ADVENTURE WORKS – P832

By,

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INTRODUCTION

Adventure Works, a global retail company, seeks to gain a clearer understanding of its sales performance, profitability, and customer behavior across different regions and product categories. Despite having significant sales data, the organization faces challenges in identifying:

▶ Top-performing regions and products

▶ Seasonal sales trends

▶ Profitability gaps across locations

▶ Customer retention and repeat purchase behavior

▶ Impact of demographic factors on sales

A data-driven dashboard is essential to monitor key performance indicators (KPIs), uncover actionable insights, and support strategic decisions for improving revenue, customer engagement, and operational efficiency.

POWER BI DASHBOARD

Adventure Works Sales Dashboard

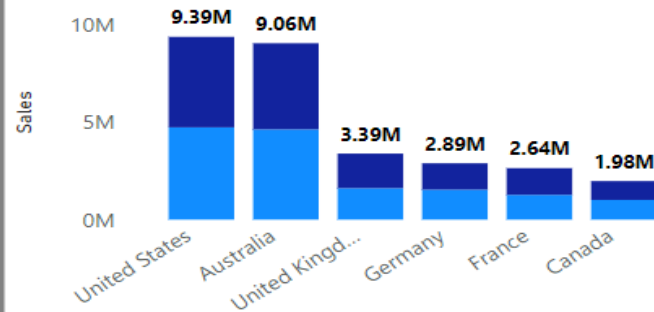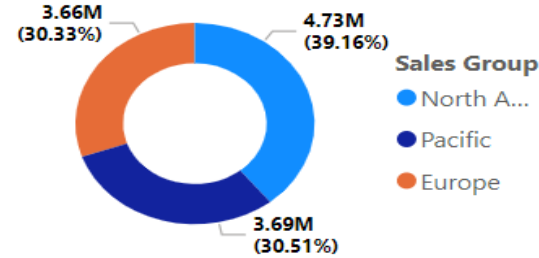| Total Sales Value $	Total Profit value $	Total Customers	Avg Order Value $	Total Countries	Highest Order Value $
29.36M	12.08M	18K	486.09	6	3.58K

Demographical Sales Analysis

Gender ● F ● M

- United States: 9.39M
- Australia: 9.06M
- United Kingd...: 3.39M
- Germany: 2.89M
- France: 2.64M
- Canada: 1.98M

Sales axis: 0M, 5M, 10M

Geographical Profit Analysis

- 4.73M (39.16%)
- 3.66M (30.33%)
- 3.69M (30.51%)

Sales Group
- ● North A...
- ● Pacific
- ● Europe

Quarterwise Sales

- Qtr 1: 5.5M
- Qtr 2: 7.1M
- Qtr 3: 7.6M
- Qtr 4: 9.1M

Sum of Sales axis: 0M, 5M, 10M

CRR

37.1%

0.0% 100....
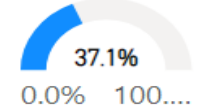
Year — All

Month — All

Quarter — All

Country — All

No of Order Vs Customer Age

Gender ● F ● M

Values: 282, 628, 811, 923, 1038, 918, 1078, 973, 767, 690, 650, 634, 518, 415, 321, 257, 240, 189, 100, 55, 24, 11, 15, 5, 6, 3, 4, 5, 4, 3, 2, 3, 3, 13, 3, 3, 1

