Sales Dashboard

A MERISKILL Virtual Internship Project

Presented By

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The Dataset

The dataset for this project was provided by Meriskill in CSV file format.
I imported this data into the Power Query Editor and performed the necessary cleaning operations to generate project insights and facilitate the creation of the dashboard.

Order ID	Product	Quantity Ordered	Price Each	order_date	Month	Sales	City	monthh	Day Name	DayOfWeekSort
295731	USB-C Charging Cable	1	11.95	16 December 2019	12	11.95	San Francisco	December	Monday	1
295783	USB-C Charging Cable	1	11.95	06 December 2019	12	11.95	San Francisco	December	Friday	5
295793	USB-C Charging Cable	1	11.95	15 December 2019	12	11.95	San Francisco	December	Sunday	7
295826	USB-C Charging Cable	1	11.95	07 December 2019	12	11.95	San Francisco	December	Saturday	6
295828	USB-C Charging Cable	1	11.95	13 December 2019	12	11.95	San Francisco	December	Friday	5
295881	USB-C Charging Cable	1	11.95	02 December 2019	12	11.95	San Francisco	December	Monday	1
295974	USB-C Charging Cable	1	11.95	15 December 2019	12	11.95	San Francisco	December	Sunday	7
295975	USB-C Charging Cable	1	11.95	14 December 2019	12	11.95	San Francisco	December	Saturday	6
295986	USB-C Charging Cable	1	11.95	18 December 2019	12	11.95	San Francisco	December	Wednesday	3
296006	USB-C Charging Cable	1	11.95	10 December 2019	12	11.95	San Francisco	December	Tuesday	2
296046	USB-C Charging Cable	1	11.95	15 December 2019	12	11.95	San Francisco	December	Sunday	7
296120	USB-C Charging Cable	1	11.95	09 December 2019	12	11.95	San Francisco	December	Monday	1

Objective

The primary goal of this project is to analyze sales data to uncover key trends, patterns, and insights that can inform strategic business decisions.

Tools Used
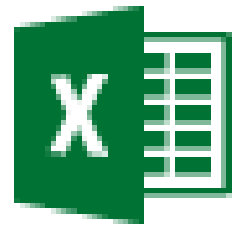
For Data Cleaning and Data Preparation

For DashBoard Creation

**For Research and also works like Second Brain**

For Preparation of Presentation

**For the creation of the dashboard, I created key measures using DAX modeling.
These measures will be useful to generate insights from the sales data**

