

Retail Sales Performance Dashboard

Year

2021

2022

2023

2024

Category

Furniture

Office S...

Technol...

Region

East

North

South

West

Total Sales

₹1.93M

Total Profit

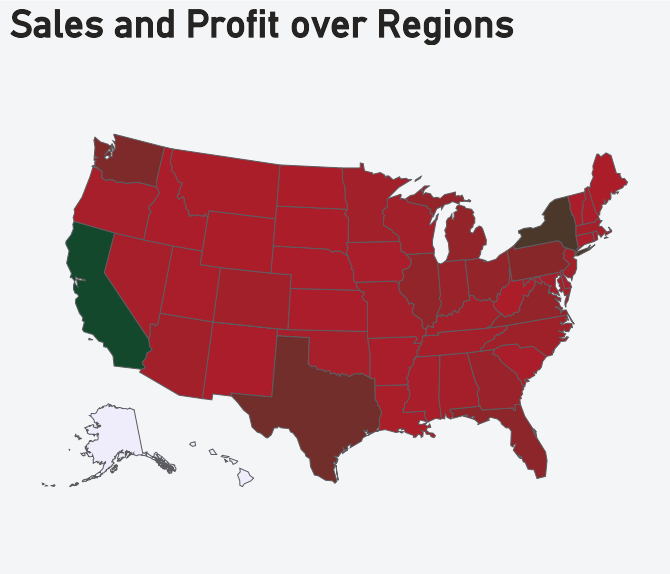
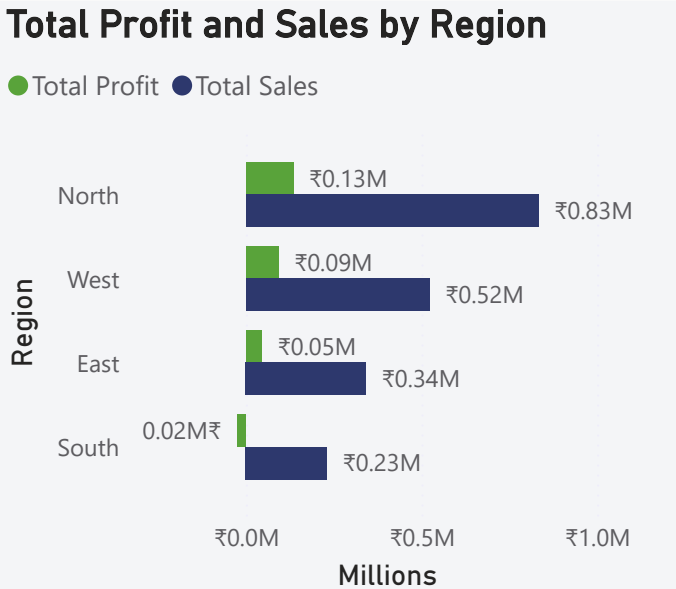
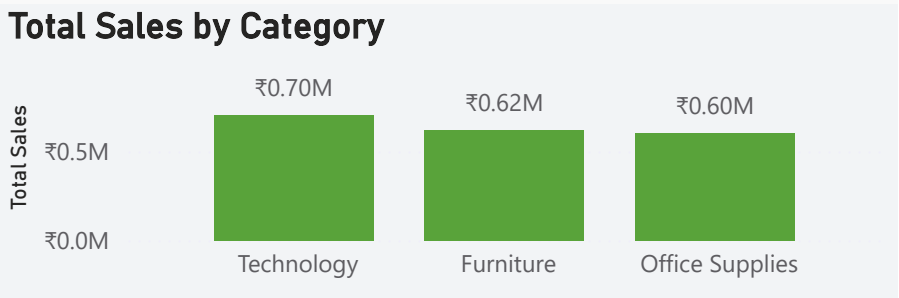
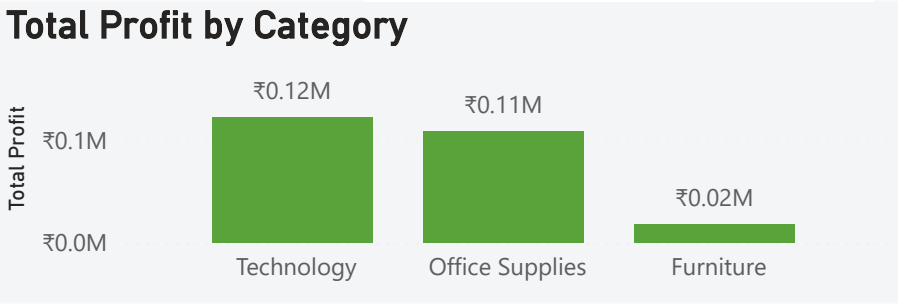
₹247.96K

