

Analytical BI Report: Sales Data Analysis

1. Problem Statement:

Businesses often struggle with understanding their sales performance, identifying top-performing products, and analyzing trends over time. A lack of data-driven insights can lead to inefficient decision-making, poor inventory management, and missed revenue opportunities.

2. Objective:

The objective of this report is to analyze sales data using Power BI dashboards to gain meaningful insights. The report aims to:

- Identify top and bottom-performing products.
- Understand sales and profit trends over different time frames.
- Compare sales and profit relationships.
- Provide a detailed breakdown of sales performance.

3. Dashboards & Their Purpose:

A. Overview Dashboard

Purpose: Provides a high-level summary of business performance.

- Displays key performance indicators (KPIs) such as total sales, profit, and number of orders.
- Helps in understanding overall business health.

B. Top & Bottom 5 Products Dashboard

Purpose: Identifies the best and worst-performing products.

- Helps in making strategic inventory and pricing decisions.
- Assists in recognizing product demand and profitability trends.

C. Sales & Profit Comparison Dashboard

Purpose: Analyzes the relationship between sales and profit.

- Highlights fluctuations in revenue and profitability over time.
- Allows businesses to compare performance across different periods.

D. Table Visual Dashboard

Purpose: Provides a detailed breakdown of sales transactions.

- Displays product-wise sales, discounts, and profitability metrics.

- **Helps in filtering and drilling down into specific data points.**

4. Key Features

- 1. Sales Trend Analysis:** Tracks daily, monthly, and yearly sales performance.
- 2. Product Performance Analysis:** Identifies top-selling and least-performing products.
- 3. Profitability Insights:** Understands the impact of pricing and discount strategies.
- 4. Dynamic Filtering:** Enables filtering by date, product category, and customer segment.
- 5. Comparison Feature:** Compares sales and profits between different time frames.
- 6. Geographical Insights:** Analyzes sales performance across different cities.