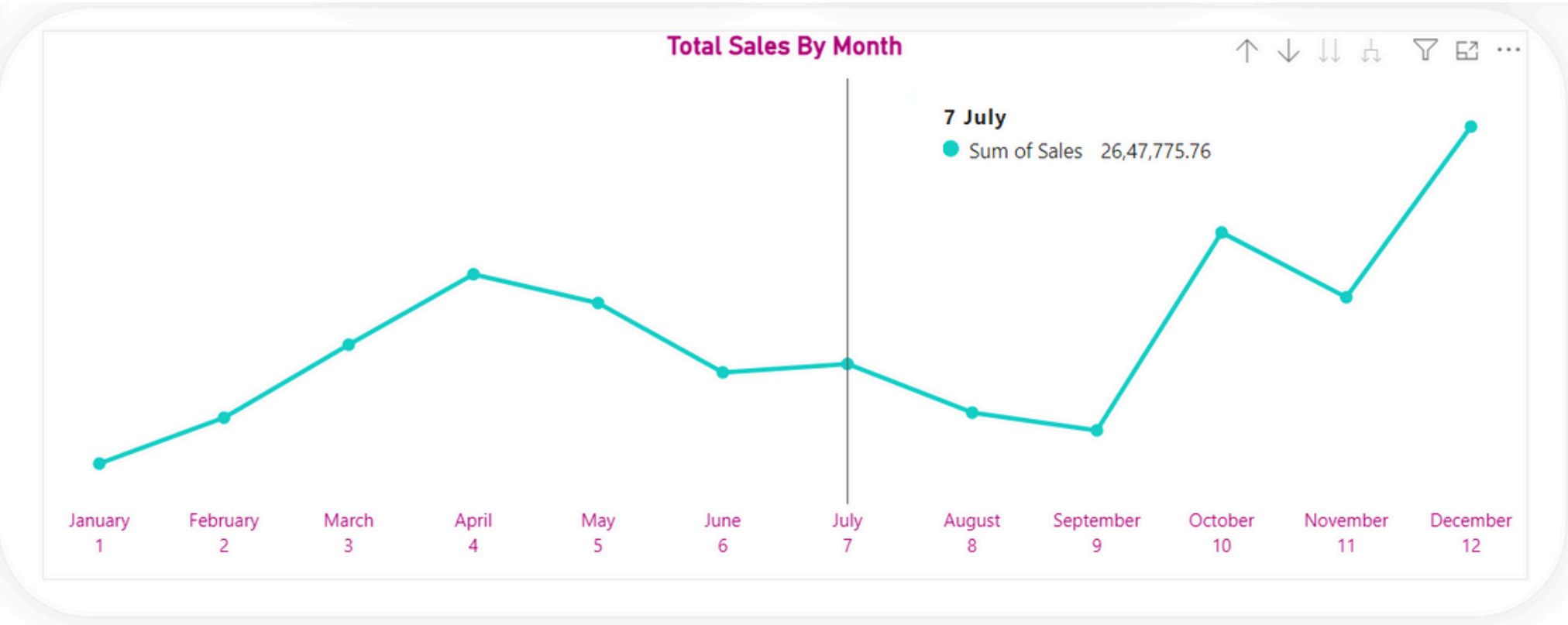|	Measures	
1	Revenue	SUM('Sales Data'[Sales])
2	Sales Qty	SUM('Sales Data'[Quantity Ordered])
3	Total Cost	SUM('Sales Data'[Price Each])
4	Profit Margin	(([Revenue]-[Total Cost])/([Revenue]))*100

