

Project Title:-

Sales & Profit Performance Dashboard using Power BI

Project Overview:-

This project analyzes sales performance across products, regions, and time using Power BI. The dashboard enables stakeholders to monitor key KPIs, identify loss-making products, and perform detailed drill-down analysis for data-driven decision-making.

Dataset Description:-

The dataset contains transactional sales data with the following fields:

- Order Date
- Region
- Product
- Category
- Salesperson
- Units Sold
- Revenue
- Cost
- Profit
- Order ID

Tools & Technologies:-

- Power BI Desktop
 - Power Query (data cleaning & transformation)
 - DAX (measures & time intelligence)
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Key Features:-

- Star schema data model with fact and dimension tables
- Executive KPI dashboard (Revenue, Profit, Margin, Orders)
- Product-level profitability analysis (Top & loss-making products)
- Time-intelligence metrics (YTD, MoM growth)
- Drill-through for product-specific deep-dive analysis
- Decomposition Tree for root-cause revenue analysis

Limitations:-

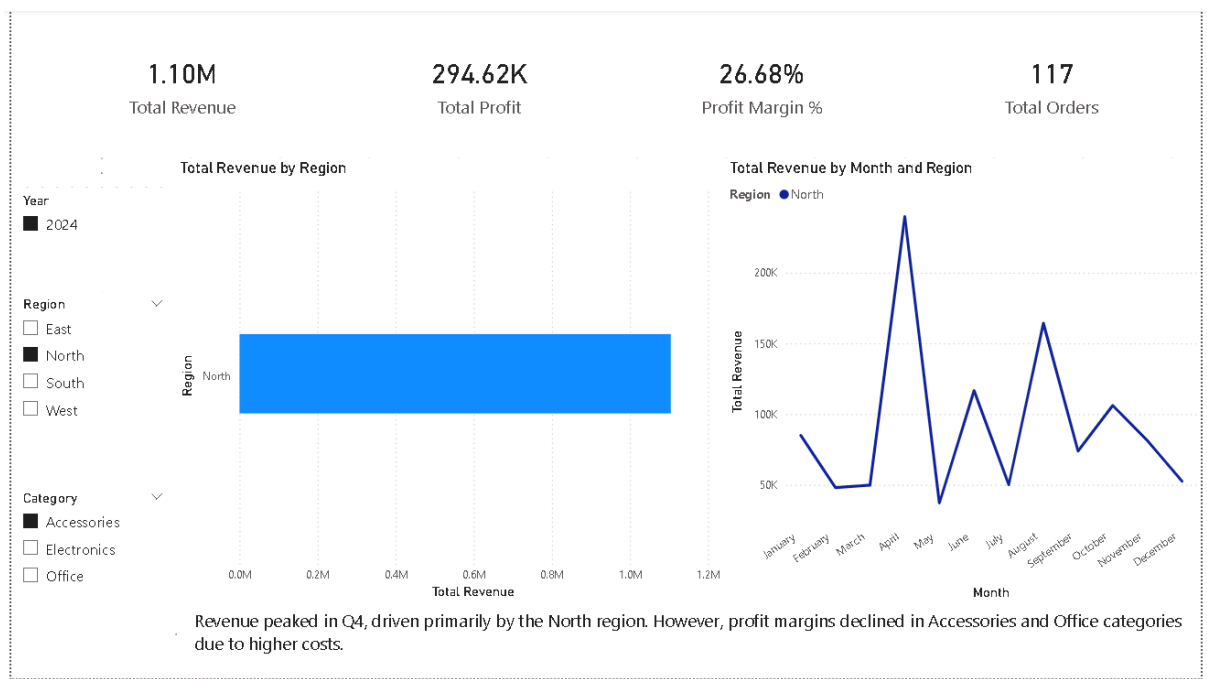
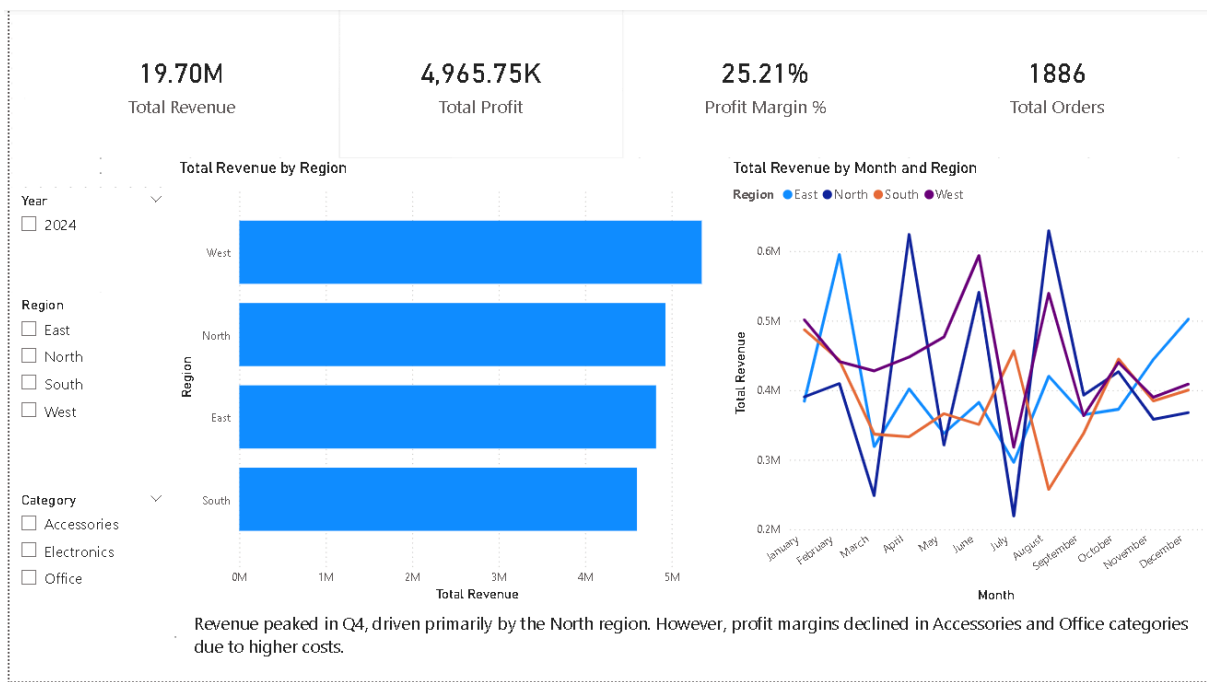
- Dataset is limited to a single year of data
- Discount-level analysis not included
- Forecasting not implemented

