Infosys Sales Performance Dashboard Using Power BI

# 1. Project Statement

Business Intelligence can be defined as a solution that facilitates companies to make intelligent decisions in business processes. It effectively organizes and transforms data into information, which serves as the knowledge basis for decision-making. With an appropriate business intelligence solution, a company can actively monitor business performance and respond quickly to external business environments.  
  
This project aims to create a robust Sales Performance Dashboard using Power BI, allowing Infosys to leverage BI to make informed business decisions. The dashboard will organize and transform sales data into meaningful insights, enabling Infosys to monitor key performance indicators (KPIs) effectively and respond to dynamic market conditions. The goal is to provide real-time visibility into sales performance to enhance decision-making.

# 2. Objectives

- Design a comprehensive dashboard to visualize and analyze Infosys' sales performance.  
- Enable business users to track KPIs like sales growth, product performance, regional sales, and customer acquisition.  
- Provide interactive and drill-down features for in-depth analysis.

# 3. Timeline

- Weeks 1-3: Data preparation and cleaning.  
- Weeks 4-6: Development of basic visualizations.  
- Weeks 7-8: Advanced sales analysis.  
- Weeks 9-10: Final dashboard creation and presentation preparation.

# 4. Tools & Technologies

- Power BI for data visualization and dashboard creation.  
- DAX (Data Analysis Expressions) for advanced calculations.  
- Data sources like Excel, CSV, and SQL databases for sales data integration.

# 5. Scope

- Data Sources: Integrate sales data from multiple sources such as Excel, CSV, SQL databases.  
- Key Metrics: Sales revenue, sales growth rate, regional performance, product category distribution, customer segmentation.  
- Analysis Tools: Use Power BI to create visuals, perform advanced analytics, and present insights.

# 6. Modules and Milestones

## Milestone 1: Weeks 1-3

Module 1: Data Preparation  
Objective: Prepare the sales data for analysis.  
Tasks:  
- Import sales data into Power BI from various sources (Excel, CSV, SQL).  
- Clean and transform data, including handling missing values, creating calculated columns (e.g., total sales), and setting up relationships between tables (e.g., linking products, customers, and sales data).

## Milestone 2: Weeks 4-6

Module 2: Basic Visualizations  
Objective: Create fundamental visualizations to represent sales data.  
Tasks:  
- Create a clustered column chart to compare sales across different regions.  
- Use a line chart to show sales trends over time.  
- Create a pie chart to represent the sales distribution across product categories.

## Milestone 3: Weeks 7-8

Module 3: Advanced Sales Analysis  
Objective: Use advanced features to analyze sales performance.  
Tasks:  
- Create a measure to calculate Sales Growth Rate using DAX.  
- Implement a waterfall chart to analyze the contribution of each region to overall sales.  
- Add slicers to filter data by region, product category, and time period.

## Milestone 4: Weeks 9-10

Module 4: Final Dashboard and Presentation  
Objective: Compile all visualizations into a final dashboard.  
Tasks:  
- Arrange visuals on the dashboard to create a cohesive view of sales performance.  
- Add interactive elements such as tooltips and bookmarks to guide users through the analysis.  
- Prepare a presentation to explain insights derived from the dashboard, focusing on key sales trends and actionable recommendations.

# 7. Key Performance Indicators (KPIs)

- Total Sales  
- Sales Growth Rate  
- Product Performance by Category  
- Regional Sales Breakdown  
- Customer Acquisition Metrics

# 8. Project Deliverables

- Data Preparation: Cleaned and structured data ready for visualization.  
- Basic Visualizations: Key charts and graphs representing sales data.  
- Advanced Analytics: Insights through DAX calculations, slicers, and specialized visualizations.  
- Final Dashboard: A comprehensive, interactive Power BI dashboard.  
- Presentation: A professional presentation outlining the sales insights and recommendations.

