

PowerBi Sales Analysis Report

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Internship Project Report

1. Introduction

Atlique Hardware has been facing a decline in sales, and this report aims to provide insights and recommendations based on a thorough data analysis. The data was cleaned and transformed to identify key trends and areas for improvement. The findings in this report will help the sales manager and senior management make informed business decisions to increase overall sales.

2. Objectives

- Analyze revenue, sales, and product performance.
- Identify market-specific trends and customer behaviors.
- Provide actionable insights to increase sales and revenue.

3. Data Transformation Process

- Data Cleaning: Removed duplicates, corrected inconsistencies, and handled missing values.
- Data Transformation: Aggregated and normalized sales data across different time periods (year, month) and regions.
- Calculated Metrics: Key metrics such as total revenue, sales by market, sales quantity, and revenue trends were derived.

4. Key Insights

4.1 Revenue and Sales Analysis

- The total revenue over the analyzed period was ₹X.
- Sales showed a downward trend in the last quarter, with a decrease of X% compared to the previous quarter.

4.2 Market Performance

- Revenue by Market: The markets showed a significant decrease, contributing to the overall sales drop.

4.3 Top 5 Customers

- The top 5 customers contributed 50% to the overall revenue, with the highest contribution from Customer A.

4.4 Top 5 Products

- Product 040 was the top-selling item, accounting for 45% of total sales.
- Product 049 saw a drop in demand, particularly in the Western market.

5. Revenue Trends

Revenue trends indicate a seasonal fluctuation, with higher sales observed in Quarter 1 and lower sales in Quarter 4.

6. Recommendations

- Targeted Marketing: Focus to increase revenue, with specific promotions and offers.
- Product-Specific Campaigns: Promote Product049 with offers or discounts to revive its demand.
- Customer Retention Programs: Implement loyalty programs for the top 5 customers to ensure continued sales growth.
- Improve Regional Pricing: Adjust pricing strategies in the East to improve revenue per unit sold.

7. Conclusion

This report highlights the critical areas where Atlique Hardware can focus its efforts to improve sales and revenue. By implementing the recommendations, the company can expect a positive impact on overall performance.