

Sales Intelligence & Customer Analytics

Executive Summary

This Power BI project delivers a comprehensive Sales Intelligence and Customer Analytics solution designed to support data-driven business decisions. The dashboards provide clear visibility into sales performance, profitability, customer behavior, and regional trends using interactive visuals and advanced DAX measures.

Key Business Insights

- Total Sales reached \$844K with strong contribution from Office Supplies category.
- South region emerged as the top-performing region in terms of revenue.
- Year 2025 recorded higher order volume compared to 2024, indicating growth momentum.
- High-value customers contribute a significant share of total profit.
- Monthly sales trend shows consistent growth with minor seasonal fluctuations.
- Technology category maintains steady profitability despite lower unit volume.

Dashboard Highlights

- Executive KPI view with Sales, Profit, Margin, and Orders.
- Customer-level analysis with Top Customers and Sales Contribution.
- Region, Category, and Segment-based performance tracking.
- Decomposition Tree for root-cause analysis.
- Waterfall chart showing monthly sales movement.

Business Value

This solution enables stakeholders to quickly identify growth opportunities, monitor business performance, and make informed strategic decisions using reliable and visually intuitive analytics.

Prepared by: Adarsh Mishra