Sales Analysis Power Bi Project

Mohammed Aasim
Fahim Sayyed

SALES ANALYTICS DASHBOARD

Sales | Profit | Quantity

2021 | 2022 | 2023 | 2024

CENTRAL

Sales

$147.10K

PY Sales : 147.43K

EAST

Sales

$213.82K

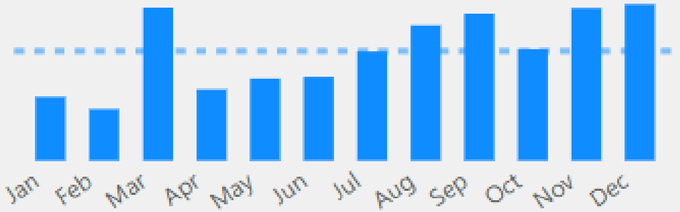
PY Sales : 181.34K

WEST

Sales

$250.13K

PY Sales : 187.48K

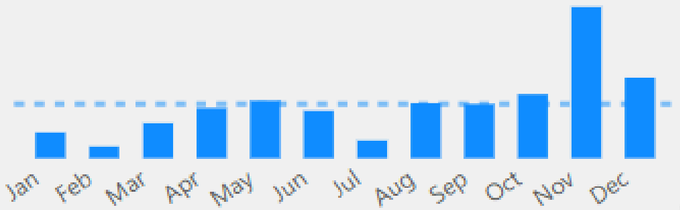


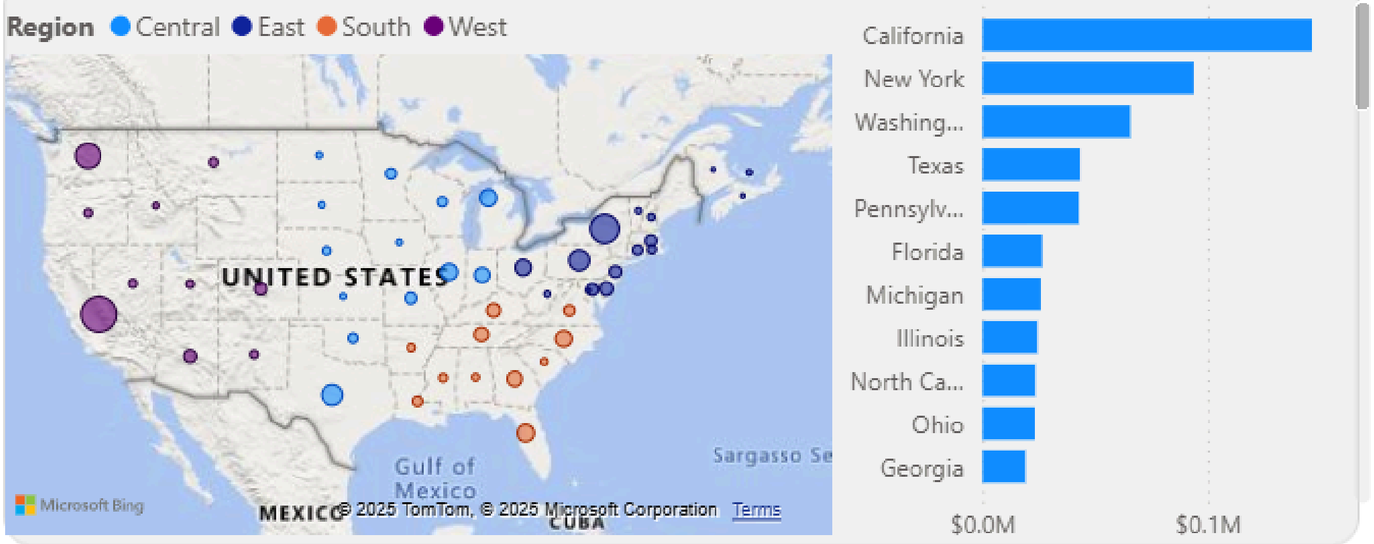
SOUTH

Sales

$122.91K

PY Sales : 93.61K





Current Year (CY) & Previous Year (PY) Metrics

Region	CY Sales	PY Sales	YoY Sales	CY Profit	PY Profit	YoY Profit
South	122.91K	93.61K	▲ 31%	$8.85K	$17.70K	▼ -50%
Central	147.10K	147.43K	▼ 0%	$7.55K	$19.90K	▼ -62%
East	213.82K	181.34K	▲ 18%	$33.38K	$20.26K	▲ 65%
West	250.13K	187.48K	▲ 33%	$43.81K	$24.05K	▲ 82%
Total	**733.95K**	**609.86K**	**▲ 20%**	**$93.58K**	**$81.92K**	**▲ 14%**

Objective

This dashboard provides a comprehensive analysis of sales performance across regions. It aims to track key metrics, identify trends, and offer actionable insights for business growth.

Key Performance Indicators (KPIs)

- Total Sales
- Year-over-Year (YoY) Sales Growth
- Regional Sales Performance
- Profitability Metrics
- Top Performing States

Findings & Insights

- Total sales increased by 20% YoY.

- The West region had the highest sales ($250K), while the South had the lowest ($122K).

- East region showed the highest YoY growth (18%), while Central remained flat.

- The West region contributed the most to profit ($43.8K, up 82% YoY).

- California led in sales among states.

Regional Sales Performance

- **Sales breakdown by region:**

$147K	**Central** (0% YoY change)
$213K	**East** (18% YoY growth)
$250K	**West** (34% YoY growth)
$122K	**South** (31% YoY growth)

Year-over-Year Comparison

Comparison of Current Year (CY) vs Previous Year (PY):

- **Total Sales: $733.95K (Up 20%)**
- **Total Profit: $93.58K (Up 14%)**

- **South & West regions showed the highest sales growth.**

- **Profitability declined in Central and South regions.**

Top States by Sales

1. California – Highest Sales

2. New York

3. Washington

4. Texas

5. Pennsylvania

These states contributed the most to total revenue.

Conclusion & Recommendations

- Focus on expanding sales in high-growth regions (East, West).

- Improve profitability in the Central & South regions.

- Optimize marketing strategies in top-performing states.

- Leverage insights to drive strategic decision-making.

Thank You!

DATASET LINK
https://github.com/AasimSayyed11/Sales-Overview-Dashboard--PowerBi-Project