

# Power BI Project Report

## Problem Statement

The objective of this project is to analyze sales and profit data by Sales Representatives and Customers using Power BI. The dashboards aim to provide actionable insights that help track performance, identify top contributors, and enhance decision-making.

## Project Summary

The workflow involved data collection, cleaning, transformation, modeling, and visualization in Power BI. Data was refined to ensure accuracy and dashboards were designed for clarity and interactivity.

## Data Sources & Modeling

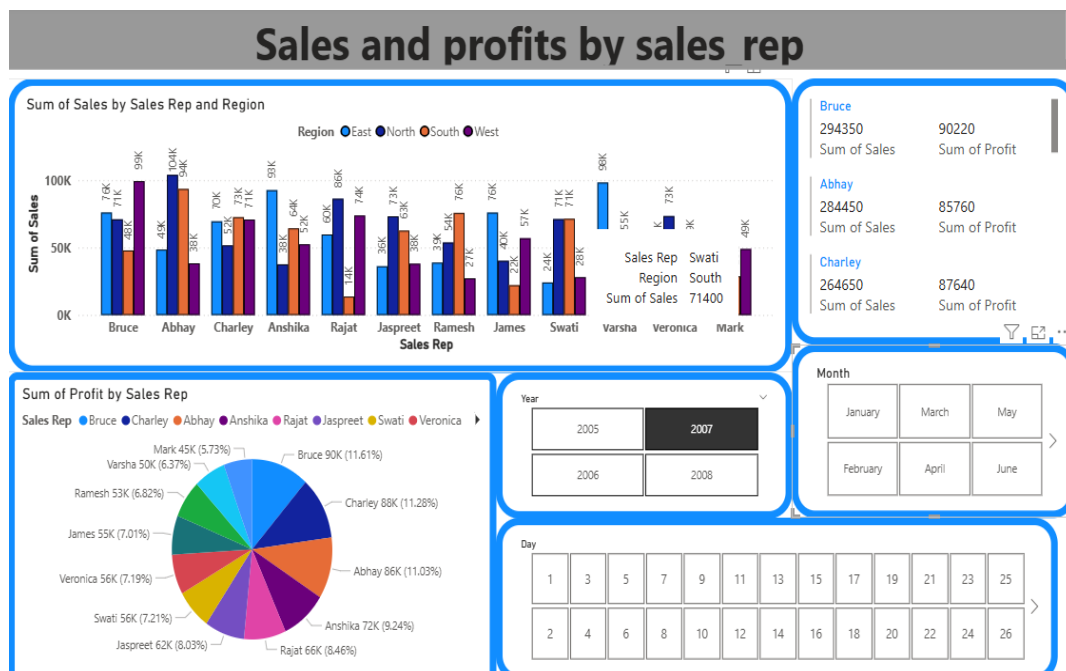
- Sales and profit data (Excel/CSV)
- Data modeling in Power BI to build relationships between entities such as Sales Representatives and Customers.

## Data Cleaning & Transformation

- Removed duplicates
- Handled missing values
- Standardized column formats
- Ensured consistency across all datasets

## Dashboard Overview

### Sales & Profits by Sales Representative



The dashboard highlights performance across Sales Representatives. Top performers such as Bruce, Abhay, and Charley drive significant revenue contributions.

### Sales & Profits by Customer

# Sales and profits by Customer



Customer-based analysis reveals key contributors such as Shah Associates and Namint Enterprises. These insights help prioritize client relationships and strategies.

## Detailed Table View

Year	Month	Day	Sales Rep	Customers	Sum of Sales	Sum of Profit	R	Y	n	S
2007	January	2	Bruce	Namint Enterprises	12400	5500	South			
2007	January	2	Ramesh	Shah Associates	13600	2460	South			
2007	January	6	Bruce	India Trotters	15000	4420	South			
2007	January	8	Bruce	India Trotters	11350	2300	North			
2007	January	8	Rajat	Shyam & Sharma Co	13650	3300	South			
2007	January	9	Anshika	Boston Consultants	14700	3760	West			
2007	January	10	Bruce	Shyam & Sharma Co	14150	4420	East			
2007	January	14	Bruce	White Associates	12400	2580	West			
2007	January	15	Anshika	VCC	13000	2000	North			
2007	January	17	Bruce	Jindal Power Works	11500	2420	East			
2007	January	17	Varsha	Sharma & Co	13150	2740	South			
2007	January	18	Varsha	Shyam & Sharma Co	11150	4860	West			
2007	January	19	Swati	White Associates	12600	5560	North			
2007	January	20	Rajat	Sharma & Co	10950	3600	West			
2007	January	20	Varsha	Boston Consultants	11700	2840	East			
2007	January	22	Jaspreet	White Associates	13150	5220	East			
2007	January	30	James	Namint Enterprises	13550	5000	East			
2007	January	30	Rajat	White Associates	14300	2440	North			
2007	February	1	Abhay	Shah Associates	12200	3160	South			
2007	February	2	Charley	Data Tronics	14750	2880	South			
2007	February	3	Rajat	Data Tronics	11500	5200	North			
2007	February	7	Jaspreet	VCC	12600	2740	East			
2007	February	9	James	VCC	12700	4720	West			
2007	February	10	Rajat	Jindal Power Works	14750	2560	East			
2007	February	15	Mark	VCC	14950	5740	South			
2007	February	17	Anshika	Good Fly	12900	4540	East			
2007	February	18	Anshika	Good Fly	12050	3720	East			
2007	February	19	James	Good Fly	10700	2080	East			
2007	February	20	Jaspreet	Shyam & Sharma Co	14850	5420	North			
2007	February	24	Anshika	Shah Associates	13400	3580	South			
2007	February	25	Swati	Shah Associates	14450	4800	South			
2007	February	28	Jaspreet	Data Tronics	10150	2200	North			
2007	March	1	Bruce	VCC	11850	4360	West			
Total					2611550	777220				

Sales Rep	Abhay	Anshika	Bruce
Customers	Sum of Sales	Sum of Profit	Sum of Sales
Shah Associates	25850	8500	39550
Shyam & Sharma Co	27600	8800	13900
Jindal Power Works	14550	4160	53850
Namint Enterprises	29600	7920	14440
White Associates	27900	6860	14300
Good Fly	11400	5680	47400
Sharma & Co	11150	5320	27150
Data Tronics	25850	6440	23600
VCC			13000
India Trotters	23200	5980	2000
Boston Consultants	47250	14420	41450
MNTL	40100	11680	11380
Total	284450	85760	247050

The detailed table provides transparency and validation at the record level, ensuring reliable decision-making.

## Use Case Example

The dashboards allow interactive drill-downs. For example, managers can quickly filter by Sales Rep or Customer to identify profit gaps and opportunities for targeted growth.

## Final Outcome & Business Impact

The Power BI dashboards improved visibility into sales and profits, enabling data-driven decision-making, better sales tracking, and improved customer relationship management.

## Tools & Skills

• Power BI • Power Query • DAX • Data Cleaning & Transformation • Data Visualization & Storytelling