

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:-

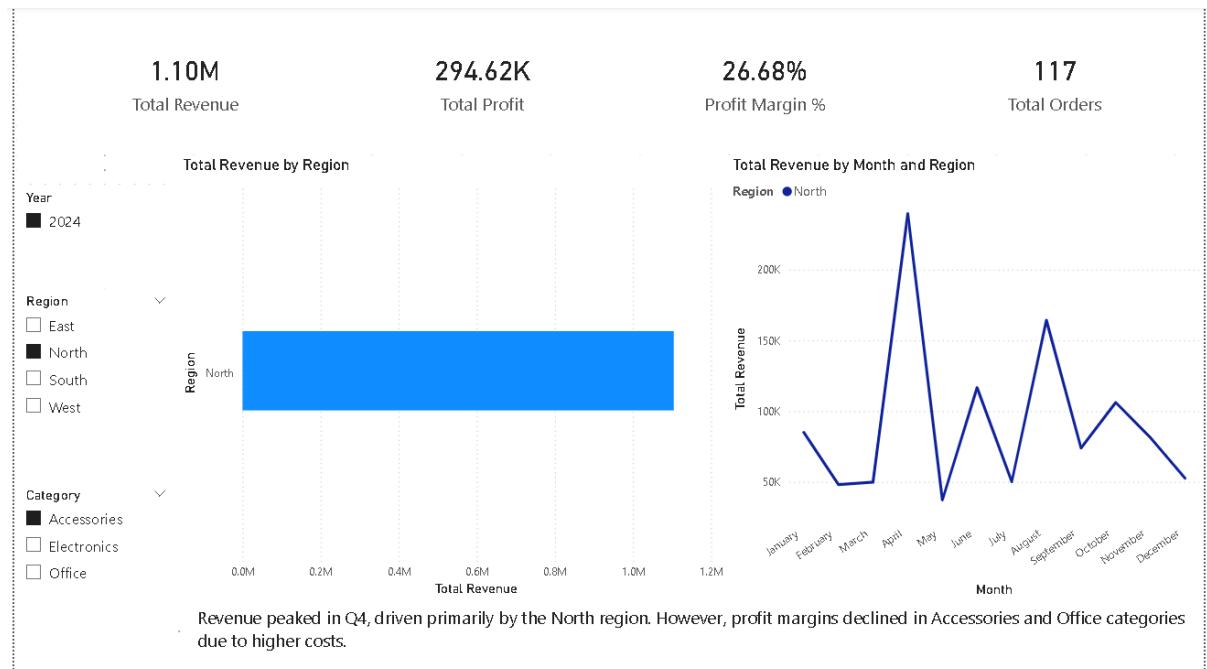
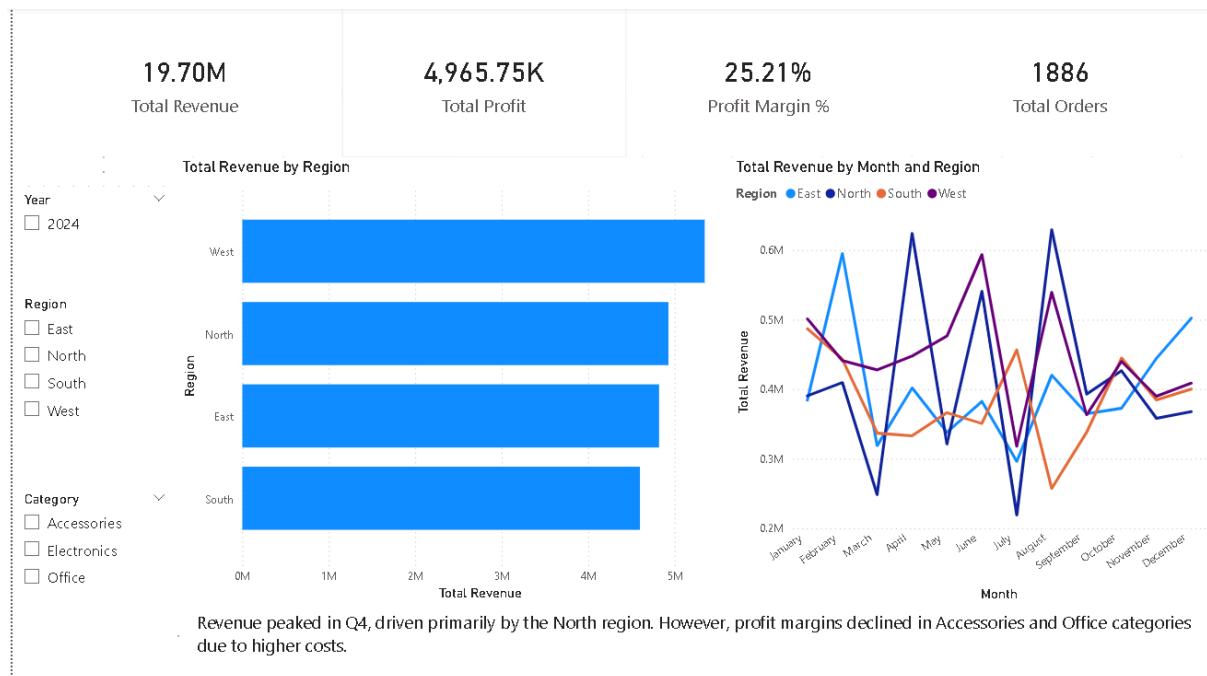
- Dataset is limited to a single year of data
- Discount-level analysis not included
- Forecasting not implemented

