



# Power BI Sales Dashboard



## Project Overview

This Power BI Sales Dashboard provides a comprehensive view of business performance by analyzing **sales, profit, customers, and product trends**.

It helps management make data-driven decisions through clear visual insights and key performance indicators (KPIs).

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## Objectives

- Track **total sales, profit, and quantity** across regions and time.
  - Identify **top-performing products and customers**.
  - Analyze **monthly and yearly sales trends**.
  - Enable **interactive filtering** by region, category, and time.
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## Features

- ☒ Interactive visuals with drill-down and filter options
  - ☒ Dynamic KPIs (Total Sales, Profit, Quantity)
  - ☒ Regional and Category-based performance analysis
  - ☒ Trend analysis using Line & Bar charts
  - ☒ Dashboard design using Power BI best practices
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## Tools & Technologies

- **Power BI Desktop**
  - **Excel (Data Source)**
  - **DAX (Data Analysis Expressions)**
  - **Data Cleaning & Transformation (Power Query)**
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## Dataset Details

- **Source:** Sample Superstore Dataset (Excel format)
- **Columns:** Order Date, Sales, Profit, Quantity, Category, Region, Customer Name,





## Dashboard Preview

*(Add your dashboard image here)*





![Dashboard Preview] (images/sales\_dashboard.png)

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## Insights Gained

-  Sales increased by 18% compared to last year.
  -  West Region performed the best in terms of profit.
  -  Technology category contributed the highest revenue.
  -  Maximum orders were placed during Q4.
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## Project Structure

```
└─ PowerBI-Sales-Dashboard
   └─  Sales_Dashboard.pbix
   └─  Sales_Data.xlsx
   └─  images/
   └─  README.md
```

## How to Use

1. Download the repository.
  2. Open the .pbix file using **Power BI Desktop**.
  3. Refresh data if needed (ensure the Excel file path is correct).
  4. Explore the dashboard interactively.
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## Learnings


- Data cleaning & modeling in Power Query
  - DAX formulas for KPIs
  - Dashboard design principles
  - Insights storytelling with visuals
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## Author

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## ★ If you like this project

Give it a **Star** ★ on GitHub and share your feedback!