

Designed and developed an interactive Power BI dashboard to analyze historical sales data across multiple years, product lines, and regions. Integrated and modeled complex JSON data, allowing for dynamic slicing and filtering across dimensions such as year, country, and product line.

- Visualized **\$9.6M in total sales** and **\$3.83M in profit**, broken down by year, product line, and customer.
- Identified top-selling products and most profitable segments — with **1992 Ferrari 360 Spider** as the most ordered product.
- Created **KPI cards**, bar charts, line graphs, and custom tooltips to highlight YoY trends, best/worst performers, and monthly sales targets.
- Applied a custom theme to ensure a clean, resume-friendly layout with segmented sections like KPIs, regional sales, and product insights.
- Used **DAX** to calculate sales growth, profit margins, and dynamic insights across product categories.
- Added interactivity through **slicers**, **filterable visuals**, and **geographical mapping** of customer distribution.

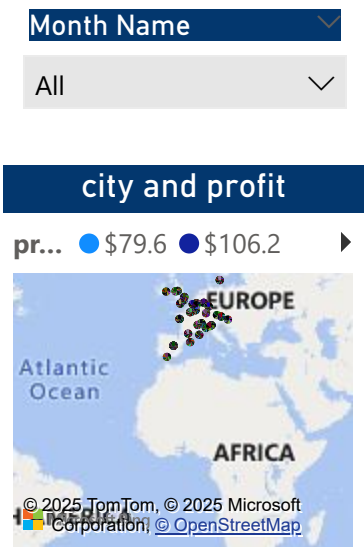
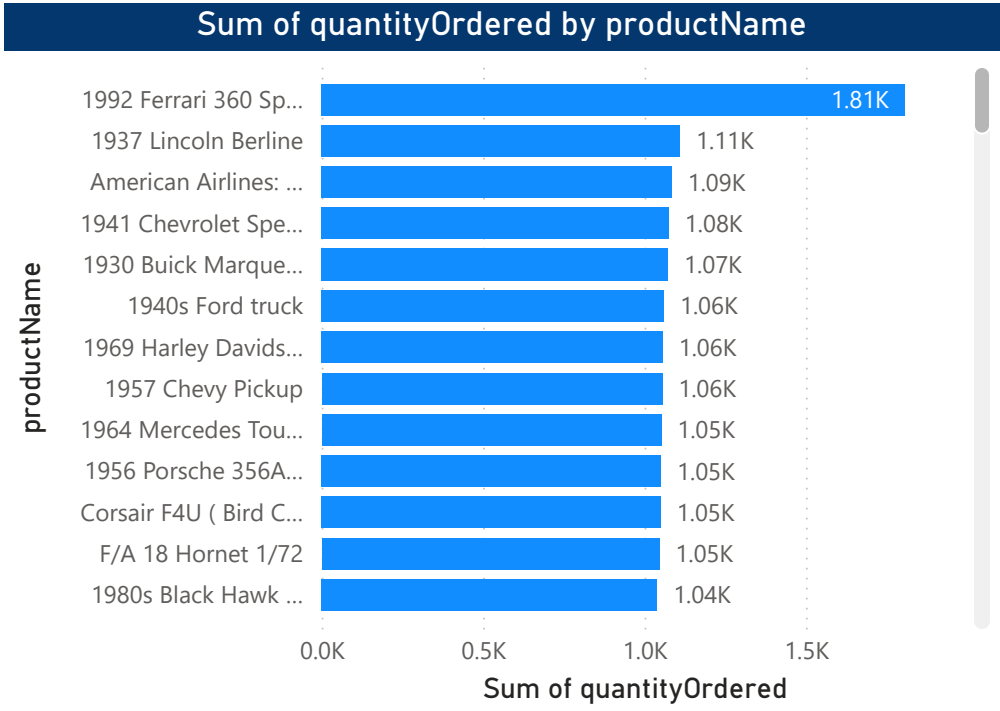
**Tools:** Power BI Desktop, DAX, Data Modeling, JSON, Visual Analytics

