COCA-COLA Dashboard

SALES REPORT

Project Objective

- **Coca-cola** wants us to help them to create a **Dashboard** to tract and Analyze their Online Sales across various states and wants to understand the Expenses & total Revenue, total sales, Profit and Profit margin.

Project Key points

- ▶ Data Analysis.
- ▶ Data Collection.
- ▶ Data cleaning.
- ▶ Data Modeling.
- ▶ Data Visualization.
- ▶ DAX Queries.
- ▶ Calculated Column.
- ▶ Key Metrics.
- ▶ Dashboard Design.
- ▶ Insights & Sharing.

Key metrics:

- **Total Sales**: This metric provides a snapshot of the total revenue generated by the their company over a specific period. It allows businesses to track their sales performance and identify trends.

- **Top Selling Products**: Identifying the top-selling products allows businesses to focus on popular items, optimize inventory management and capitalize on market demand.

- **Sales by State**: This metric breaks down sales revenue by geographical location, enabling businesses to identify lucrative markets and tailor marketing efforts geographically.

- **Revenue Growth Over Time**: Tracking revenue growth over different time periods helps businesses identify growth trends, set realistic targets and measure progress.

- **Expenses**: As Sum of Expenses Increased, operating profits also increases.

- **Units sold**: this shows how much amount of units sold by the Beverage Brands

- **Revenue Growth Over Time**: Tracking revenue growth over different time periods helps businesses identify growth trends, set realistic targets, and measure progress.

- **Profit margin**: This shows which company or business activity makes money in terms of percentage.

Charts used

- **Bar Chart**: it is used here to Analyze the total sales by month.
- **Funnel chart**: it is used here to Analyze the Total revenue, sales and profit.
- **Map chart**: it is used here to Analyze the sales by state.
- **Donut chart**: it is used here to Analyze the sum of Expenses by the Beverage brands.
- **Matrix** to Analyze the Financials such as total sales, price per unit, operating profit.
- **Used AI powered visual: Key Influencers** visual to Analyze profit margins and Expenses per brand.
- **Used AI powered visual Q&A**: This allows users to ask natural language questions and get any answers.
- Used **Card** to Analyze different KPI's from the data.
- Used Conditional formatting to Highlight the overall sales so that we can see the overall trend.
- Used **Slicer** to filter for dates.

Project Insights & Analysis

- ▶ When Beverage Brand is Coca-Cola the Average operating profit 501.26 units higher than compared to all other Beverage Brands.

- ▶ Coca-Cola has the highest sales of 1923052.5, Unit sold: 3989000, Average price unit: 0.47, operating margin: 0.39, Profit: 1318338

- ▶ As Sum of Expenses Increased, operating profits also increases.

- ▶ New York has the highest sales in terms of state: 582675.

- ▶ Total Profit: 78.07%

- ▶ Profit Margin: 0.79%

- ▶ Highest sales in the Month of December.

- ▶ Average of Total sales: 2.19K

- ▶ Total Revenue: 8.17M

Practical Application:

▶ Increasing Revenue: By using insights from the dashboard, businesses can identify underperforming products or markets and take targeted actions to boost sales.

▶ Operational Efficiency: The dashboard also serves as a management tool, allowing businesses to streamline operations and improve efficiency. For instance, tracking order fulfillment times and customer service response rates can help identify bottlenecks and areas for improvement.

Future Scope

▶ This dashboard provides a glimpse into the vast potential of data-driven decision-making in Beverage brands. Beyond the metrics included in this project, there are countless other insights and analytics that can further enhance business growth and success. As technology advances and data analytics capabilities evolve, businesses have the opportunity to leverage data in increasingly sophisticated ways to stay ahead of the competition and achieve sustainable growth.

Calculated Column

- Category = if(Data[Units Sold]<5000,"small", if(Data[Units Sold]<10000,"Medium","large"))

- Region & State = Data[Region]&" "&Data[State]

DAX Queries

▶ Profit = sum(Data[Revenue])-SUM(Data[Expenses])

▶ Profit Margin % = DIVIDE([Profit], [total revenue])

▶ Sprite and Fanta Revenue = CALCULATE([total revenue], OR(Data[Beverage Brand]="sprite",Data[Beverage Brand]="Fanta"))

▶ total revenue = sum(Data[Revenue])

▶ Unique Brands = DISTINCTCOUNT(Data[Beverage Brand])

▶ // These are unique Brands we sell

Download Data

- GIT HUB:

- https://github.com/AshishKRaina/PowerBi_dashboad_projects

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THANK YOU