Product Sales Analysis Power Bi Project

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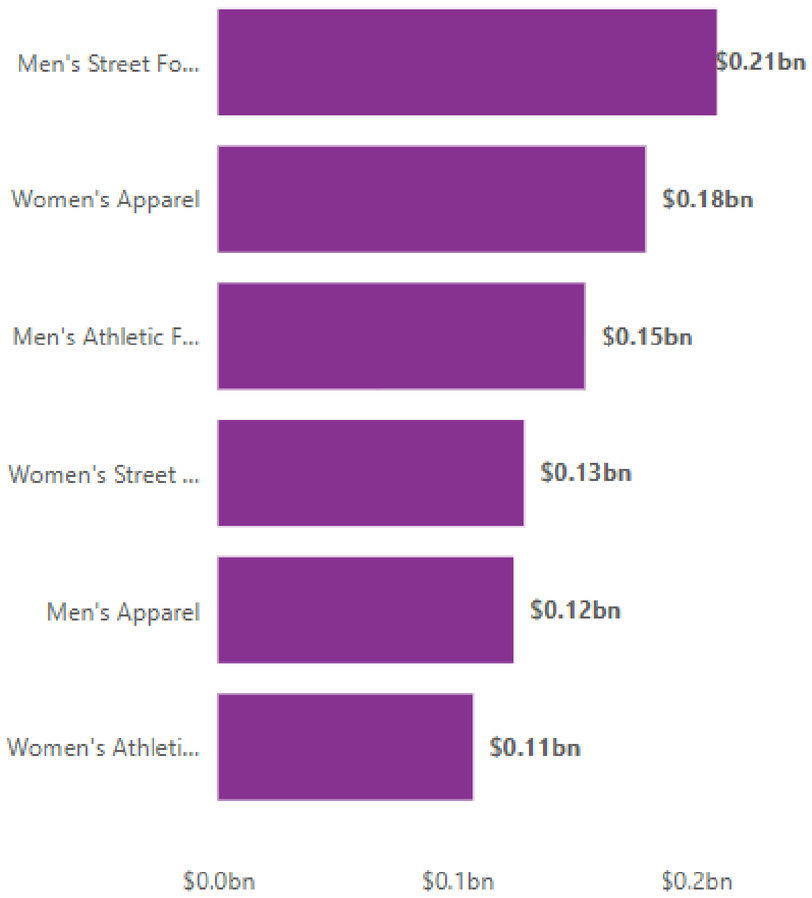
SALES ANALYSIS DASHBOARD

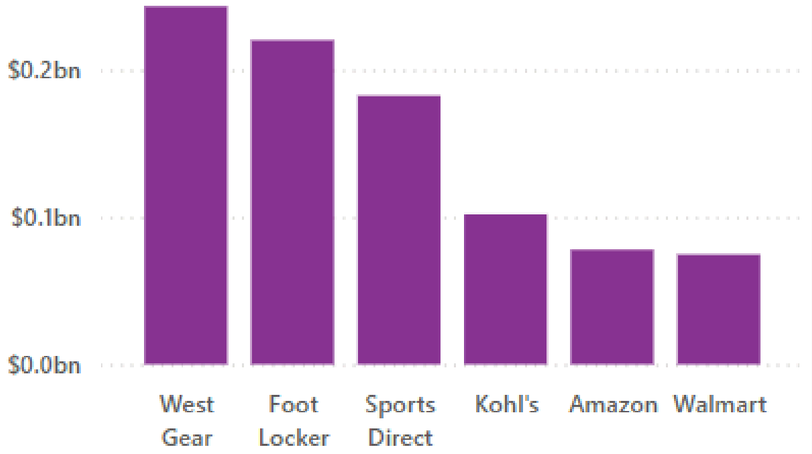
Region: All | City: All | Invoice Date: 01-01-2020 – 31-12-2021

Total Sales	Operating Profit	Units Sold	Price per Unit	Operating Margin
$900M	$332M	2M	$45	42%