58.83	34,492K	209K
PROFIT MARGIN	**REVENUE**	**SALES QTY**
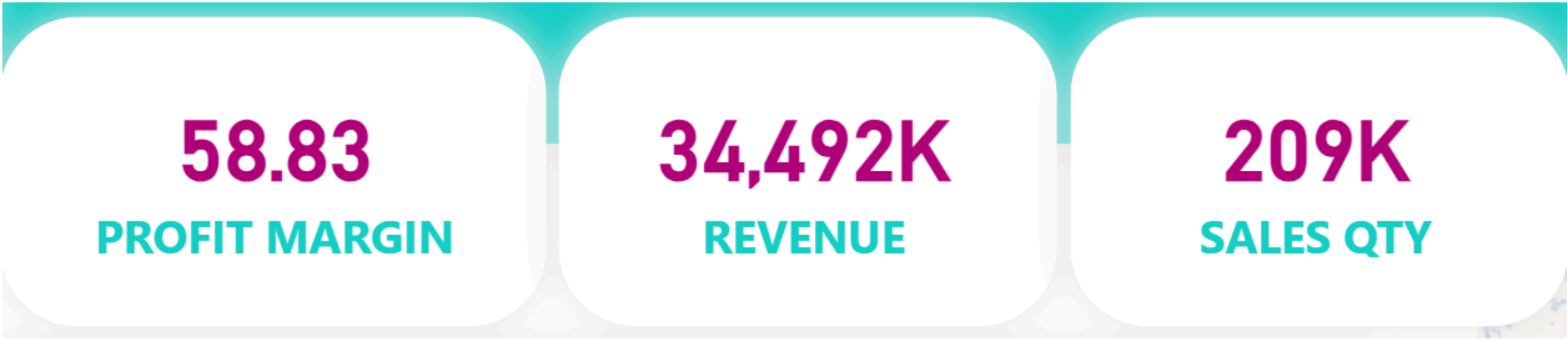
Top 5 Selling Products
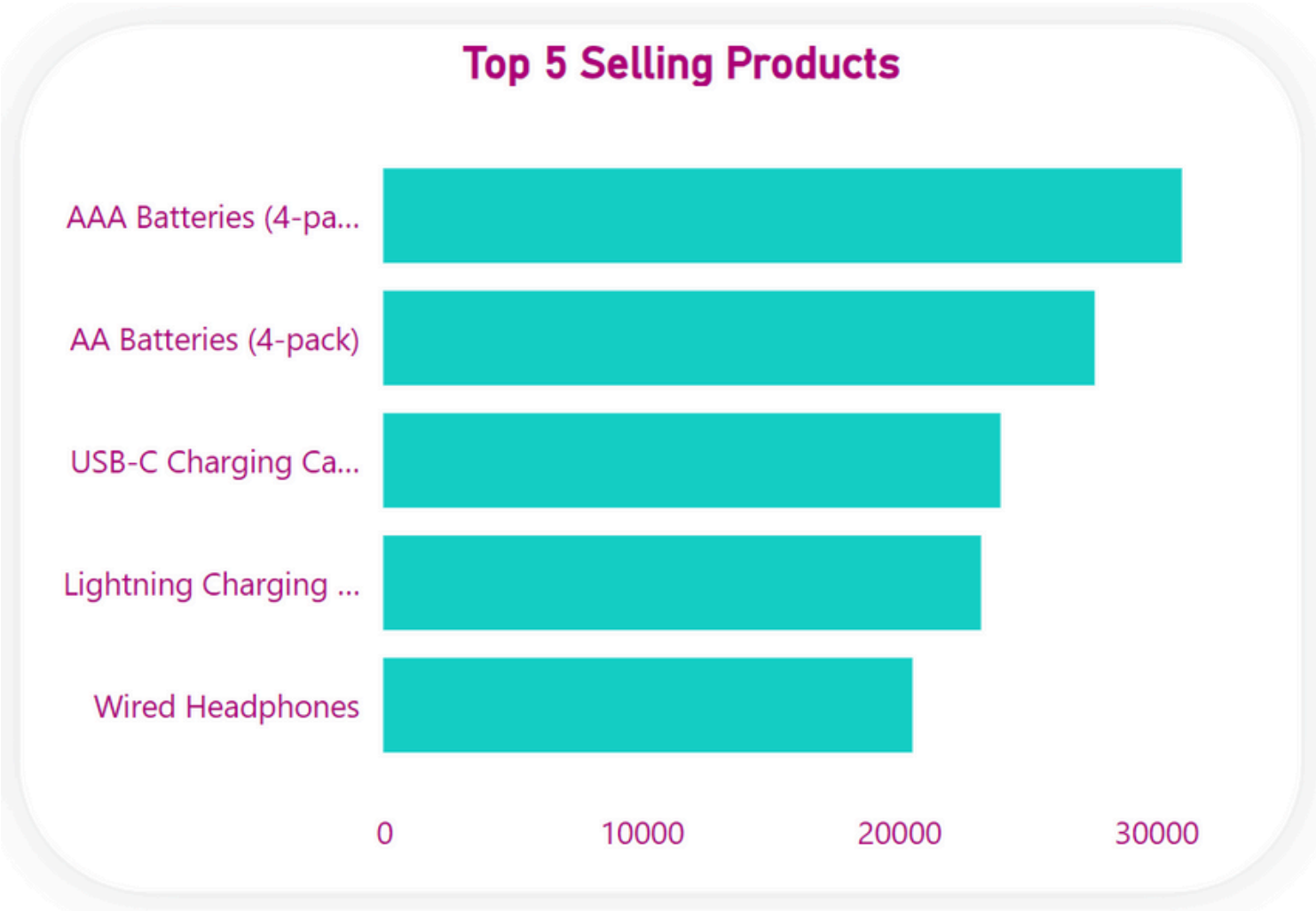
Product	Price
AAA Batteries	2.99
AA Batteries	3.84
USB-C Charging Cable	11.95
Wired Headphones	11.99
Lightning Charging Cable	14.95

