Store Sales Analysis

- Here I did analysis on store dataset and created a dashboard report in power bi.
- This is the dashboard report

Here are the conclusions from the analysis

1. Years
   - ➢ The dataset included the store sales information from year 2012 to 2014
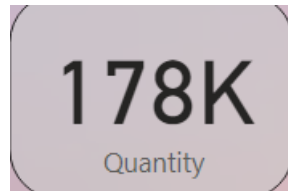   - ➢ Here I used the years as slicer to filter the sales that I need to look.

2. Sales
   - ➢ This shows the total sales of the sales.
   - ➢ A card visual is used to represent the total sales.

$12.64M
Sales

3. Quantity
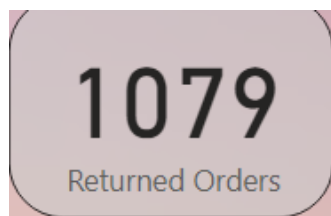   ➢ Quantity shows the total number of sales done from 2012 to 2014

178K
Quantity

4. Delivery days
   ➢ Here I tried to analyze the average days needed for delivery of products
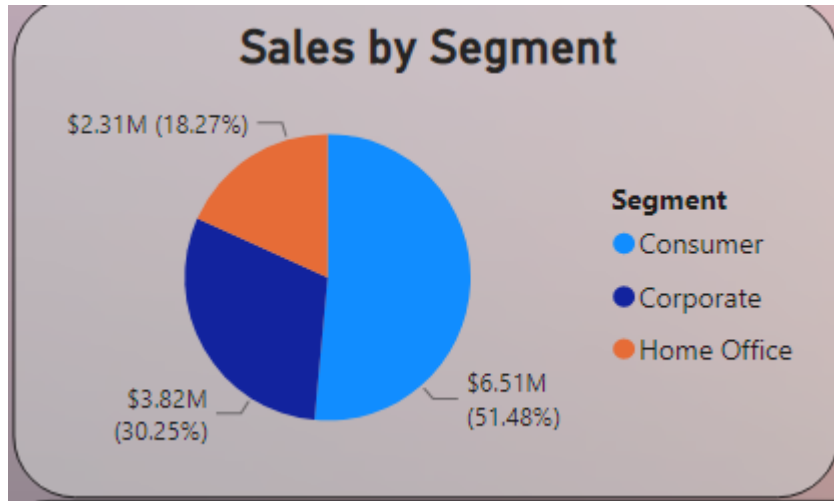   ➢ As the number of delivery days can be one of the important factor for store performance.

4
Average of Delivery days

5. Returned orders
   ➢ Returned orders can be used as a performance measure of store sales.

1079
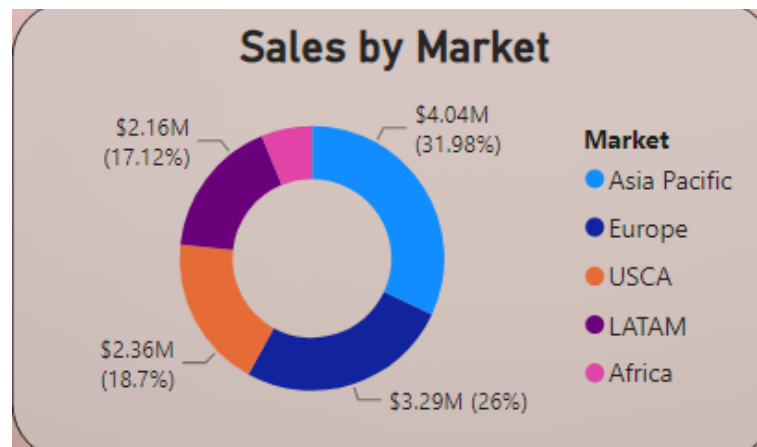Returned Orders

6. Sales by segment
   ➢ Segments are the different categories in which the sales are categorized.
   ➢ Here are 3 different categories:
      o Consumer
      o Corporate
      o Home Office

➤ Here I choose pie chart to represent
➤ As we can see that maximum sales are from Consumer segment, followed by corporate and lastly Home office.
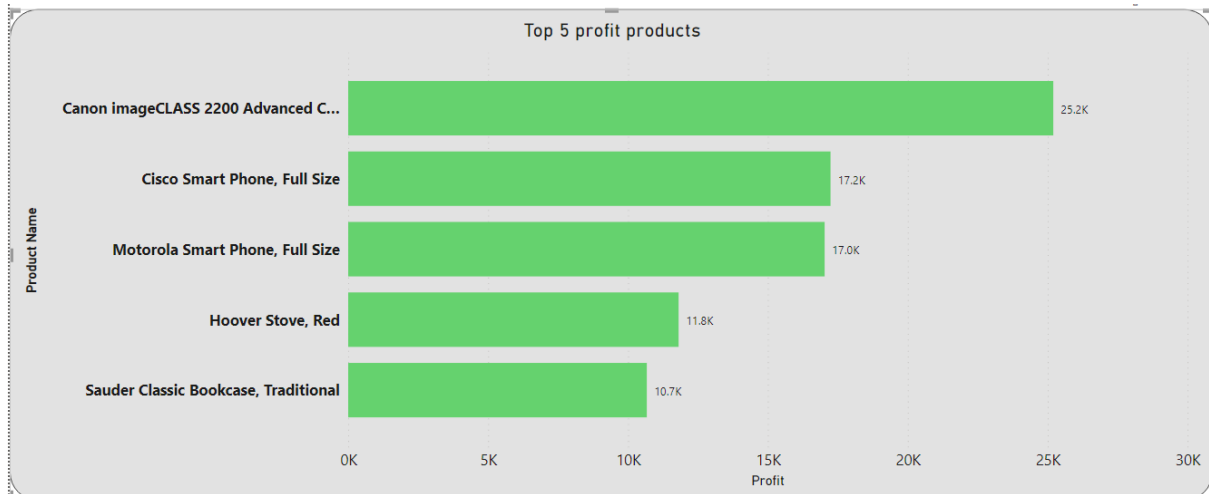

