Denim Pvt Ltd Sales Analysis Dashboard

Project Overview:

This Power BI dashboard provides an interactive and insightful analysis of Denim Pvt Ltd's sales performance across

different regions, warehouses, payment methods, and sales channels. The dashboard is designed to help stakeholders

track key metrics such as sales volume, revenue, tax, and delivery performance.

Key Features & Insights:

1. Sales Performance Metrics:

  - Total Quantity Sold: 154K units

  - Total Sales Amount: 42M

  - Total Tax: 7M

  - Average Delivery Time: 5 days

2. Sales Breakdown:

  - Top 5 Payment Modes: Credit Card, Cash, Cheque, Bank Transfer, UPI

  - Sales Channel Analysis: Retail Store, Offline, Distributor, Direct Sales, Online

3. Delivery Status by Region:

  - Delivered: 18.03%

  - Shipped: 20.08%

  - Returned: 20.34%

  - Pending: 21.21%

  - Cancelled: 20.34%

4. Top Products & Sales Representatives:

  - Top 5 Products Sold: Trousers, Dresses, Jeans, Jackets, Sweaters

  - Top 5 Sales Representatives: Amit Kumar, Sneha Das, Priya Sharma, Vikas Singh, Rahul Verma

5. Geographical Analysis:

   - The interactive map visualizes sales distribution across various warehouse locations in India, providing insights

   into regional sales performance.

Tools & Technologies Used:

- Power BI: Data modeling, visualization, and interactive dashboard creation

- Data Cleaning & Transformation: Power Query

- DAX (Data Analysis Expressions): Used for calculations and KPIs

Business Impact:

- Enables decision-makers to track sales trends and optimize strategies.

- Identifies top-performing sales representatives and products.

- Helps improve delivery efficiency by monitoring delays and returns.

- Enhances financial insights through sales and tax analysis.

This project showcases my expertise in data visualization, storytelling, and analytical decision-making using Power BI.