

Sales Analysis Report

HANDS - ON PROJECT

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Introduction

This project involves analyzing a retail dataset using Power BI to derive insights into customer orders, sales performance, and profitability. By visualizing key metrics, it provides a comprehensive view of business operations, highlighting patterns in sales, customer behavior, and product performance across different regions and categories.



Objectives

The primary objective of this project is to provide actionable insights into sales and profit trends. It aims to track key performance indicators (KPIs) like total sales, profits, and customer metrics to help in strategic decision-making. Additionally, it focuses on identifying high and low-performing product categories and regions, while providing a granular analysis of customer



Key Performance Indicators (KPIs):

1. **Total Sales and Total Profit** to monitor revenue generation and profitability.
2. **Customer ID Count** to analyze the customer base size.
3. **Profit by Sub-Category** to understand which product lines are most and least profitable.
4. **Filters applied for Region, Sales, Sub-Category, and Segment** enable dynamic analysis.
5. **Profit, Sales, and Quantity by Year and Quarter** highlight trends over time for better forecasting.
6. **A table with Customer Name, Product Name, Quantity, Sales, and Profit** provides detailed transactional data for deeper analysis.



Data:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer	Customer	Segment	Country/R	City	State	Postal Cod	Region	Product ID	Category	Sub-Categ	Product N	Sales	Quantity	Discount	Profit
1	CA-2018-1	08-11-2018	11-11-2018	Second Cla	CG-12520	Claire Gut	Consumer	United Sta	Henderso	Kentucky	42420	South	FUR-BO-10	Furniture	Bookcases	Bush Some	261.96	2	0	41.9136
2	CA-2018-1	08-11-2018	11-11-2018	Second Cla	CG-12520	Claire Gut	Consumer	United Sta	Henderso	Kentucky	42420	South	FUR-CH-10	Furniture	Chairs	Hon Delux	731.94	3	0	219.582
3	CA-2018-1	12-06-2018	16-06-2018	Second Cla	DV-13045	Darrin Van	Corporate	United Sta	Los Angele	California	90036	West	OFF-LA-10	Office Sup	Labels	Self-Adhes	14.62	2	0	6.8714
4	US-2017-1	11-10-2017	18-10-2017	Standard C	SO-20335	Sean O'Do	Consumer	United Sta	Fort Laude	Florida	33311	South	FUR-TA-10	Furniture	Tables	Bretford C	957.5775	5	0.45	-383.031
5	US-2017-1	11-10-2017	18-10-2017	Standard C	SO-20335	Sean O'Do	Consumer	United Sta	Fort Laude	Florida	33311	South	OFF-ST-10	Office Sup	Storage	Eldon Fold	22.368	2	0.2	2.5164
6	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	FUR-FU-10	Furniture	Furnishings	Eldon Expr	48.86	7	0	14.1694
7	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-AR-10	Office Sup	Art	Newell 32	7.28	4	0	1.9656
8	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	TEC-PH-10	Technolog	Phones	Mitel 5320	907.152	6	0.2	90.7152
