



Ibrahim Fahd

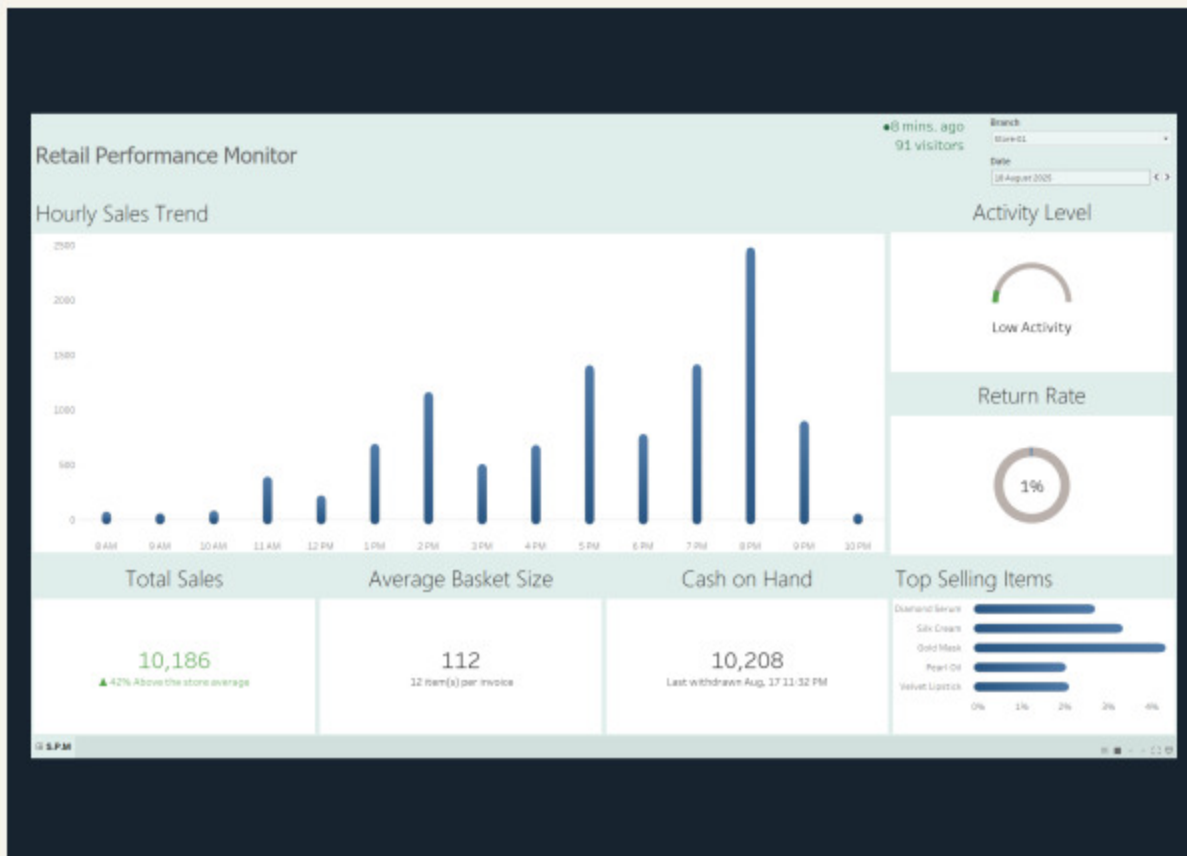
Senior BI & Analytics

Dashboards & Reporting | Data Foundations | AI & Automation

Executive project brief

Retail Performance Monitor: Real-Time Sales & Cash Visibility for Multi-Branch Store Owners

A decision-ready retail dashboard built in Tableau that brings branch sales, cash activity, returns, top items and store KPIs into a single operational view.



BUSINESS PROBLEM

When each signal is reviewed separately, it is harder to compare branches and understand what is driving performance. The dashboard needed to preserve the overall picture while making operational differences visible.

THE SOLUTION

The analytical structure follows the questions a retail operator would ask: how the network is performing, where branch differences appear, how cash activity and returns relate to sales, and which items require attention.

WHAT CHANGED

The practical value is a clearer way to monitor the retail network, compare store performance and investigate the operating signals behind the headline view. No quantified business outcome is claimed.