

# REPORT

**Objective:** Developed a Power BI dashboard utilizing Excel data, Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation to driving business success.

**Tool used:** Power BI

**Outcomes:**

- 1).Sales Performance Overview:** Gain a comprehensive overview of sales performance over time, including revenue and growth trends. This can help identify peak seasons and areas for improvement.
- 2). Geographical Analysis:** Visualize sales data on a map to understand which regions are driving the most sales, allowing you to focus marketing efforts and allocate resources effectively.
- 3). Time Series Analysis:** Explore sales patterns over time to understand seasonality, trends, and anomalies. This insight can guide marketing efforts.
- 4). Forecasting:** Use historical sales data to build predictive models that forecast future sales. This can aid in budgeting and setting realistic sales targets.

**HARSH KUMAR**