

# SALES ANALYSIS : INTRODUCTION

**The data includes information on products, salespersons, directions, sales amount, and profits.**

## Main Categories:

Products: This category includes the 4 products offered by the company

Directions: The four main directions or regions where the products are sold (e.g., North, South, East, West).

Salespersons: The sales team members responsible for driving sales in each region from year 2010-15.

## KEY VISUALIZATIONS:

Stacked bar charts to represent the following insights:

- Representing the PROFIT by NAME & PRODUCT

- Representing the SALES by NAME & PRODUCT

- Representing the SALES of each product in specific AREA

## Interactive Features:

Year Filter:

A slicer to filter the data by year, enabling users to focus on specific periods and track sales and profits year by year.

Product Selection:

A slicer to select specific product categories, helping users analyze the sales and profit patterns of individual products.

Direction Selector:

A slicer to choose a specific direction or region, enabling users to examine the sales and profits in each region.

## Conclusion:

This Power BI sales analysis report provides valuable insights into the sales performance of products, directions, and salespersons over the years.

**The interactive features empower users to explore the data and gain a deeper understanding of the company's sales performance.**

## TOTAL PROFIT

2M

## TOTAL SALES

112K

## AREA

- ☐ EAST
- ☐ NORTH
- ☐ SOUTH
- ☐ WEST

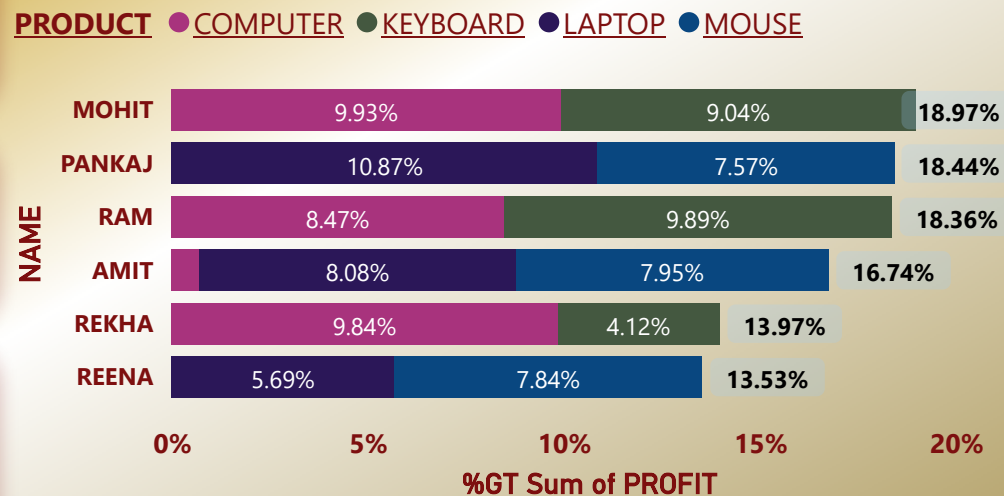
## PRODUCT

- ☐ COMPUTER
- ☐ KEYBOARD
- ☐ LAPTOP
- ☐ MOUSE

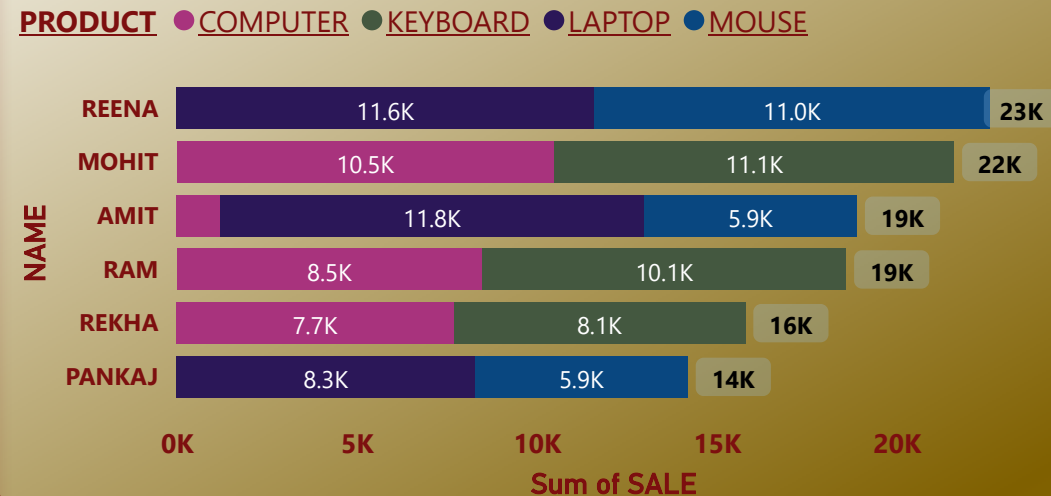
## YEAR

- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014

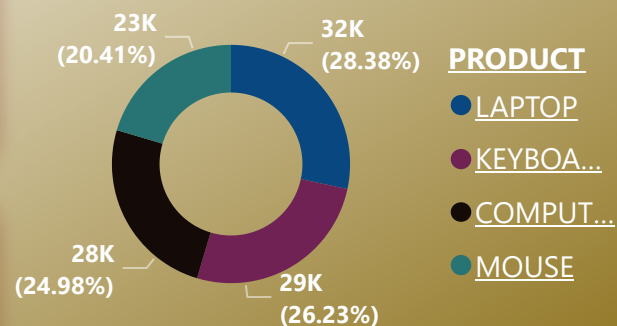
## %GT Sum of PROFIT by NAME and PRODUCT



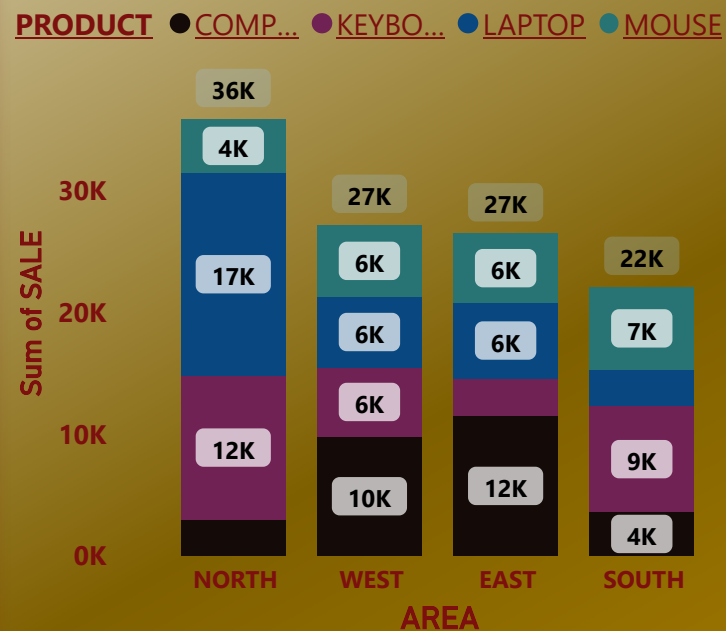
## Sum of SALE by NAME and PRODUCT



## Sum of SALE by PRODUCT



## Sum of SALE by AREA and PRODUCT



## Sum of PROFIT by PRODUCT