9	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-BI-10	Office Sup	Binders	DXL Angle-	18.504	3	0.2	5.7825
10	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-AP-10	Office Sup	Appliances	Belkin F5C	114.9	5	0	34.47
11	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	FUR-TA-10	Furniture	Tables	Chromcraf	1706.184	9	0.2	85.3092
12	CA-2016-1	09-06-2016	14-06-2016	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	TEC-PH-10	Technolog	Phones	Konftel 25	911.424	4	0.2	68.3568
13	CA-2019-1	15-04-2019	20-04-2019	Standard C	AA-10480	Andrew All	Consumer	United Sta	Concord	North Car	28027	South	OFF-PA-10	Office Sup	Paper	Xerox 196	15.552	3	0.2	5.4432
14	CA-2018-1	05-12-2018	10-12-2018	Standard C	IM-15070	Irene Mad	Consumer	United Sta	Seattle	Washingto	98103	West	OFF-BI-10	Office Sup	Binders	Fellowes P	407.976	3	0.2	132.5922
15	US-2017-1	22-11-2017	26-11-2017	Standard C	HP-14815	Harold Pav	Home Offi	United Sta	Fort Wort	Texas	76106	Central	OFF-AP-10	Office Sup	Appliances	Holmes Re	68.81	5	0.8	-123.858
16	US-2017-1	22-11-2017	26-11-2017	Standard C	HP-14815	Harold Pav	Home Offi	United Sta	Fort Wort	Texas	76106	Central	OFF-BI-10	Office Sup	Binders	Storex Dur	2.544	3	0.8	-3.816
17	CA-2016-1	11-11-2016	18-11-2016	Standard C	PK-19075	Pete Kriz	Consumer	United Sta	Madison	Wisconsin	53711	Central	OFF-ST-10	Office Sup	Storage	Stur-D-Sto	665.88	6	0	13.3176
18	CA-2016-1	13-05-2016	15-05-2016	Second Cla	AG-10270	Alejandro	Consumer	United Sta	West Jor	Utah	84084	West	OFF-ST-10	Office Sup	Storage	Fellowes S	55.5	2	0	9.99
19	CA-2016-1	27-08-2016	01-09-2016	Second Cla	ZD-21925	Zuschuss C	Consumer	United Sta	San Franci	California	94109	West	OFF-AR-10	Office Sup	Art	Newell 34	8.56	2	0	2.4824
20	CA-2016-1	27-08-2016	01-09-2016	Second Cla	ZD-21925	Zuschuss C	Consumer	United Sta	San Franci	California	94109	West	TEC-PH-10	Technolog	Phones	Cisco SPA	213.48	3	0.2	16.011
21	CA-2016-1	27-08-2016	01-09-2016	Second Cla	ZD-21925	Zuschuss C	Consumer	United Sta	San Franci	California	94109	West	OFF-BI-10	Office Sup	Binders	Wilson Jor	22.72	4	0.2	7.384
22	CA-2018-1	09-12-2018	13-12-2018	Standard C	KB-16585	Ken Black	Corporate	United Sta	Fremont	Nebraska	68025	Central	OFF-AR-10	Office Sup	Art	Newell 31	19.46	7	0	5.0596
23	CA-2018-1	09-12-2018	13-12-2018	Standard C	KB-16585	Ken Black	Corporate	United Sta	Fremont	Nebraska	68025	Central	OFF-AP-10	Office Sup	Appliances	Acco Six-C	60.34	7	0	15.6884
24	US-2019-1	16-07-2019	18-07-2019	Second Cla	SF-20065	Sandra Fla	Consumer	United Sta	Philadelph	Pennsylvan	19140	East	FUR-CH-10	Furniture	Chairs	Global Del	71.372	2	0.3	-1.0196
25	CA-2017-1	25-09-2017	30-09-2017	Standard C	EB-13870	Emily Burn	Consumer	United Sta	Orem	Utah	84057	West	FUR-TA-10	Furniture	Tables	Bretford C	1044.63	3	0	240.2649
26	CA-2018-1	16-01-2018	20-01-2018	Second Cla	EH-13945	Eric Hoffm	Consumer	United Sta	Los Angele	California	90049	West	OFF-BI-10	Office Sup	Binders	Wilson Jor	11.648	2	0.2	4.2224

