

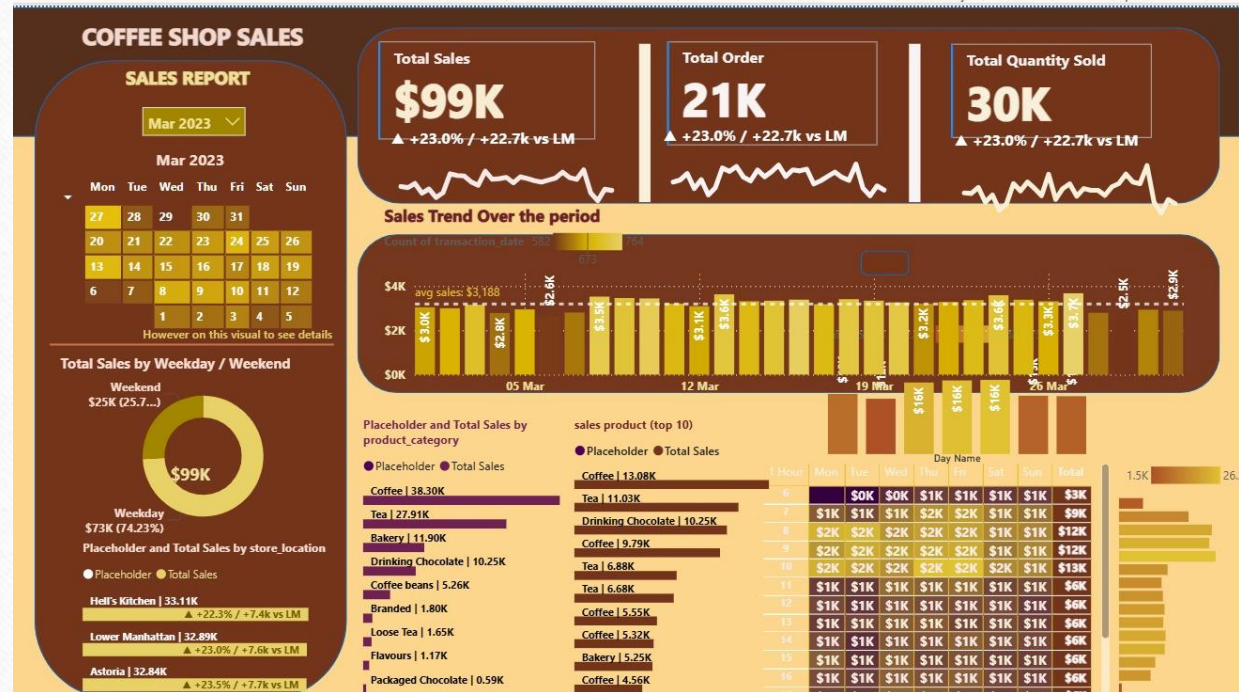
POWER BI PROJECT ON SALES KPIS ANALYSIS

Total Sales | Total ordes | Total Quantity sold

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Organization/Institution – IIT PATNA

DASHBOARD :-



PROBLEM STATEMENT :

KPI's REQUIRMENT

Total Sales Analasis :

- Calculate the total sales for each respective month.
- Determine the month-on-month increase or decrease in sales.
- **Calculate the difference in sales between the selected month and the previous month.**



Total Order Analasis :

- Calculate the total number of orders for each respective month.
- Determine the month-on-month increase or decrease in the number of orders.
- Calculate the difference in the number of orders between the selected month and the previous month.



PROBLEM STATEMENT :

CHART'S REQUIRMENT

Total Quantity Sold Analysis:

- Calculate the total quantity sold for each respective month.
- Determine the month-on-month increase or decrease in the total quantity sold.
- Calculate the difference in the total quantity sold between the selected month and the previous month.



Calendar Heat Map:

- Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
- Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.
- Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.

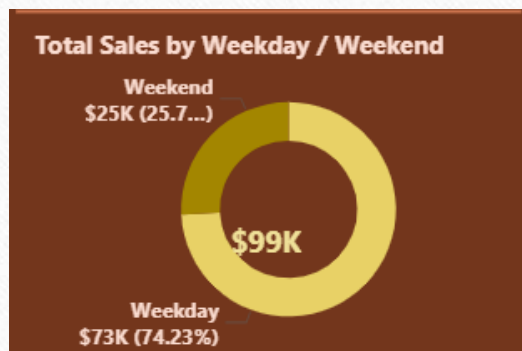


PROBLEM STATEMENT :

KPI's REQUIRMENT

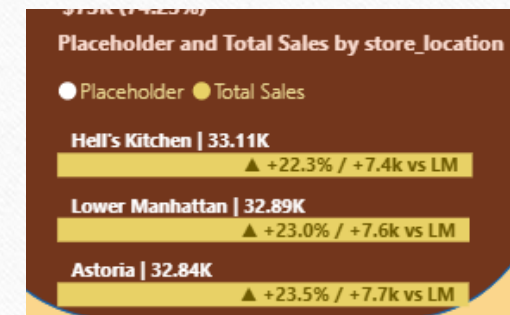
Sales Analysis by Weekdays and Weekends:

- Segment sales data into weekdays and weekends to analyze performance variations.
- Provide insights into whether sales patterns differ significantly between weekdays and weekends.



Sales Analysis by Store Location:

- Visualize sales data by different store locations.
- Include month-over-month (MoM) difference metrics based on the selected month in the slicer.
- Highlight MoM sales increase or decrease for each store location to identify trend

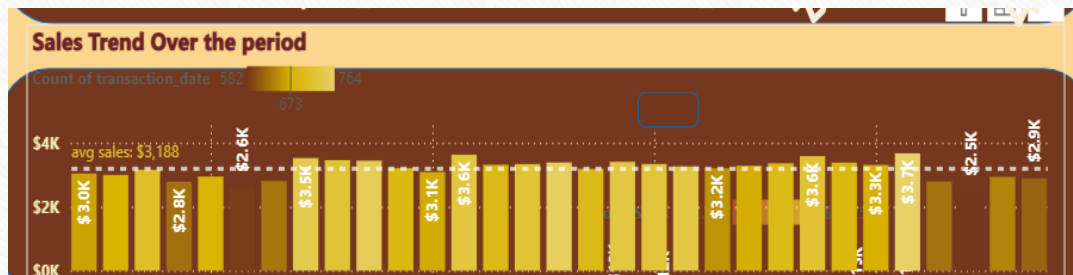


PROBLEM STATEMENT :

CHART'S REQUIRMENT

Daily Sales Analysis with Average Line:

- Display daily sales for the selected month with a line chart.
- Incorporate an average line on the chart to represent the average daily sales.
- Highlight bars exceeding or falling below the average sales to identify exceptional sales days.



Sales Analysis by Product Category:

- Analyze sales performance across different product categories.
- Provide insights into which product categories contribute the most to overall sales.



Top 10 Products by Sales:

- ### Sales Analysis by Days and Hours:

- sales product (top 10)
- Placeholder ● Total Sales
- | | |
|--------------------|--------|
| Coffee | 13.08K |
| Tea | 11.03K |
| Drinking Chocolate | 10.25K |
| Coffee | 9.79K |
| Tea | 6.88K |
| Tea | 6.68K |
| Coffee | 5.55K |
| Coffee | 5.32K |
| Bakery | 5.25K |
| Coffee | 4.56K |