**Key Skills:** Data Visualization · Business Intelligence · KPI Design ·

Dashboard Storytelling · Self-Led Analysis

7	23	122
Count of officeCode	Count of employeeNumber	Count of customerNumber

productLine	Sum of quantityOrdered	Sum of profit	Sum of sale
Classic Cars	35582	\$15,26,212.2	\$38,53,922.49
Vintage Cars	22933	\$7,37,268.33	\$17,97,559.63
Motorcycles	12778	\$4,69,255.3	\$11,21,426.12
Planes	11872	\$3,65,960.71	\$9,54,637.54
Trucks and Buses	11001	\$4,00,553.22	\$10,24,113.57
Ships	8532	\$2,61,289.47	\$6,63,998.34
Trains	2818	\$65,341.02	\$1,88,532.92
Total	105516	\$38,25,880.25	\$96,04,190.61



### Key influencers

What influences sale to Increase ?

When... productDescription is Turnable front wheels; steering function; detailed interior; detailed engine; opening hood; opening trunk; opening doors; and detailed chassis.

...the average of sale increases by \$3.05K

Sort by: Impact Count

### 2023 Sales

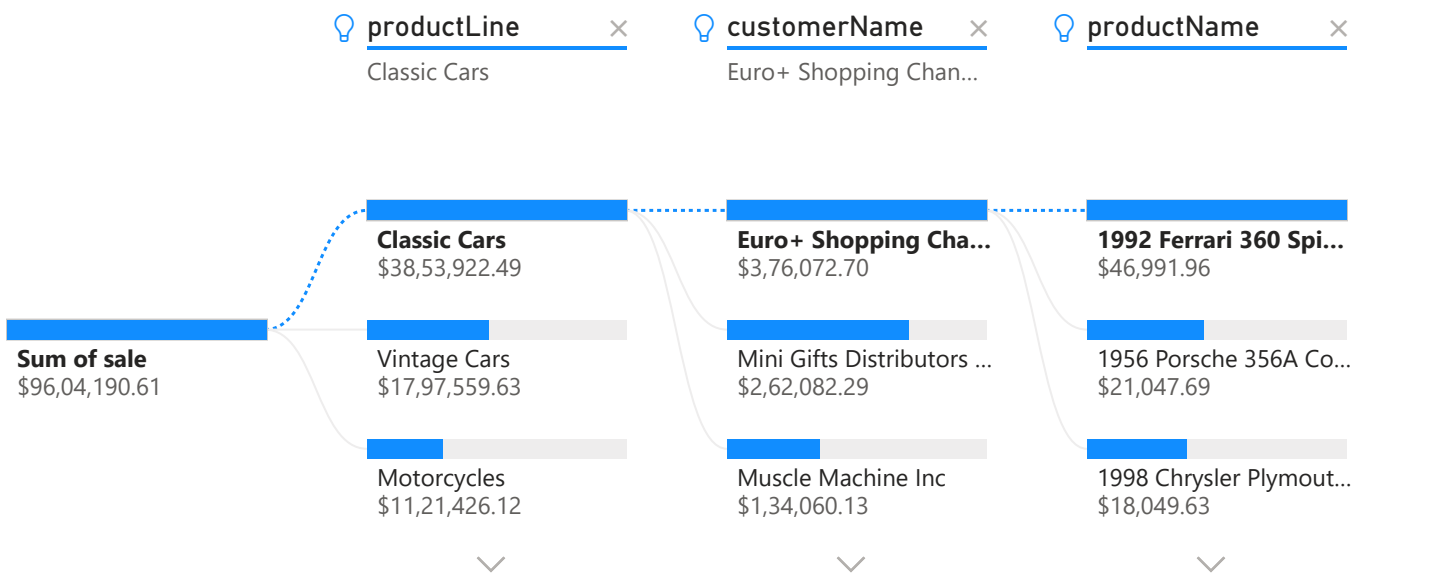
\$3.32M

### 2024 Sales

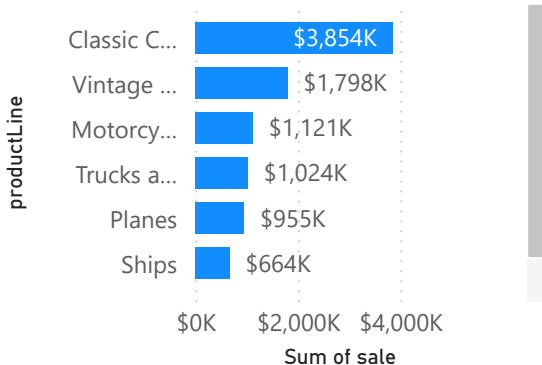
\$4.52M

### 2025 Sales

\$1.77M



## Sum of sale by productLine



Total Sales

\$9.60M

Total Profit Margin %

39.84

Most Ordered Product

1992 Ferrari 360 Spider..

Total Profit Margin

\$3.83M

Sales 2004 based on Months

\$0.43M✓

Goal: \$0.28M (+54.97%)

