**Sales Performance Dashboard – SQL Project**

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**Tools Used:** SQLite, Power BI

**Dataset:** Simulated Sales Data (CSV)

**Objective**

To analyse product sales and revenue performance using SQL queries and visualise the insights in Power BI. The project identifies key metrics such as total revenues, top-performing products, and monthly trends.

**SQL Queries + Explanations**

1. **Total Revenue**

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**Explanation:**

Calculates overall revenue by multiplying quantity and price across all orders.

Result: £143,054.0

1. **Top Products by Revenue**

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**Explanation:**

Displays the top performing products showcasing the customers, total orders and the total revenue in descending order.

1. **Monthly Revenue Trend**

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**Explanation:**

Highlights the total revenue against the region in a descending order to show which regions performs best.

1. **Monthly Revenue**

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**Explanation:**

This SQL query highlights the first 6 months alongside the revenue produced.

1. **Customers with More than 3 Orders**

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**Explanation:**

This code enables us to assess how many customers placed 4 or more orders in a descending order whilst also showcasing the total revenue it generated.