Sales Performance Dashboard Report

1. Executive Summary

This Power BI dashboard analyzes 1 year of retail sales data from TrendyKart Pvt. Ltd. and highlights performance across products, regions, and sales executives. The goal of this analysis is to help management understand sales trends and take data-driven decisions to improve performance.

2. Key KPIs

KPI	Value
Total Sales	59M
Total Quantity Sold	56K
Average Customer Rating	2.99

3. Key Insights

- 📈 Sales peaked in May due to the holiday season.
- 🏆 Top-selling product: Smartphone with 2.94 revenue.
- 📉 Sales dipped in April due to the regional lockdown.
- 👨‍💼 Top Sales Executive: Thomas Gardner(3.9M).

4. Recommendations

• Increase inventory of top-performing products (e.g., Smartphones) in Q4 to leverage seasonal demand.
• Provide training or support to sales executives in underperforming regions.
• Consider marketing offers during slow months, such as November and October.

5. Dashboard Preview (Screenshot)

6. Contact

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