7. Sales by market
    ➤ Here in this donut chart we can see the sales from different regions.
    ➤ As we can see most of the sales are from Asia Pacific and the least is from Africa.
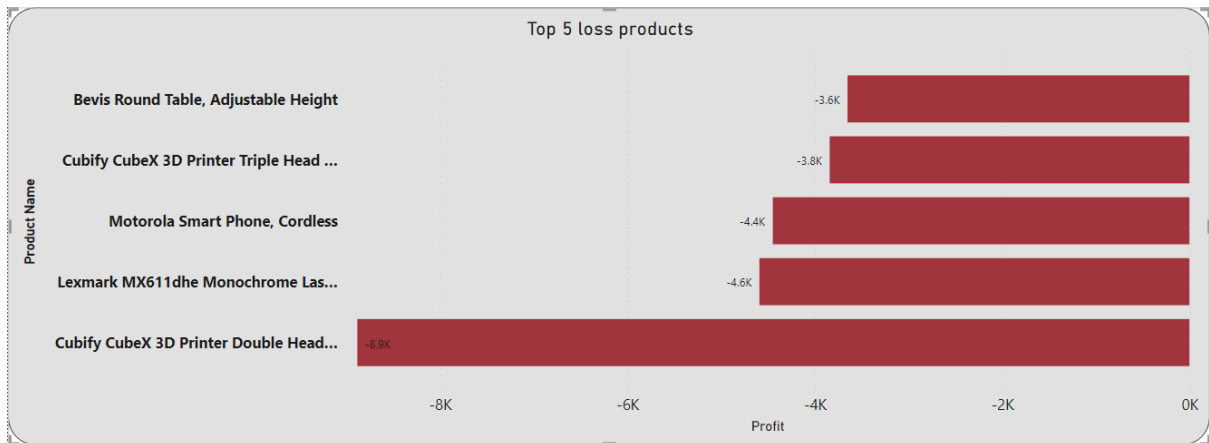

8. Top 5 profit products
    ➤ From my analysis here are top 5 profit products
        o Canon image class 2200
        o Cisco smart phone full size
        o Motorola smart phone full size
        o Hover stove red
        o Sauder classic bookcase traditional

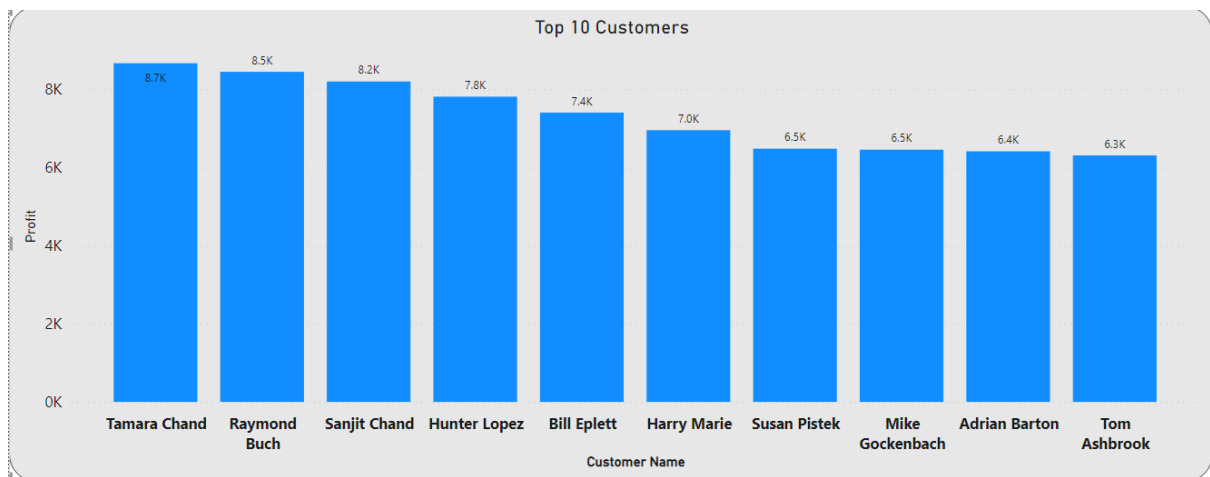Top 5 profit products

9. Top 5 loss products

  ➢ From my analysis here are top 5 loss products
    o Bevis round table adjustable height
    o Cubify Cubex 3D printer triple head print
    o Motorola Smart case cordless
    o Lexmark MX611 dhe monochrome laser printer
    o Cubify Cubex 3D printer double head print

Top 5 loss products

10. Top 10 Customers

  ➢ Here are the 10 customers of the store
    o Tamara Chand
    o Raymond Buch
    o Sanjit Chand
    o Hunter lopez
    o Bill epilet
    o Harry marie
    o Susan Pistek

- o Mike Gokenbach
- o Adrin Bartok
- o Top Ashbrook

- ❖ Future additions
  - o Currently I am in process of adding 'Master Calendar' so that I can add following measures
    - ▪ Running Total
    - ▪ MTD Sales
    - ▪ YTD Sales
    - ▪ QTD Sales
    - ▪ Create Bookmarks
    - ▪ Create more table and matrices
    - ▪ Previous and current month sales