These products are priced below $15, and they are among the top five selling items. This indicates that the best-selling products have a price point under $15. Additionally, the lifespan of these products is shorter compared to others, suggesting there is no need to market them extensively

Total sales by Month Wise and Day wise

Total Sales By Month

7 July
● Sum of Sales 26,47,775.76

January 1 · February 2 · March 3 · April 4 · May 5 · June 6 · July 7 · August 8 · September 9 · October 10 · November 11 · December 12

Total Sales by Day

6,000K · 4,000K · 2,000K · 0K

Monday 1 · Tuesday 2 · Wednesday 3 · Thursday 4 · Friday 5 · Saturday 6 · Sunday 7

December typically sees higher sales, likely due to holiday shopping for Christmas and New Year's Eve.
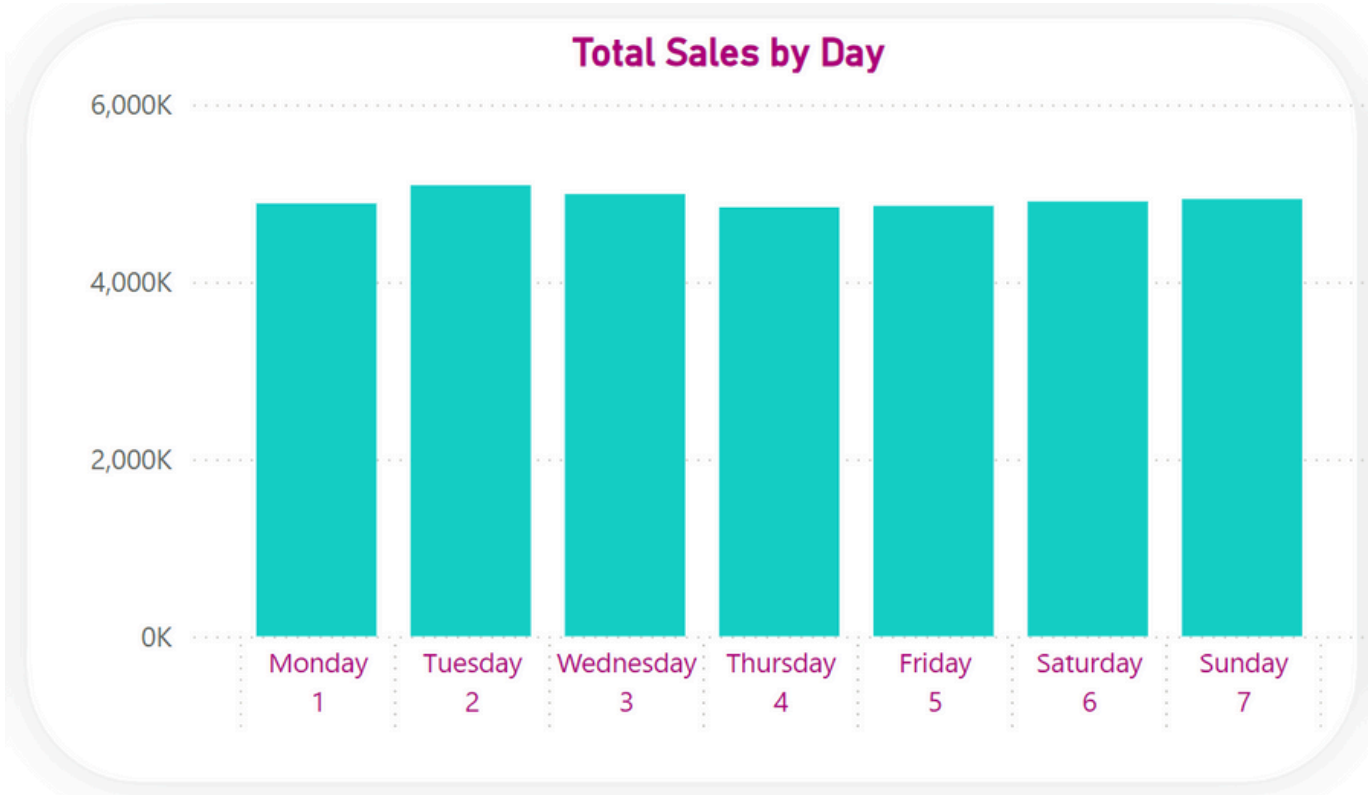
From the graph, we can observe that Tuesday records higher sales compared to other days.
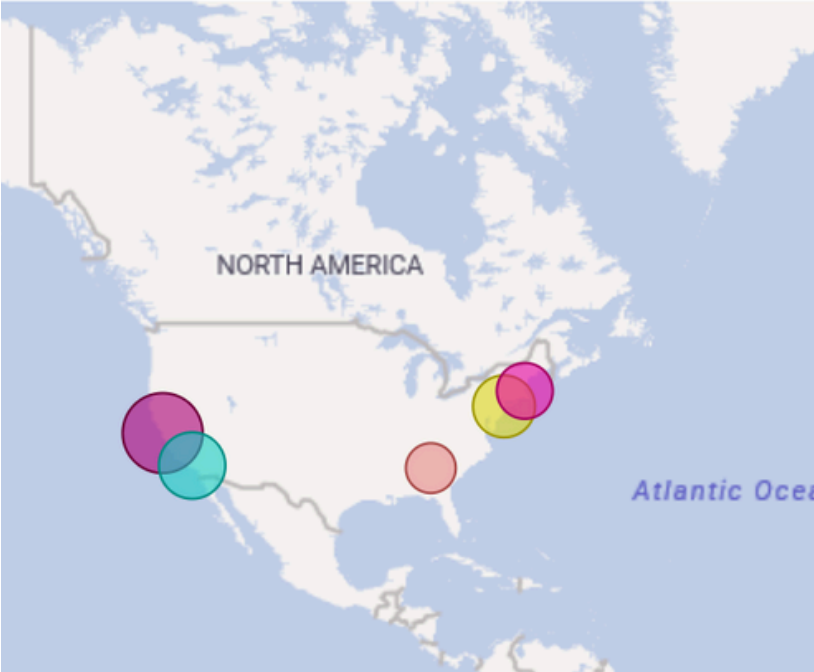
Top 5 Products by Total Sales