Order year

2003

2004

2005

Country

All

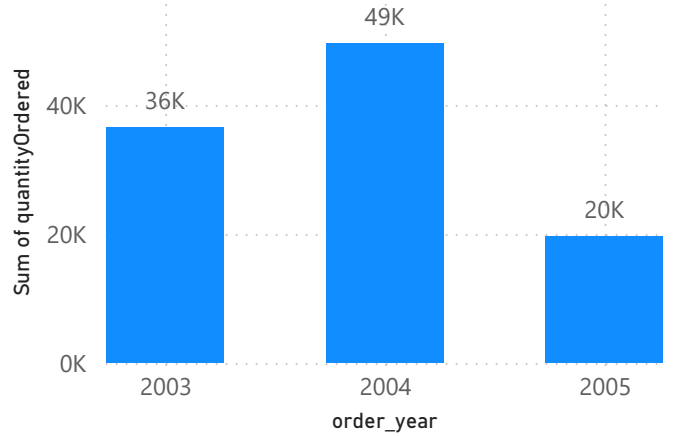
Name

All

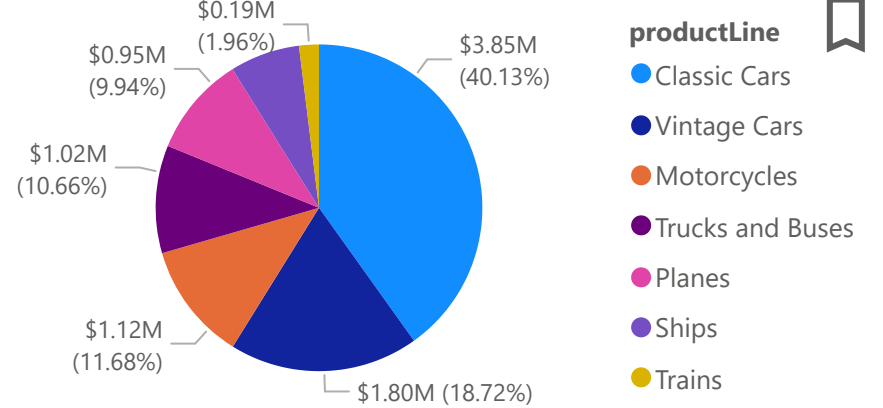
Product line

All

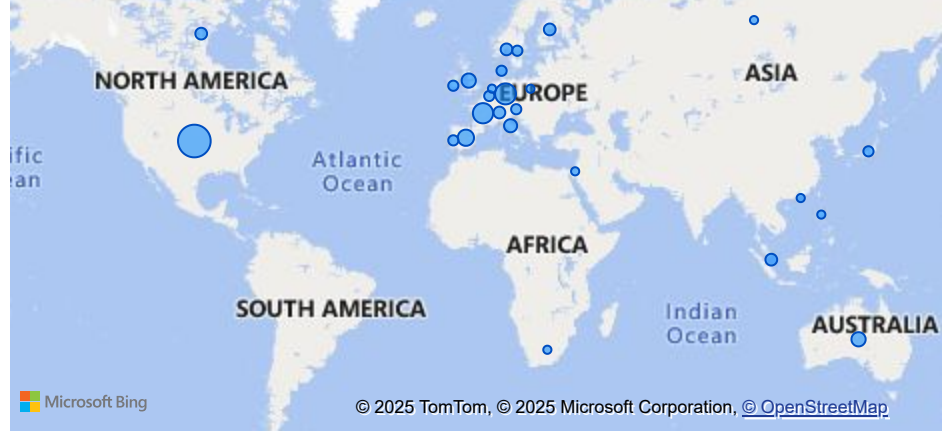
Sum of quantityOrdered by order\_year



