

Sales trends and metrics of East side company (2022)— Executive Summary

Date: July 21, 2025

Objective:

This Power BI dashboard provides a comprehensive analysis of retail sales performance across product categories, geographies, and customer behaviors. It supports strategic decision-making in product management, logistics, and business development.

Key Business Insights:

1. Category-Wise Sales Trends

- Each product category's monthly performance was analyzed.
- Example: *Home & Furniture* had the highest net sales in **November** and the lowest in **February**.
- These insights support seasonal planning and stock optimization.

2. Regional Sales Performance

- Data was segmented by **region → country → state → city**.
- Sample insight:
 - **Africa → Ethiopia → Dire Dawa**
 - Net Sales: **\$0.01**
 - Net Margin: **35.66%**
 - Profit: **\$321.00**
 - Shipping Cost: **\$32.16**

3. Top 5 Products by Net Sales

- T-Shirt
- TikTok Watch
- Running Shoes
- Jeans
- Formal Shoes

4. Bottom 5 Products by Net Sales

- Keyboard
- LCD Monitor

- Mixer Juicer
- Watch
- Mouse

5. Top Products by Net Margin (Profit per Dollar Sold)

- Tire
- Car Pillow & Net Rest
- Car Speakers
- Car Mat

6. Customer Orders by State

- The dashboard includes order volume per state to assist in demand forecasting and logistics optimization.

7. Products to Consider for Discontinuation

- Based on both **low net margin** and **low net sales**, the following are suggested for removal:
 - **Watch**
 - **Mouse**

Strategic Recommendations:

- Discontinue low-performing, low-margin products like Watch and Mouse.
 - Focus marketing on high-margin items like automotive accessories.
 - Review operations in underperforming regions (e.g., Dire Dewa).
 - Use category trends to time promotions and manage stock efficiently.
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Tools & Techniques Used:

- Power BI Desktop
- Power Query Editor (for data cleaning)
- DAX Measures (Net Margin = Profit / Sales)
- Slicers, Drill through, and Interactive Visuals
- Tool tips

Dashboard Screenshot:



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