



Sales Analysis Report

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Executive Summary

This report summarizes the insights derived from the Sales Analytics Dashboard, which analyzes company sales data from 2019 to 2021. Using Excel, SQL, and Power BI, we explored sales performance, product trends, customer behavior, and regional sales distribution to support data-driven business decisions

.Business Questions

- Need to improve internet sales reporting by moving from static reports to interactive visual dashboards.
- Track sales performance by product, client, and over time.
- Enable filtering of sales data by individual salespersons, as they handle different products and customers.
- Compare actual sales against budgeted targets for 2021.

Tools Used

- SQL-Used to aggregate sales by product, customer, city, and month; calculate top performers; and compare actual sales to budgeted amounts. –
- Microsoft Power BI – Used for data modeling, DAX calculations, and interactive dashboard creation.

Key Insights

1. • Overall Sales Performance

- Total sales achieved: **\$22,239,730**
- Budgeted sales: **\$21,100,000**
- **Result:** Sales exceeded budget by **\$1,139,730** (5.4% above target).

2. Product Insights

- The **Bikes** category accounts for over 95% of total sales, with **Mountain Bikes** and **Road Bikes** as the top-selling products.
- Accessories and other categories contribute a much smaller share of revenue.

3. Customer Insights

- The top 10 customers contributed between \$10,000 and \$16,000 each in sales.
- A small group of loyal customers drives a significant portion of revenue.

4. Monthly and Seasonal Trends

- Sales generally meet or exceed monthly budget targets.
- Some months show fluctuations, suggesting opportunities for targeted promotions or improved inventory planning.

Recommendations

- Implement loyalty programs and exclusive offers for high-value customers to increase retention and upsell opportunities.
- Invest in marketing and logistics in top-performing cities and explore strategies to grow in underperforming regions.
- Plan promotional campaigns and stock management around peak sales periods identified in the dashboard.

Project Files and GitHub Link

GitHub Repository: <https://github.com/Binuri321/Sales-Analysis>