

Power BI Sales Performance Dashboard – Project Report

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Role: Data Analyst (Fresher)

Tool Used: Power BI

Project Overview

The Sales Performance Dashboard project was designed to analyze and visualize sales data to support business decision-making. The dashboard provides insights into revenue trends, regional performance, and product-wise sales using interactive visualizations.

Objectives

- 1 Analyze overall sales performance
- 2 Identify top-performing products and regions
- 3 Track revenue trends using KPIs
- 4 Enable dynamic filtering using slicers

Key Features

- 1 Interactive dashboards with slicers
- 2 DAX measures for revenue, growth, and performance analysis
- 3 Product-wise and region-wise sales analysis
- 4 Clear KPIs for business monitoring

Outcome

The dashboard helped identify revenue gaps and high-performing products, enabling better sales strategy planning and data-driven decisions. It improved visibility into business performance through intuitive and interactive reports.