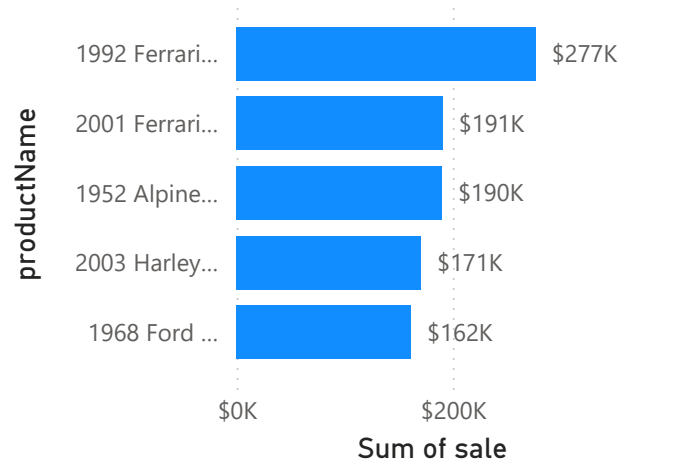
Sum of sale by productLine



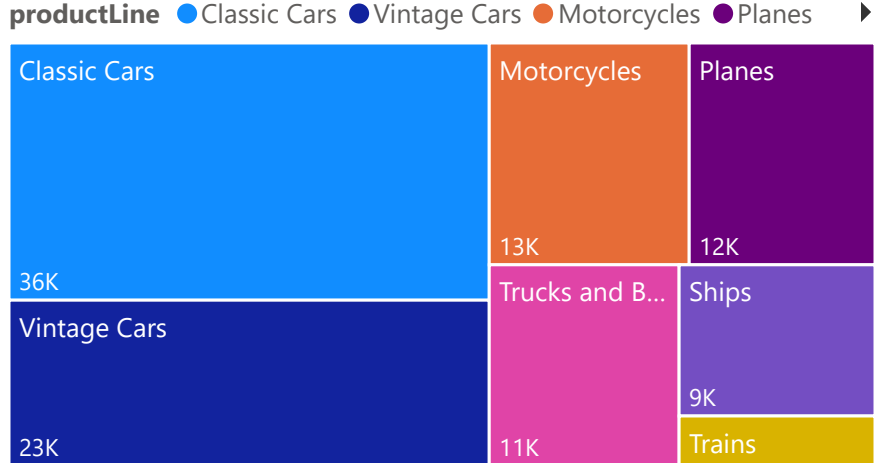
Count of customerNumber by country



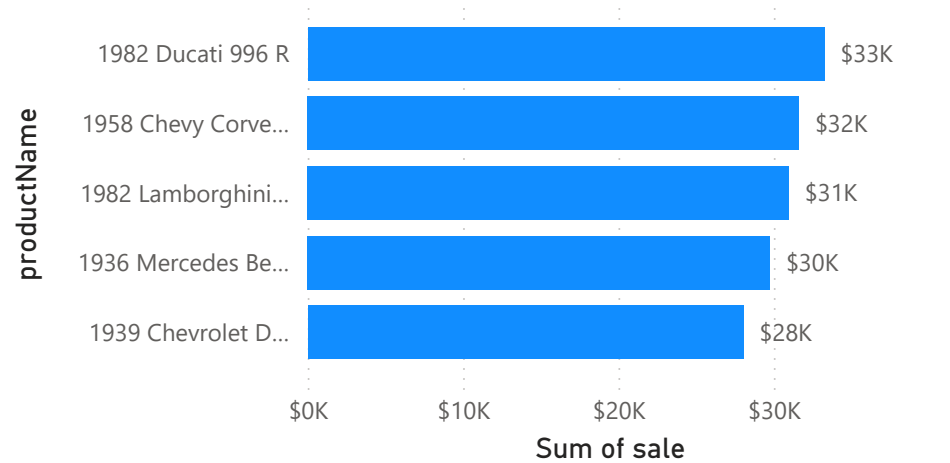
Top 5 Selling Product



Sum of quantityOrdered by productLine