Total Sales

2.30M

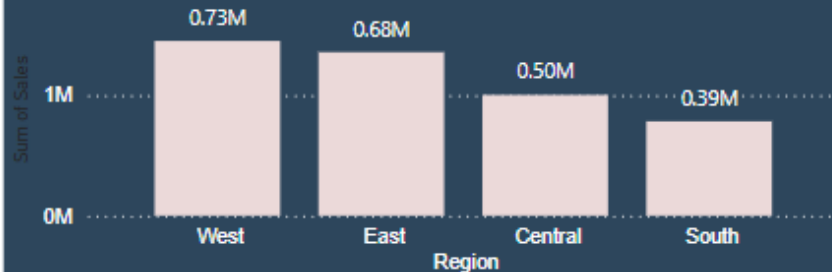
Total Profit

286.40K

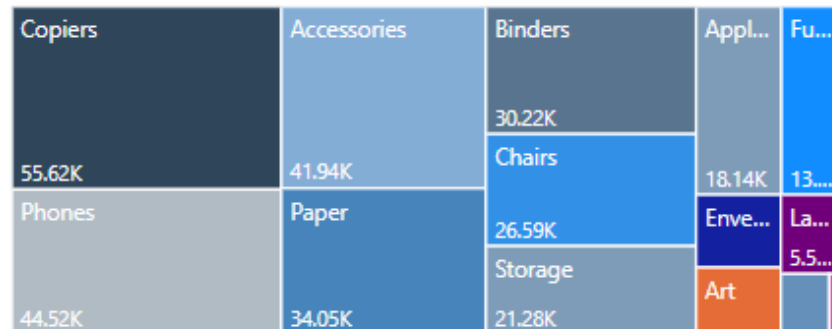
Count of Customer ID

793

Sum of Sales by Region



Profit by Sub-Category



Filter Below

Region

All

Sales

All

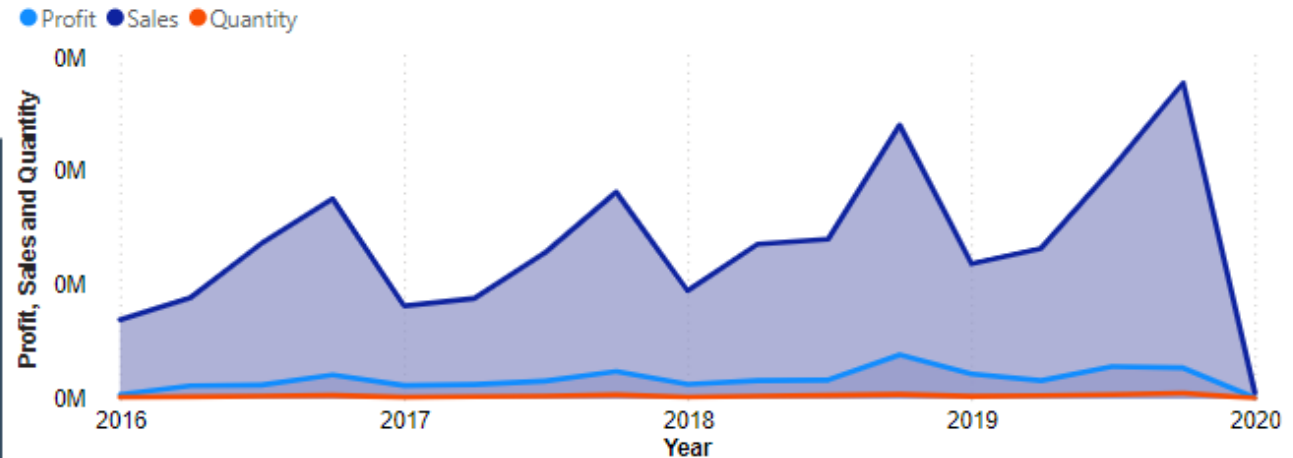
Sub-Category

All

Segment

All

Profit, Sales, and Quantity by Year and Quarter



Customer Name	Product Name	Quantity	Sales	Profit
Jamie Kunitz	"While you Were Out" Message Book, One Form per Page	2	7.42	3.71
Michael Nguyen	"While you Were Out" Message Book, One Form per Page	3	8.90	3.34
Muhammed Yedwab	"While you Were Out" Message Book, One Form per Page	3	8.90	3.34
Adam Shillingsburg	#10- 4 1/8" x 9 1/2" Recycled Envelopes	3	26.22	12.32
Ann Steele	#10- 4 1/8" x 9 1/2" Recycled Envelopes	4	27.97	9.44
Anne McFarland	#10- 4 1/8" x 9 1/2" Recycled Envelopes	2	17.48	8.22
Brooke Gillingham	#10- 4 1/8" x 9 1/2" Recycled Envelopes	2	17.48	8.22

Conclusion:

The analysis conducted through Power BI provides a clear and interactive view of the retail business performance, highlighting key areas of strength and opportunities for improvement. By focusing on metrics like total sales, profit, and customer trends, the project enables data-driven decisions to optimize product offerings and regional strategies. The dynamic filtering options further enhance the ability to drill down into specific segments, ensuring that business leaders can make informed decisions for sustainable growth and improved profitability. Overall, this project lays a solid foundation for strategic planning and operational efficiency.



The background of the slide is a collage of various business-related documents and charts. It includes bar graphs, line charts, and tables with data. The documents are scattered across the slide, with some overlapping. A large white hexagon is centered on the left side, containing the text 'Thank You!!'.

Thank You!!