Company XYZ Sales Dashboard – Summary

1- Data Cleaning & Formatting

- Imported Sales, Products, and Customers CSV files  
- Standardized dates: Converted SaleDate and SignupDate to proper date format  
- Removed null / blank values  
- Handled duplicate CustomerID and ProductID to ensure correct relationships  
- Formatted numeric columns: Sales, Profit, Quantity, Discount

2. Data Modlling & Relationships

• Fact table: Sales  
• Dimension tables: Products, Customers, DateTable  
• Relationships created:  
 - Sales → Customers (CustomerID)  
 - Sales → Products (ProductID)  
 - Sales → DateTable (SaleDate)

3. Measures Created

• Total Sales  
• Total Profit  
• Quantity Sold  
• Average Discount  
• Sales YTD  
• Profit YTD

**Page 1- Dashboard Overview**

• KPI Cards: Total Sales, Total Profit, Quantity Sold, Average Discount  
• Line Chart: Total Sales & Profit over time  
• Column Chart: Total Profit & Total Sales by Year  
• Bar Chart: Total Sales by Region & Customer Type  
  
Insights:  
 - South region has the highest sales  
 - Retail customers buy higher quantity, Wholesale customers generate higher profit per transaction

**Page 2 – Product and Customer Insights**

• Column Chart: Total Profit & Sales by Product Name  
• Scatter Chart: Discount vs Profit  
• Pie Chart: Total Profit & Sales by Email Subscription  
  
Insights:  
 - Some products generate high profit  
 - Discounts increase sales but excessive discounts reduce profit  
 - Email subscribed customers are slightly more profitable

**Page 3 Customer Analysis**

• Matrix Table: Profit & Sales by Customer Type and Region  
  
Insights:  
 - North region has lower sales but higher profit per customer  
 - Wholesale customers are more sensitive to discounts  
 - Retail customers contribute higher sales volume