How to Run Locally:-

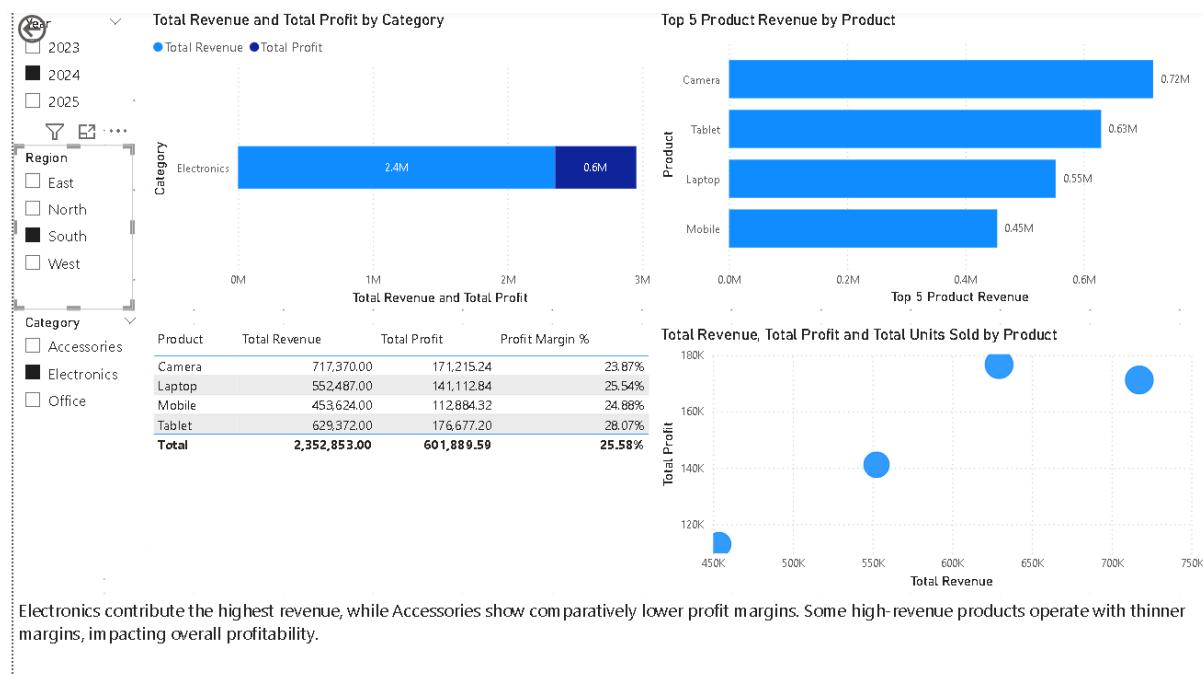
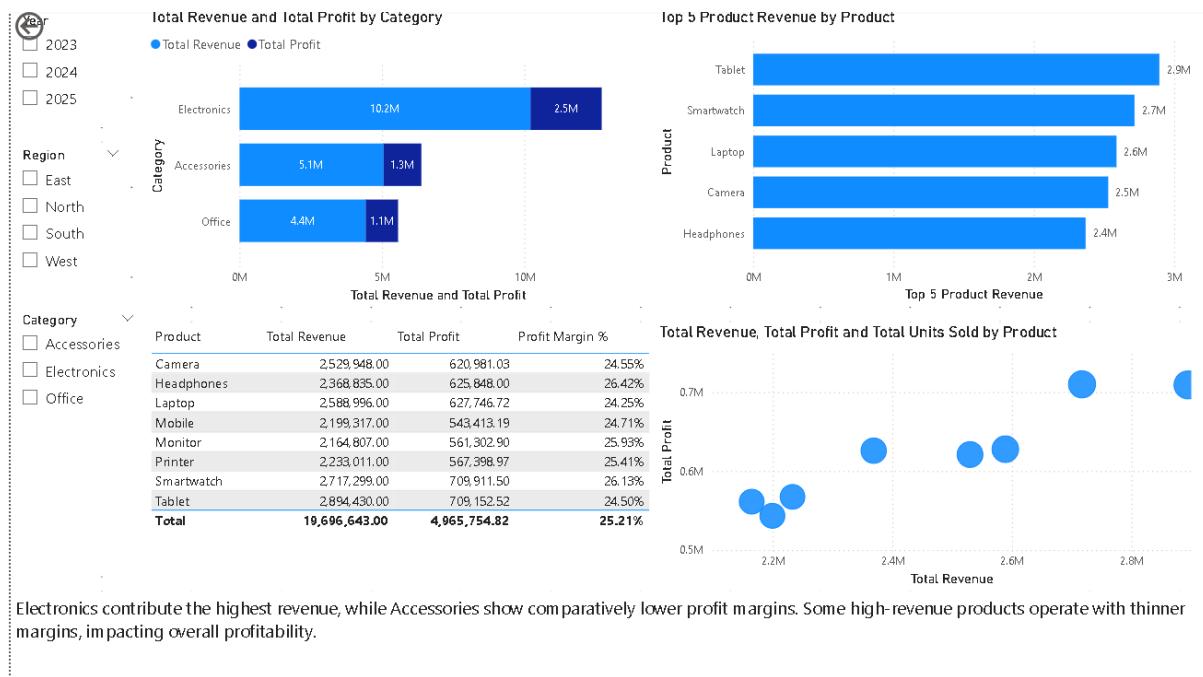
1. Install Power BI Desktop
2. Open the `.pbix` file
3. Refresh data
4. Interact using slicers and drill-through features

