Insights from Sales Dashboard Analysis:

The Sales Dashboard, powered by Power BI and MySQL Server, provides a comprehensive overview of sales performance over different time periods. In 2022, the company witnessed remarkable growth with sales reaching 73.52%, making it the highest revenue-generating year. The previous year, 2021, contributed significantly to the company's success, accounting for 26.27% of total sales. As of the current year 2023, sales are showing a promising start with 0.21% growth.

The dashboard's data filtering functionality empowers users to gain targeted insights by analyzing sales data specific to individual customers, products, or geographical locations. This capability allows the company to identify sales trends, track product performance, and optimize decision-making processes.

By leveraging the Sales Dashboard's data-driven insights, the company can make informed decisions, optimize sales strategies, and capitalize on growth opportunities. The dynamic and versatile nature of the dashboard ensures it remains a powerful tool for sales analysis and enhancing overall business performance.

Utilize the Sales Dashboard's data-driven insights to capitalize on the remarkable 73.52% sales growth in 2022. Leverage data filtering for targeted analysis, optimize sales strategies, and make informed decisions to drive further growth. The Sales Dashboard remains a valuable tool for enhancing overall business performance and staying competitive in the market.

Data set from: Ali Ahmad

**Thank you**

**Donatus Victor**

**The Analyst**