How to Run Locally:-

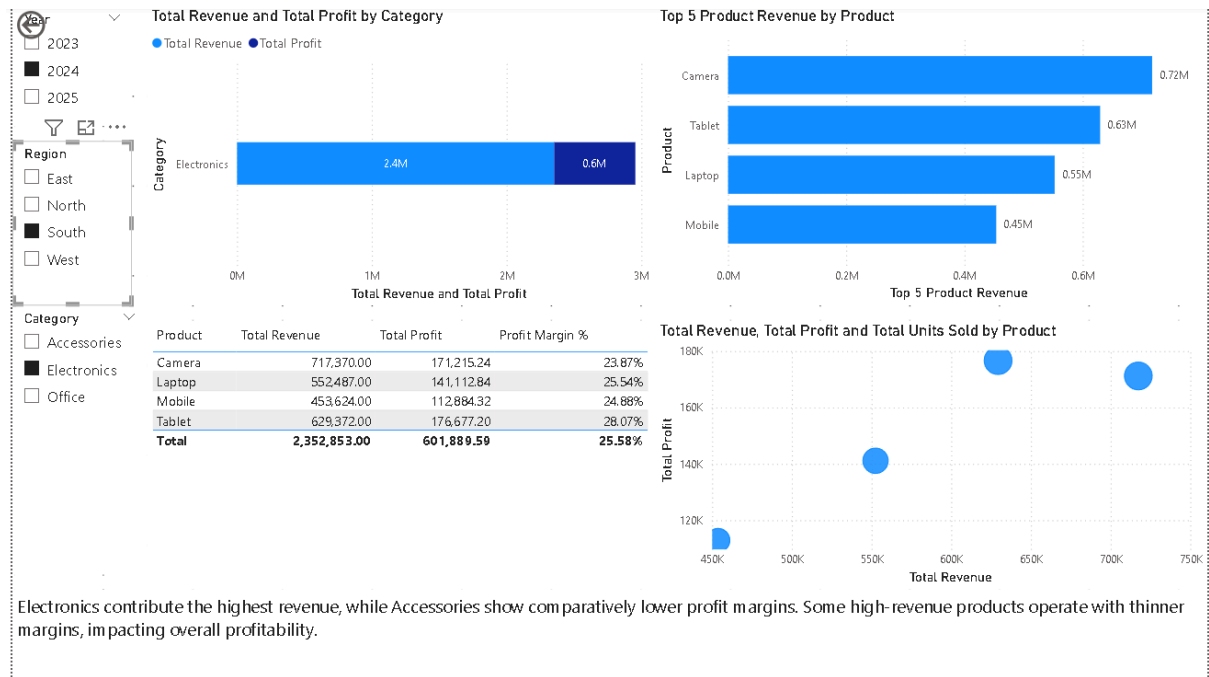
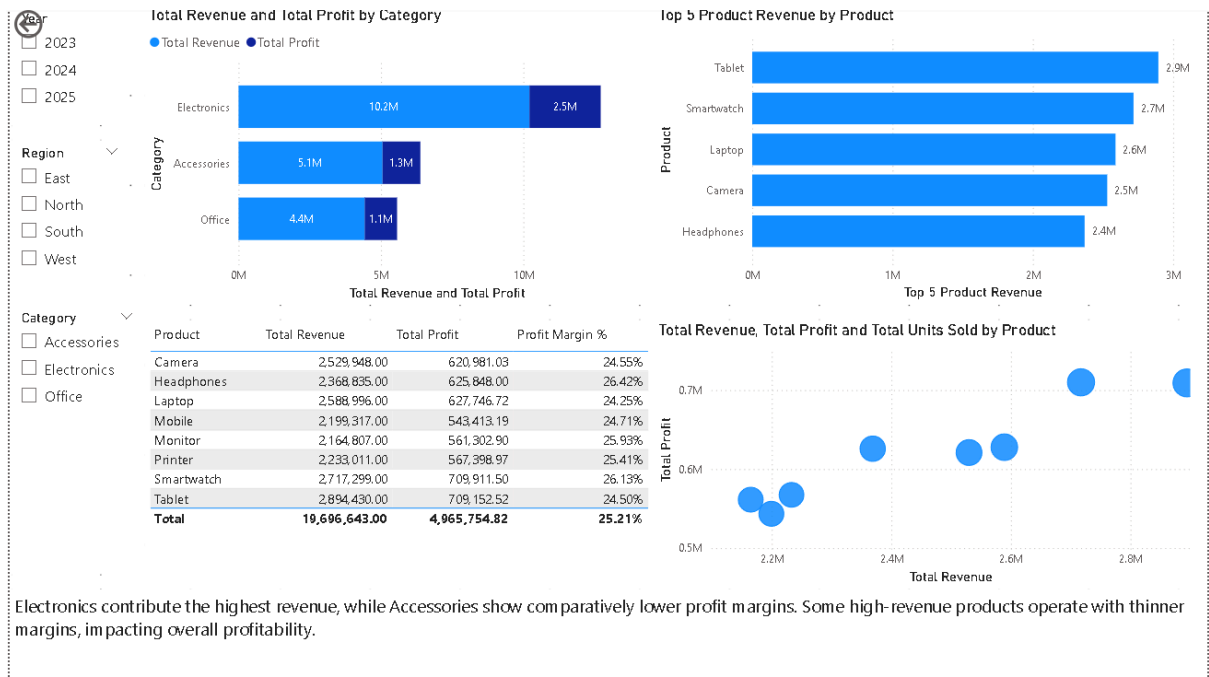
1. Install Power BI Desktop
2. Open the `.pbix` file
3. Refresh data
4. Interact using slicers and drill-through features