Count of SalesOrderNumber axis: 0, 500, 1,000
Age axis: 40, 60, 80, 100
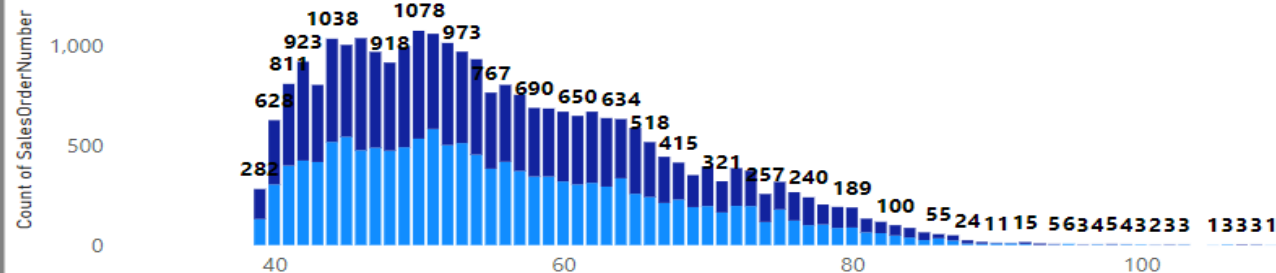
Profit, Sales and Productioncost

● Sum of Profit ● Sum of Sales ● Sum of Productioncost

- Qtr 1: 5.52M (Profit), 5.52M (Sales), 3.26M (Productioncost)
- Qtr 2: 7.09M (Profit), 7.09M (Sales), 4.18M (Productioncost)
- Qtr 3: 7.64M (Profit), 7.64M (Sales), 4.49M (Productioncost)
- Qtr 4: 9.11M (Profit), 9.11M (Sales), 5.35M (Productioncost)

Sum of Profit, Sum of Sales an... axis: 0M, 5M, 10M
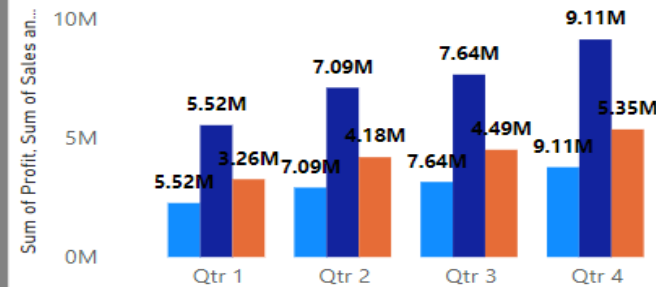
CustomerA... | DashBoard | Profit Prod... | YOY Grow...

3. Power BI Dashboard:

KPIs:

Total Sales Value: $29.36M

Total Profit Value: $12.08M

Total Customers: 18K

Average Order Value: $486.09

Total Countries: 6

Highest Order Value: $3.58K

Insights:

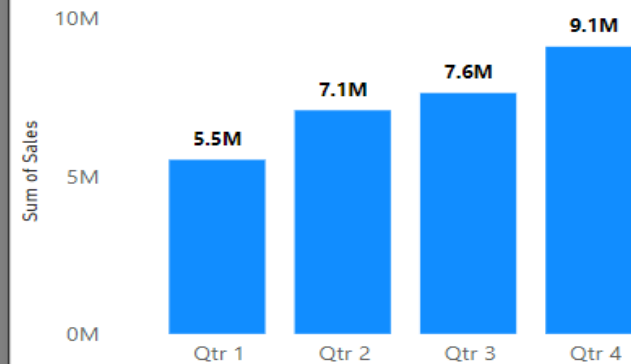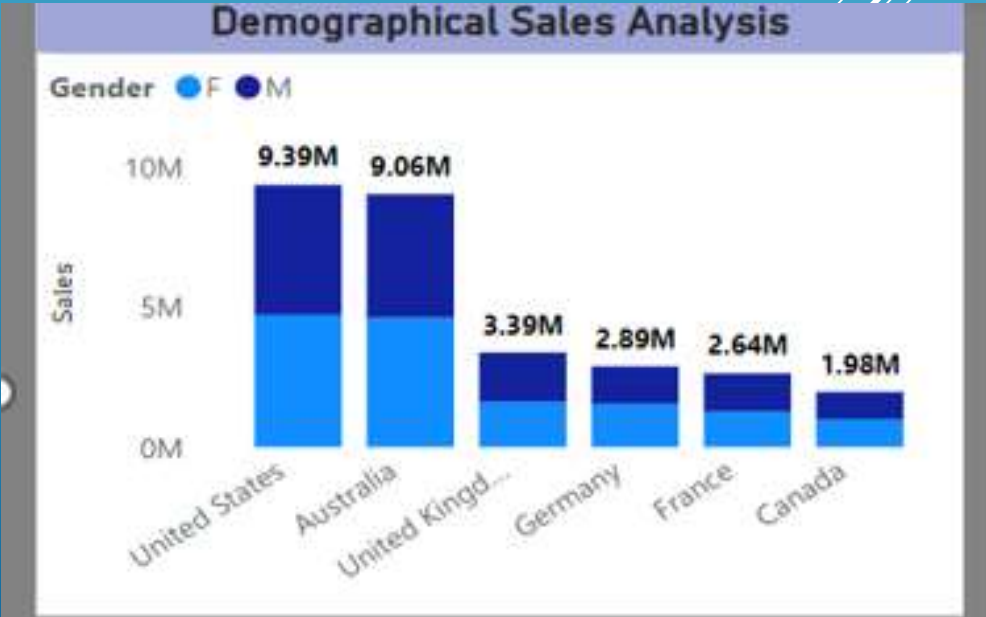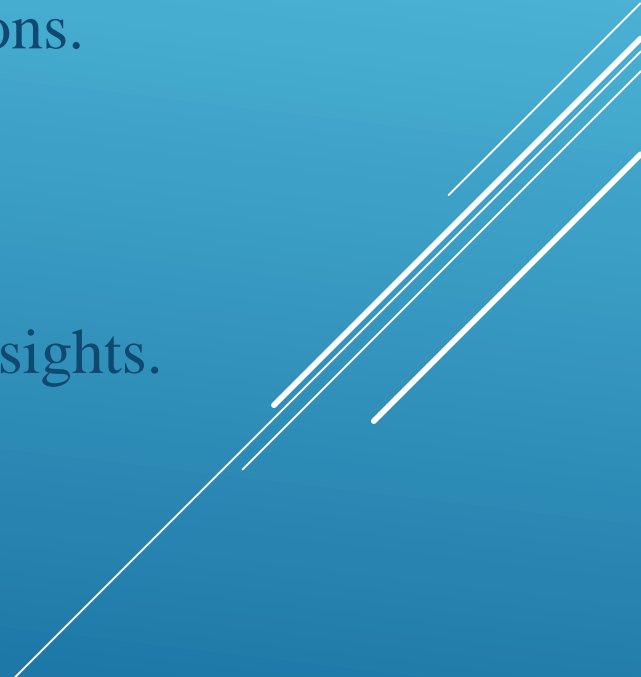Gender-wise Sales: Balanced contribution from male and female customers.

Geographical Profit Analysis: North America leads (30.32%).

Quarterwise Sales: Q4 is highest.Customer Age Analysis: Most orders from age group 30-50.

Sales vs Production Cost: Significant profit margin across all quarters.

Demographical Sales Analysis

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United Kingd... 3.39M
Germany 2.89M
France 2.64M
Canada 1.98M

CONCLUSION

- The Adventure Works Sales Dashboard project focused on analyzing and visualizing business data to extract meaningful insights.

- Using Power BI, a dynamic dashboard was developed to track key metrics such as total sales, profit margins, customer demographics, and regional performance.

- The project aimed to support strategic decision-making by providing a clear, interactive, and insightful view of business performance.

KEY LEARNINGS

- Built expertise in Power BI for creating professional dashboards.

- Applied data modeling techniques and used DAX for KPI calculations.

- Understood the value of clean data and well-defined relationships.

- Learned to identify and define business-relevant KPIs.

- Developed the ability to extract and present customer and market insights.

- Strengthened data storytelling and visual communication skills.

THANK YOU