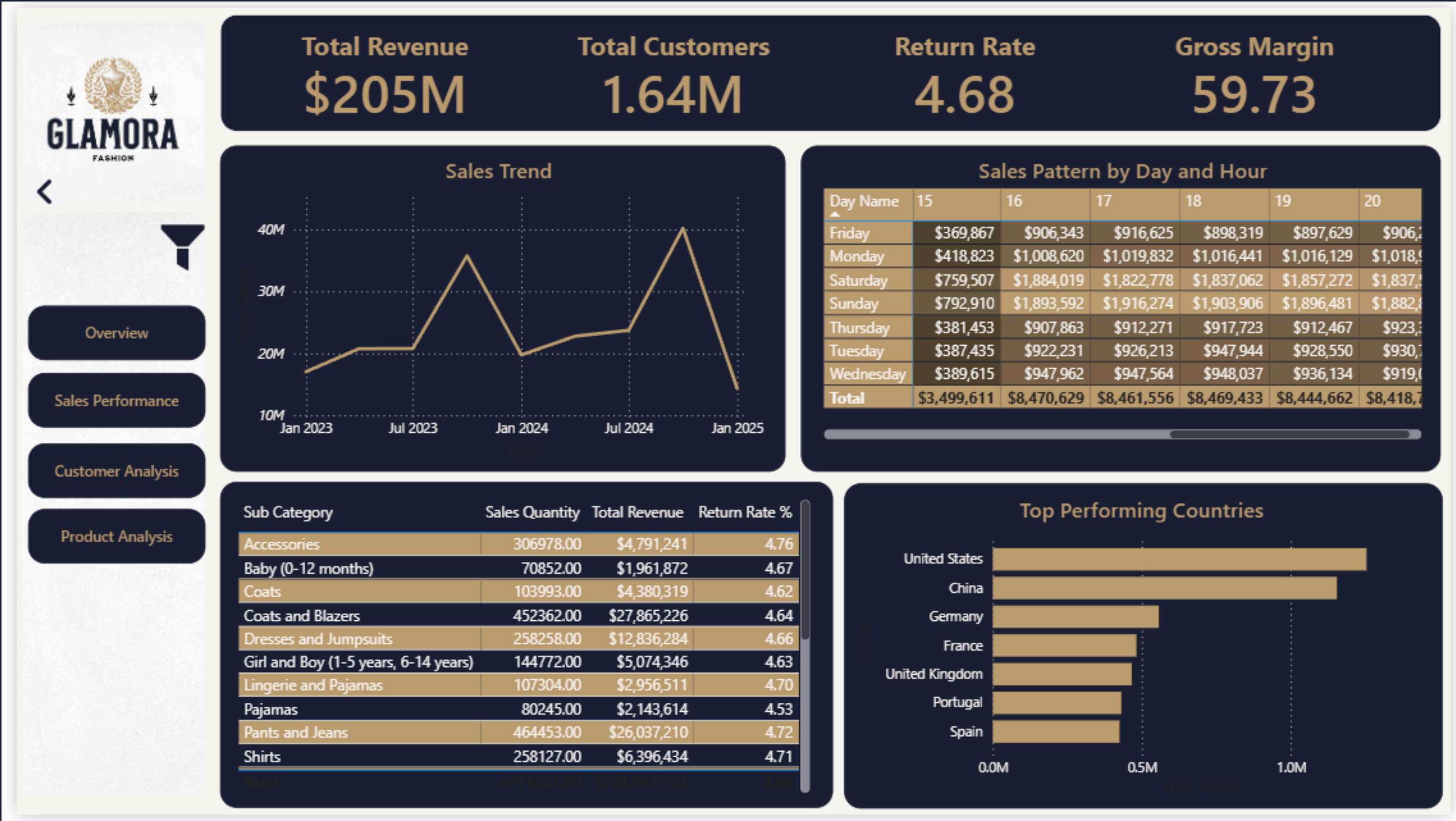
DASHBOARDS



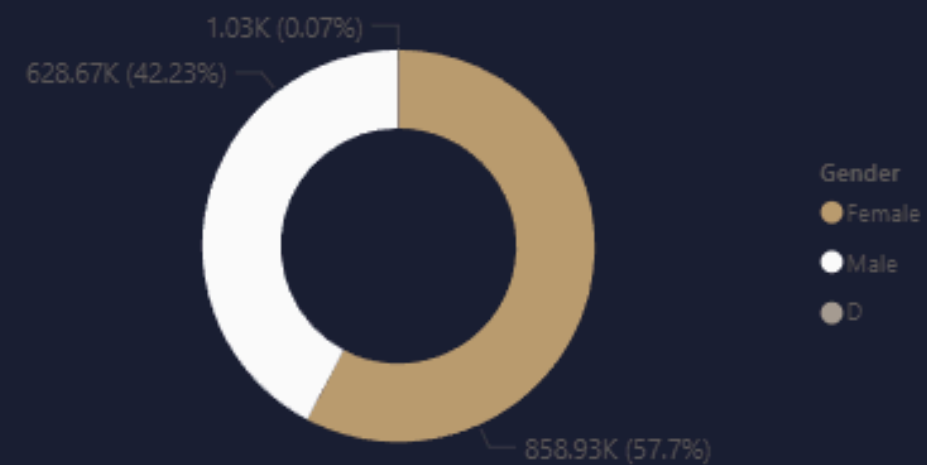
Overview Dashboard



Sales Performance Dashboard



A dark blue background with a grid of small, light blue dots. The dots are arranged in a regular, repeating pattern across the entire surface, creating a subtle texture.



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