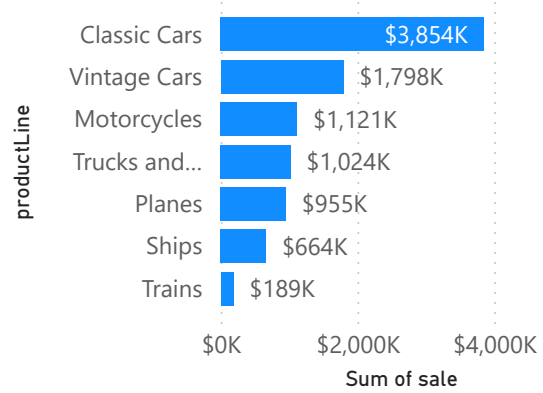


Bottom 5 Selling Product

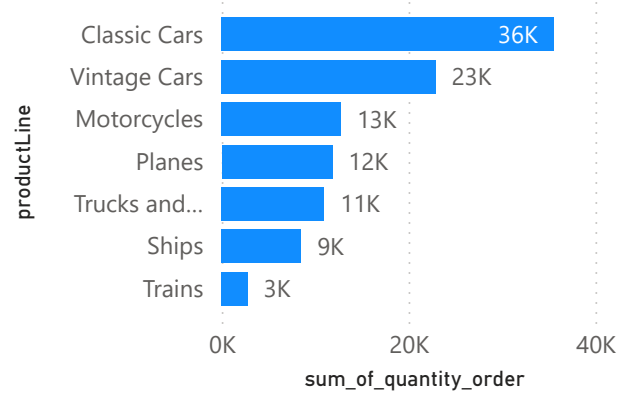




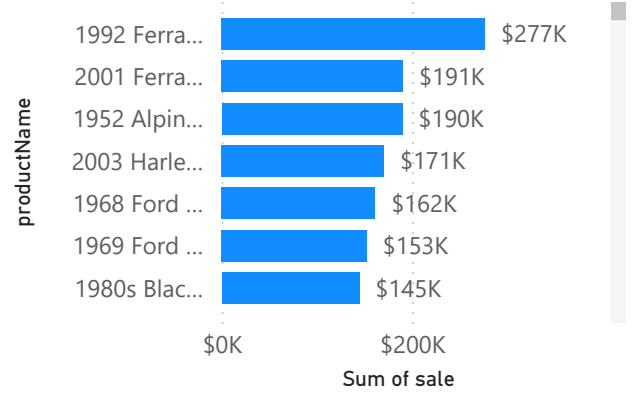
Sum of sale by productLine



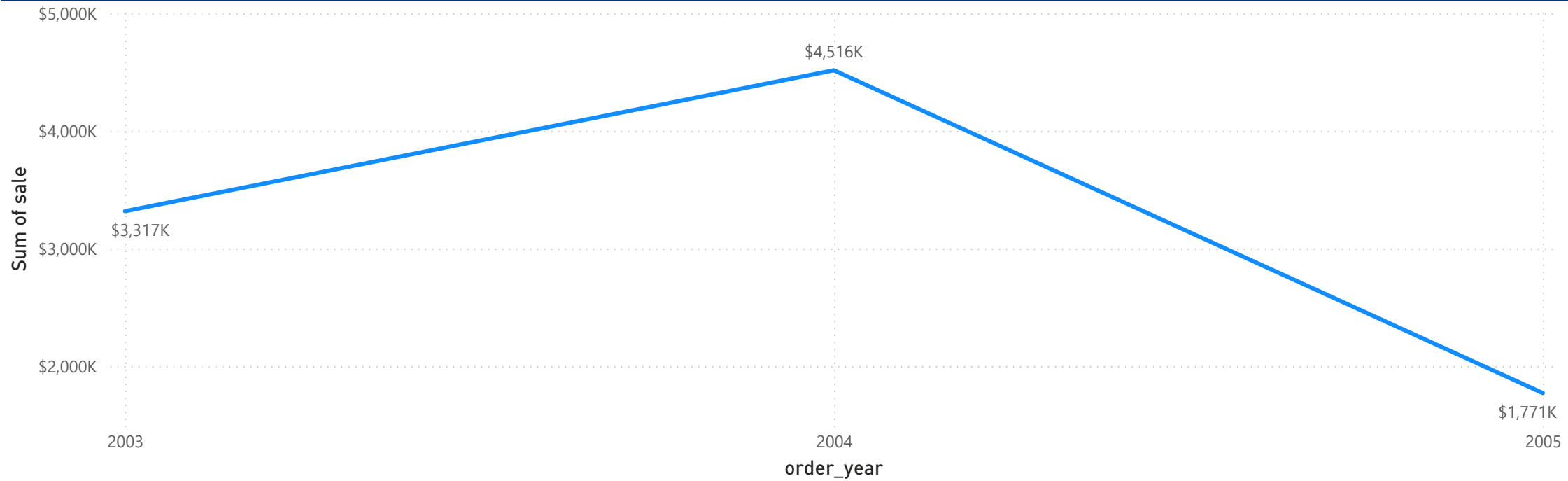
