Project title:

**Unlocking Business Insights:
Sales, Profit & Discount Patterns**

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Project Agenda

- ➢ Clean data using Excel and extract insights with SQL

- ➢ Build interactive dashboards in Power BI

- ➢ Answer key business questions through visuals

- ➢ Provide insights and actionable recommendations

TOOLS USED

Excel
- Data Cleaning & Formatting

MySQL
- Query Development & Insight Extraction

Power BI
- Visual Dashboard Creation

Dataset Overview

- Contains **transaction records** across multiple countries and segments
- **Key fields:**
  - Product
  - Sales
  - Discount
  - Profit
  - Cost
  - Date
- ⬜ **Source**: Microsoft Power BI Sample Financial Data
- **Link:** https://docs.microsoft.com/en-us/power-bi/create-reports/sample-financial-download

Problem Statement

- Businesses face **declining profit margins** and **inconsistent discount strategies**
- Lack of analysis makes it hard to find **where losses occur**
- Unclear which **products, countries, or segments** drive the most value
- The project aims to **analyze sales, profit, discount trends**
- Goal: Help management make **data-driven strategic decisions**

Data Cleaning Process (Excel)

Converted Excel to CSV

Transformed Raw Data into Table

Filtered Data

Cleaned & Standardized:

Project Objective

❑ Analyze total sales, profits, and discounts

❑ Discover top-performing products and segments

❑ Evaluate country-wise contribution to revenue and profit

❑ Understand how discounts affect profitability

KEY BUSINESS QUESTIONS

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Product-Level Performance

- Which products are the top sellers?
- Which products generate the most profit?
- Which products are sold with the highest discounts?
- Which products have low performance in both profit and sales?
- Which products are sold the most in each country?
- Which products are most sold across different segments?
- Which products generate the highest sales in each month?

Country-Level Performance

- Which countries have the highest total sales overall?
- Which countries generate the most overall profit?
- Which countries give the highest average discount on sales?
- Which countries show low performance in both profit and sales?
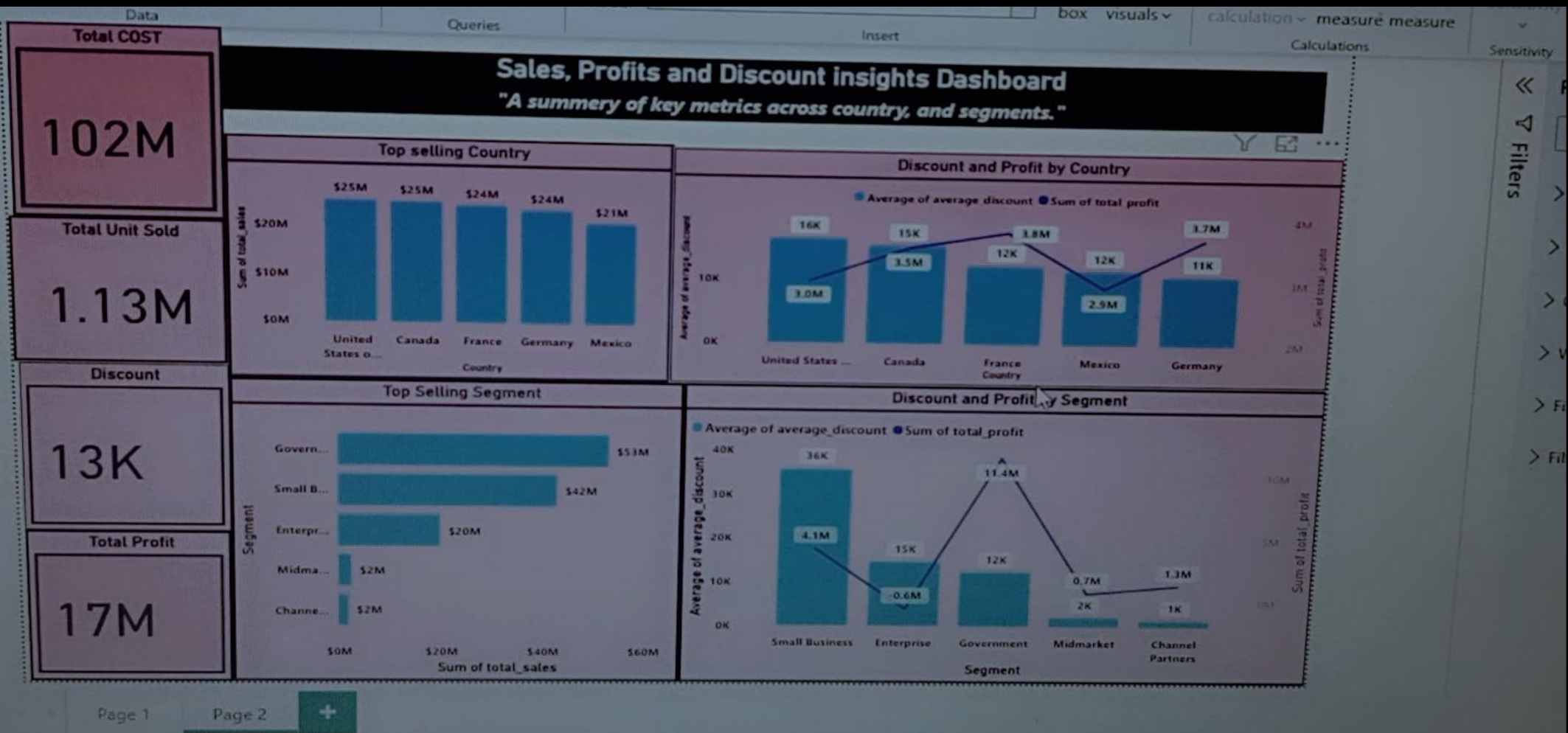
Segment-Level Performance

- Which segments have the highest total sales overall?
- Which segments generate the most overall profit?
- Which segments offer the highest average discount?
- Which segments show low performance in both profit and sales?

Sales, Profits and Discount insights Dashboard
"A summery of key metrics across country, and segments."

Total COST
102M

Total Unit Sold
1.13M

Discount
13K

Total Profit
17M

Top selling Country
Sum of total_sales by Country:
- United States o...: $25M
- Canada: $25M
- France: $24M
- Germany: $24M
- Mexico: $21M

Discount and Profit by Country
● Average of average discount ● Sum of total profit
- United States ...: 16K, 3.0M
- Canada: 15K, 3.5M
- France: 3.8M, 12K
- Mexico: 12K, 2.9M
- Germany: 3.7M, 11K

Top Selling Segment
- Govern...: $53M
- Small B...: $42M
- Enterpr...: $20M
- Midma...: $2M
- Channe...: $2M

Sum of total_sales

Discount and Profit by Segment
● Average of average_discount ● Sum of total_profit
- Small Business: 36K, 4.1M
- Enterprise: 15K, -0.6M
- Government: 12K, 11.4M
- Midmarket: 2K, 0.7M
- Channel Partners: 1K, 1.3M

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Future Recommendations

- **Reduce discounts** for segments that don't bring enough profit.
- **Invest more** in products and countries that give high profits.
- **Plan ahead** for low sales months by checking seasonal trends.

THANKS

ANY QUESTION?