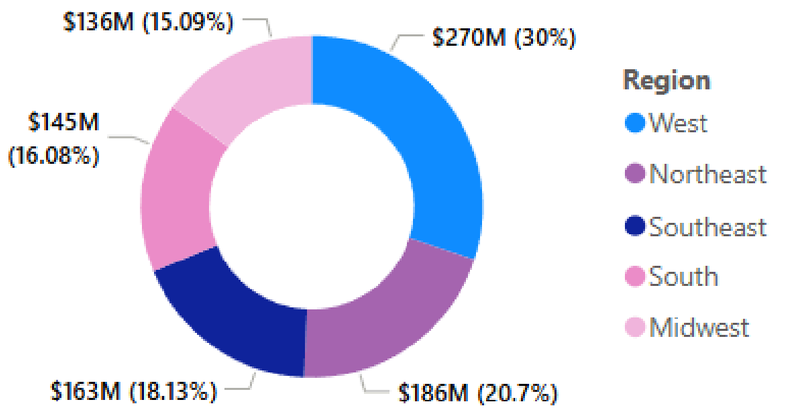
Total Sales by Product



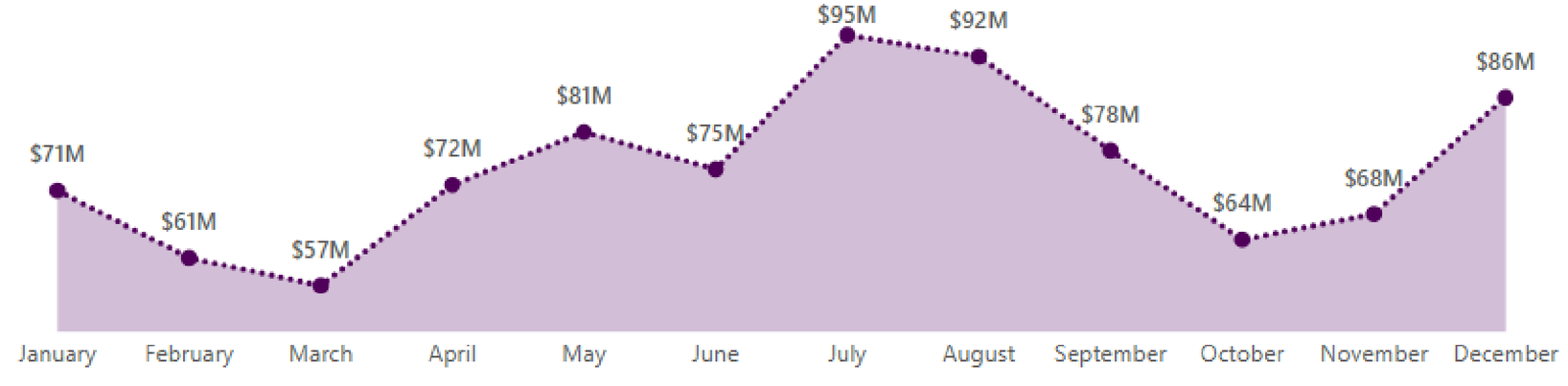
Total Sales by Retailer



Total Sales by Region



Total Sales by Month



Objective

The Sales Analysis Dashboard provides insights into overall sales performance, helping businesses identify trends, assess profitability, and optimize strategic decisions.

Key Performance Indicators (KPIs)

- Total Sales Revenue: $900M

- Operating Profit: $332M

- Units Sold: 2M

- Price per Unit: $45

- Operating Margin: 42%

Findings & Insights

-Sales revenue reached $900M with a 42% operating margin.

- Men's Street Footwear is the highest-selling product category.

- West Gear and Foot Locker are top-performing retailers.

- The Southeast region leads in sales, contributing 30% of total revenue.

- Sales trends show peaks in July ($95M) and August ($92M).

Sales by Product Category

$0.21bn Men's Street Footwear

$0.18bn Women's Apparel

$0.15bn Men's Athletic Footwear

$0.13bn Women's Street Footwear

$0.12bn Men's Apparel

$0.11bn Women's Athletic Footwear

Sales by Retailer

Top-performing retailers:

- West Gear: Highest sales volume

- Foot Locker: Consistently strong sales

- Sports Direct: Strong performance but room for growth

- Amazon & Walmart: Lower sales, potential for improvement

Regional Sales Performance

- Southeast leads with $270M in sales (30% share).

- Midwest follows with $186M (20.7%).

- Other regions have potential for sales growth.

- Focus on underperforming regions to balance sales distribution.

Conclusion & Recommendations

- Expand sales strategies in high-performing regions.

- Strengthen retailer partnerships for better distribution.

- Optimize marketing efforts in low-performing months.

- Focus on improving sales in underperforming product categories.

Thank You!

Dataset Link
https://github.com/AasimSayyed11/Product-Sales-Analysis-PowerBI