

Operations Performance Analysis Dashboard

(End-to-End BA Project)

1. Project Summary

This project focuses on analyzing operational sales performance to support better business decision-making. The objective was to clean raw sales data, analyze key performance metrics, and build an interactive dashboard that provides insights into sales trends, regional performance, product profitability, and category-wise distribution.

2. Business Problem Statement

Manual tracking of sales data, delayed reporting, lack of visibility into top-performing regions and products, and data scattered across multiple Excel files resulted in slow decision-making.

3. Tools & Technologies Used

- Python (Pandas)
- Microsoft Excel
- Power BI

4. Project Workflow

Data Cleaning: Removed duplicates, handled missing values, converted date formats, and created new calculated fields.

Analysis: Created pivot-based reports in Excel for validation.

Visualization: Built interactive Power BI dashboard with KPIs, charts, tables, and slicers.

5. Key Insights

- West region has the highest sales.
- Sales peaked in Month 3.
- Clothing category contributes the highest sales.
- Product B is the most profitable product.

6. Workflow Improvement

Before: Manual reporting, slow analysis, limited visibility.

After: Automated data processing, centralized dashboard, faster insights.

7. Final Outcome

Reduced reporting time, improved data accuracy, and enabled data-driven decision-making.