Profit %

12.86%

Loss Products

717



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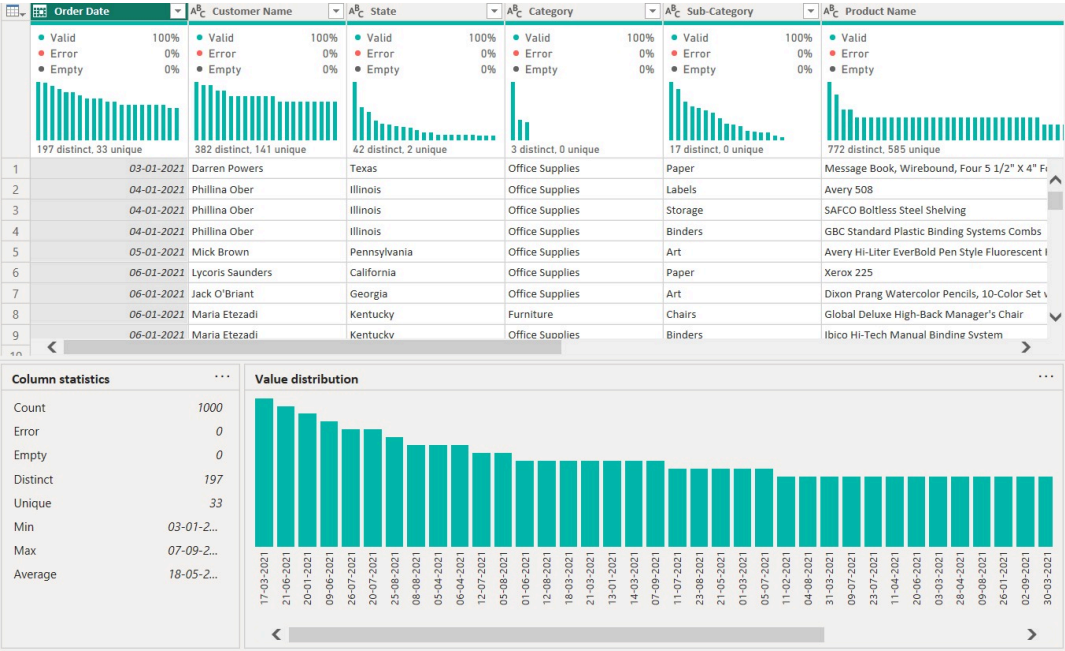
North

South

West

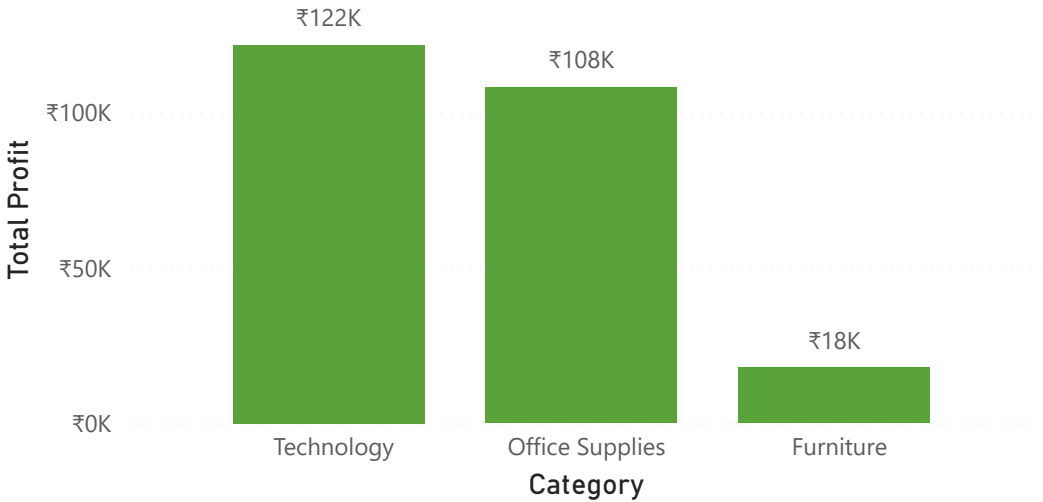
Key Insights

DATA PREPARATION & MODELING

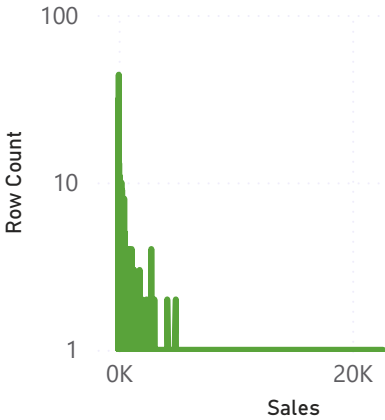


1. Missing and duplicate values were identified using Power BI's **Column Profiling** feature in Power Query.
2. Column quality, distribution, and profile were analyzed to ensure data accuracy before performing sales and profit analysis.

Total Profit by Category



Row Count by Sales



Row Count by Profit