sum\_of\_quantity\_order by productLine



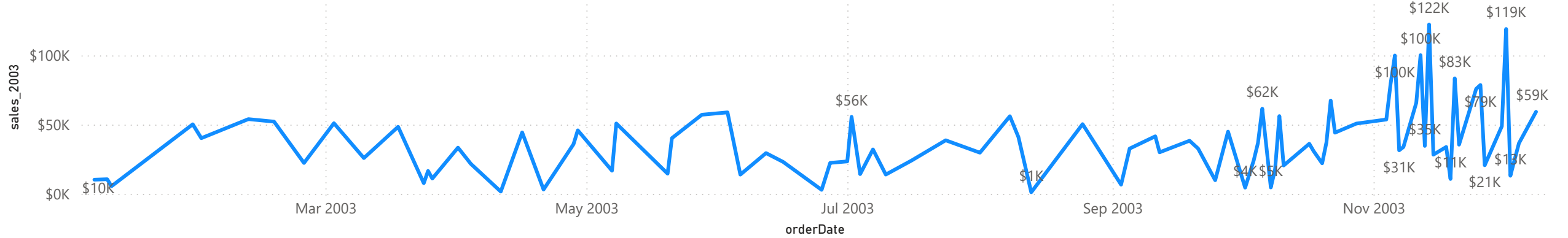
Sum of sale by productName



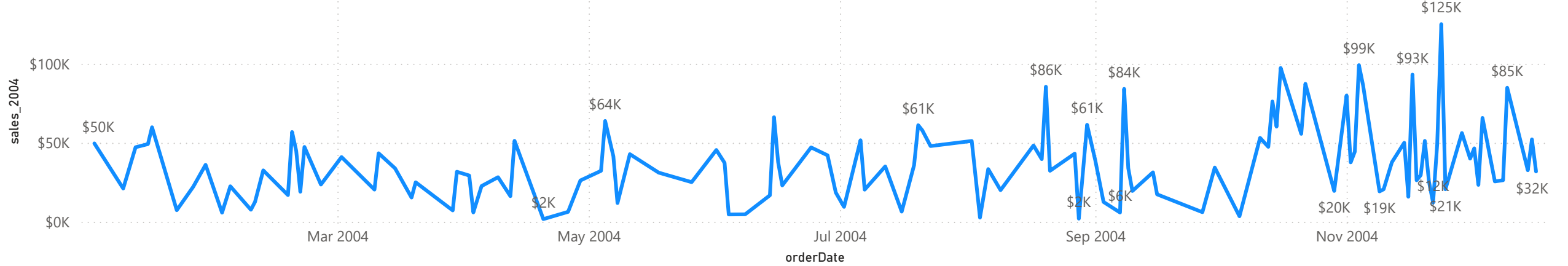
Sum of sale by order\_year



sales\_2003 by orderDate



sales\_2004 by orderDate



sales\_2005 by orderDate

