

Sales Performance Dashboard (Power BI Project)

Developed an interactive sales performance dashboard to analyze **total revenue, average sales, units sold, and profit** across products, regions, and channels. Designed slicers for **region, product category, and sales channel** to enable dynamic filtering. Built insights such as:

- Identified **top-performing products** using total sales and unit-sold visualizations.
- Compared **online vs offline channel contribution**, highlighting major revenue drivers.
- Analyzed **regional sales distribution** using donut charts to reveal strongest markets (Asia, Europe, North America).
- Highlighted product segments like **Office Supplies, Cosmetics, and Baby Food** as key contributors to total revenue.
- Designed visually appealing KPI cards and charts for management decision-making.
- Ensured clean layout, consistent formatting, and user-friendly interactions.

Tools Used: MS Excel, Data Modeling, Visualization Best Practices