Total Sales by Top 5 Products

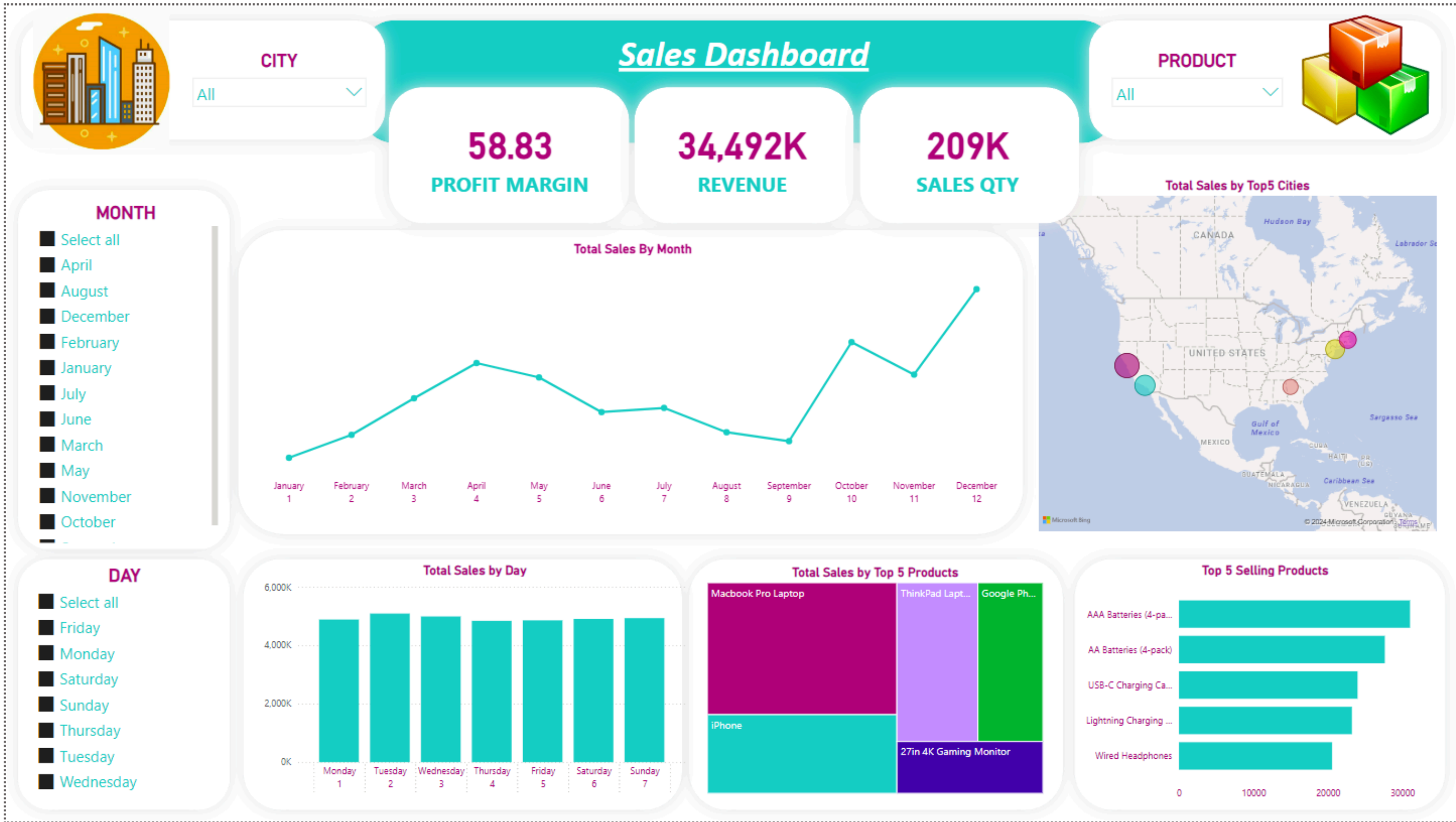| Product	Price
27in 4K Gaming Monitor	389.99
Google Phone	600
iPhone	700
ThinkPad Laptop	999.99
MacBook Laptop	1700

Total Sales by Top5 Cities

These are the top five products by total sales, with prices ranging from $350 to $1700. The top five cities by total sales are **San Francisco, Los Angeles, New York City, Atlanta, and Boston.** Focusing on marketing these five products more in these cities could increase the chances of boosting sales.

The Final DASHBOARD

Sales Dashboard

CITY
All

PRODUCT
All

58.83	34,492K	209K
PROFIT MARGIN	REVENUE	SALES QTY

Total Sales by Top5 Cities

MONTH
- Select all
- April
- August
- December
- February
- January
- July
- June
- March
- May
- November
- October

Total Sales By Month

| January 1 | February 2 | March 3 | April 4 | May 5 | June 6 | July 7 | August 8 | September 9 | October 10 | November 11 | December 12 |

DAY
- Select all
- Friday
- Monday
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

Total Sales by Day

6,000K
4,000K
2,000K
0K

| Monday 1 | Tuesday 2 | Wednesday 3 | Thursday 4 | Friday 5 | Saturday 6 | Sunday 7 |

Total Sales by Top 5 Products

Macbook Pro Laptop
ThinkPad Lapt...
Google Ph...
iPhone
27in 4K Gaming Monitor

Top 5 Selling Products

- AAA Batteries (4-pa...
- AA Batteries (4-pack)
- USB-C Charging Ca...
- Lightning Charging ...
- Wired Headphones

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I would like to thank **Meriskill** for providing me with this opportunity to demonstrate my skills.
Thank you to everyone for taking the time to read or view this presentation.
Please feel free to share your feedback.