

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

Sales and Profit over years

● Sum of Sales ● Sum of Profit

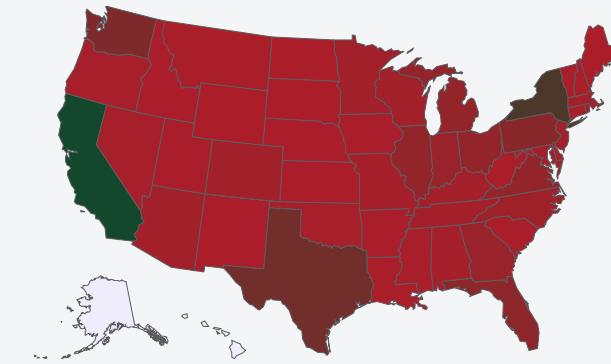


Total Profit and Sales by Region

● Total Profit ● Total Sales



Sales and Profit over Regions



Total Profit by Category

Total Profit

₹0.12M

Technology

₹0.11M

Office Supplies

₹0.02M

Furniture

Total Sales by Category

Total Sales

₹0.70M

Technology

₹0.62M

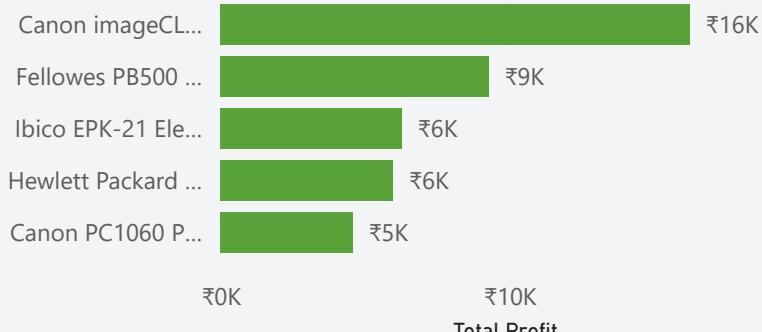
Furniture

₹0.60M

Office Supplies

Total Profit by Product Name

Product Name



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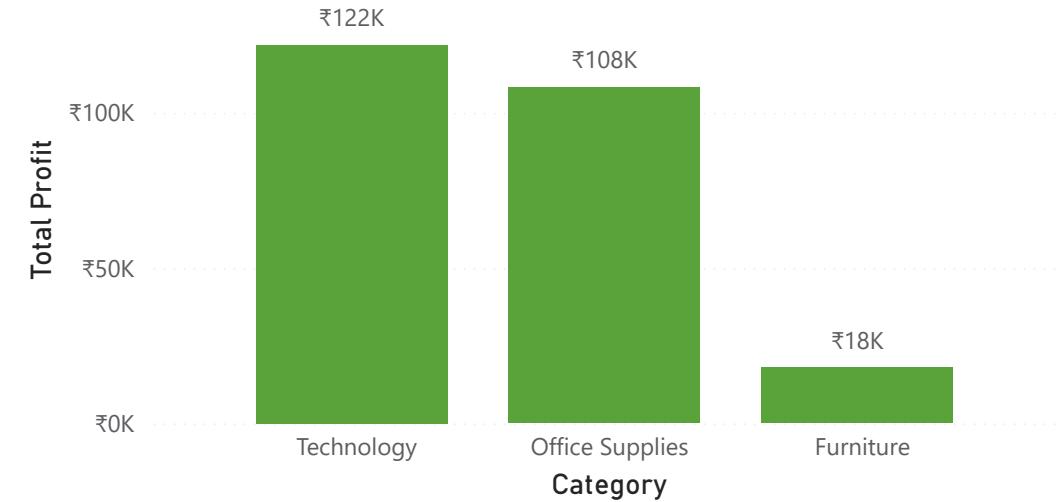
West

DATA PREPARATION & MODELING

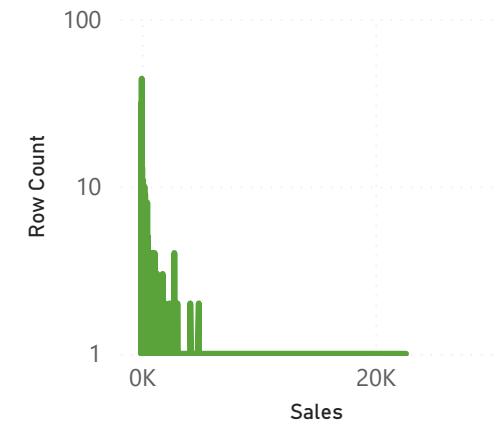


Key Insights

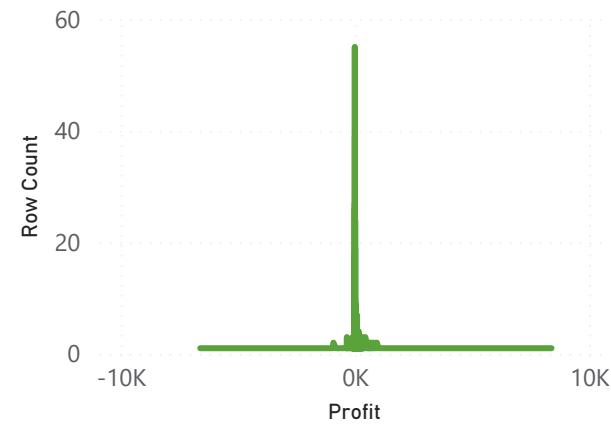
Total Profit by Category



Row Count by Sales



Row Count by Profit



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