Screenshots of Dashboard :-

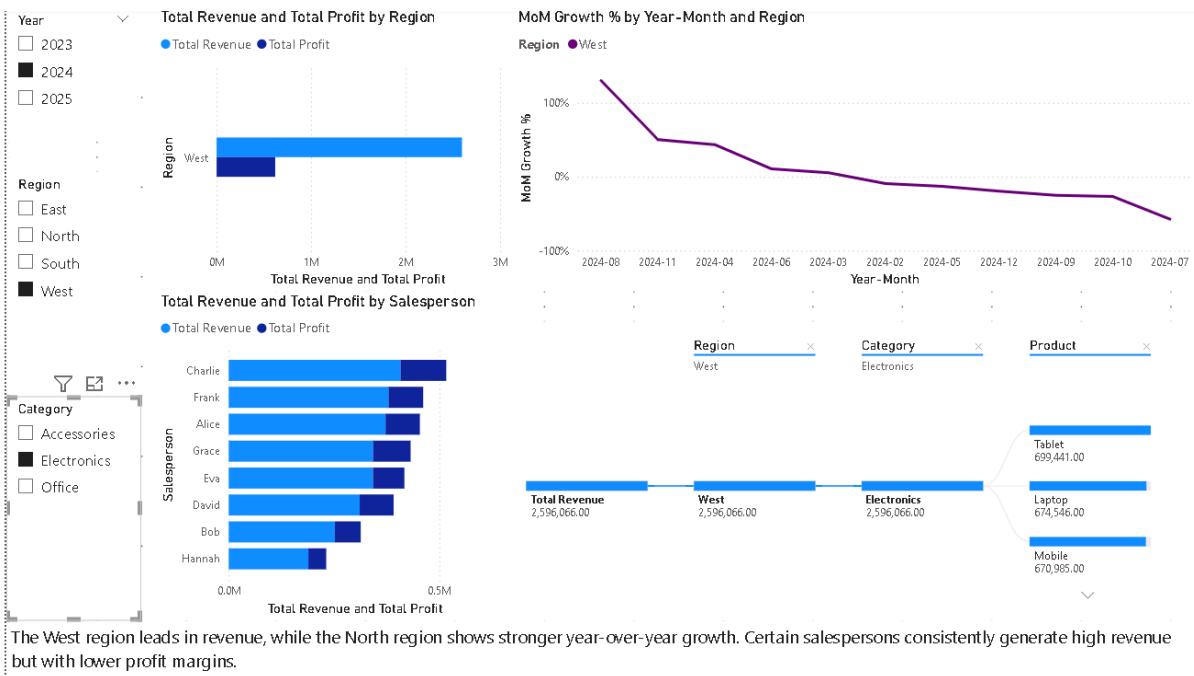
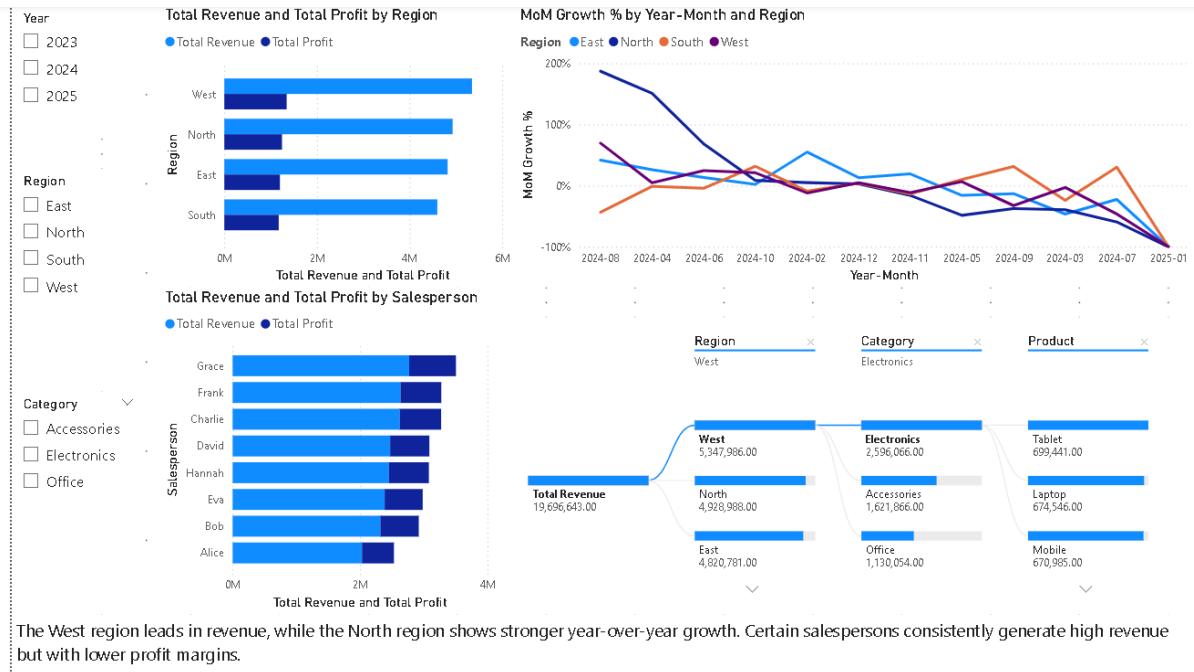
Executive Overview:-



Product Performance:-



Regional & Salesperson Analysis:-



Product Details:-



Laptop

First Product

555.29K

Total Revenue

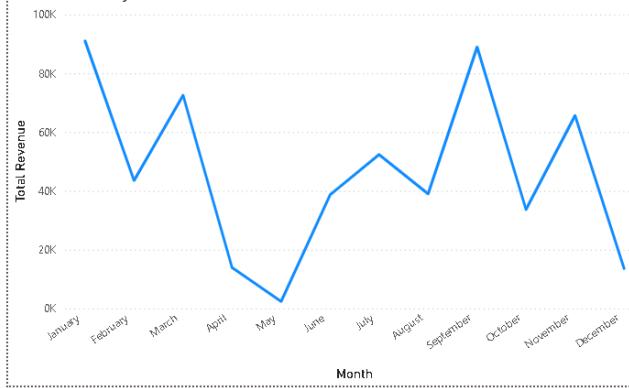
142.17K

Total Profit

25.60%

Profit Margin %

Total Revenue by Month



Month	Sum of Revenue	Sum of Profit
January	90,974.00	25,997.42
February	43,560.00	11,473.61
March	72,524.00	17,165.38
April	13,893.00	1,837.02
May	2,396.00	322.90
June	38,664.00	10,224.11
July	52,383.00	19,319.92
August	39,020.00	7,635.59
September	88,967.00	18,070.12
October	33,690.00	10,369.71
November	65,628.00	15,605.59
December	13,592.00	4,147.66
Total	555,291.00	142,169.04