Screenshots of Dashboard :-

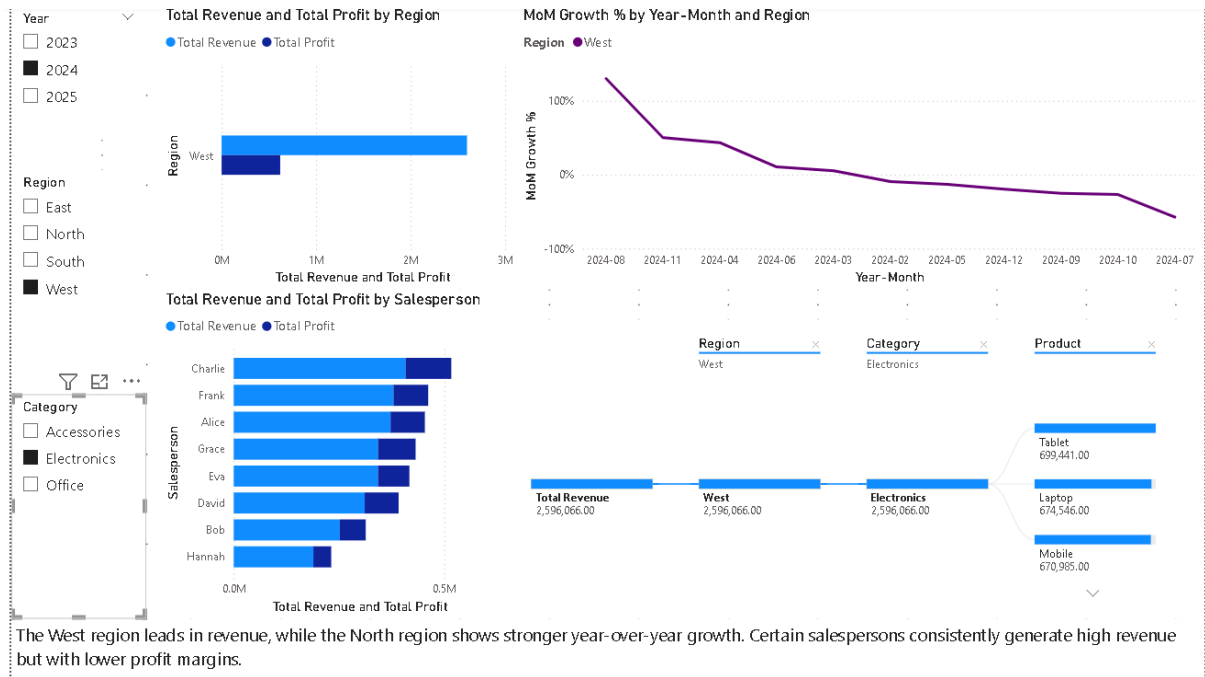
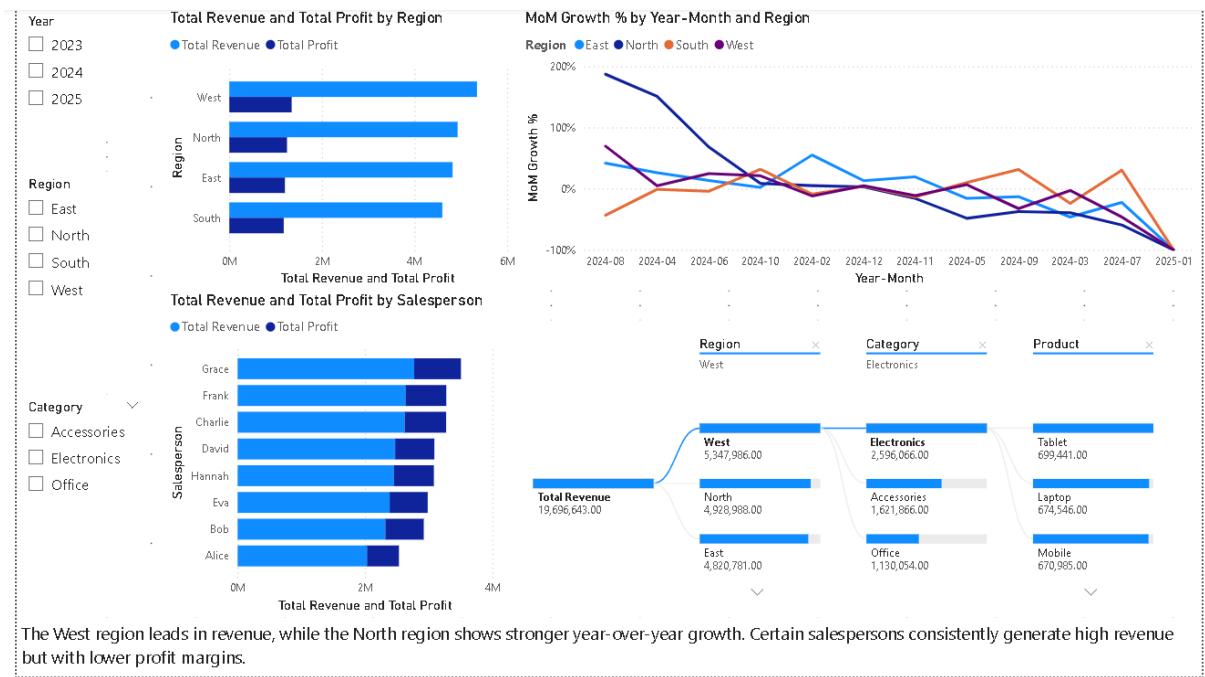
Executive Overview:-



Product Performance:-



Regional & Salesperson Analysis:-



Product Details:-

