

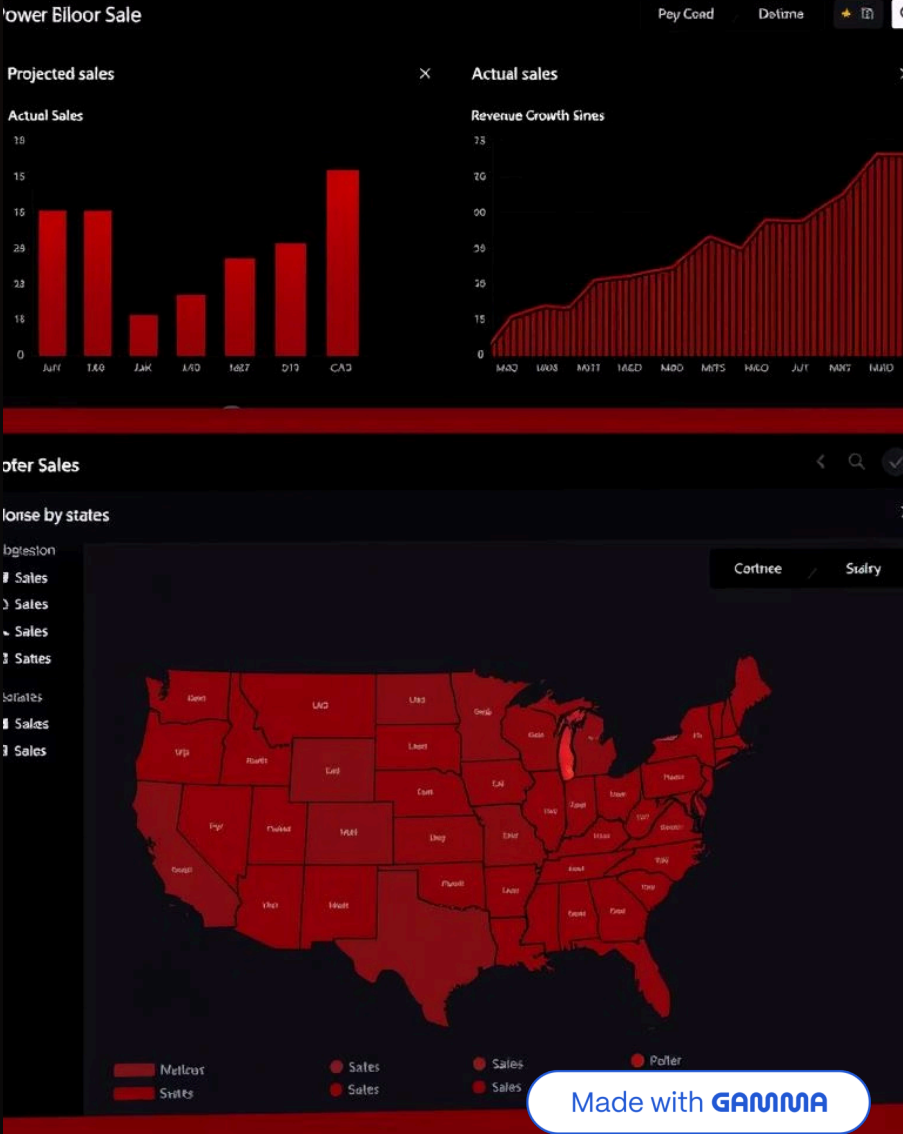
# Power BI Sales & Finance Dashboard: Unlocking Business Insights

This document provides a comprehensive overview of our Power BI Sales & Finance Dashboard, detailing key business insights derived from analyzing over 185,000 sales orders. It highlights top-performing products, revenue trends by category and time, and identifies key geographical areas for strategic focus. The aim is to empower business users with interactive data visualization for informed decision-making and maximized revenue.

 by Harsh Verma

# Project Overview

The core objective of this initiative was to conduct an in-depth analysis of 185,920 sales orders, with the ultimate goal of identifying critical sales trends that directly support strategic business decisions. Our analysis specifically focused on several key areas, including determining the best-selling products, understanding revenue distribution across different cities, and uncovering patterns in customer purchase behavior relative to specific times of the day and year. The culmination of this project is a dynamic and interactive Power BI dashboard, meticulously designed to serve as an intuitive tool for business users, enabling them to explore data and extract actionable insights efficiently.



# Dataset Overview

Our analysis is based on a robust dataset comprising 185,920 individual sales records, collectively representing a significant total sales value of ₹34.48 million. The dataset includes fundamental data fields such as Product details, Quantity sold, Price per unit, Order Date, and City of purchase. To facilitate deeper time-series analysis and more nuanced trend identification, we also derived additional fields, including Month, Quarter, Day of Week, and Time of Day from the raw order date information. This comprehensive data structure allows for multi-dimensional insights into sales performance.

Product	Name of the product sold	27in 4K Gaming Monitor
Quantity	Number of units sold	1, 2, 3
Price	Unit price of the product	₹389.99
Order Date	Date and time of the order	2019-01-22 21:00:00
City	City where the order was placed	San Francisco
Total Sales	Calculated total sales value	₹34,480,000

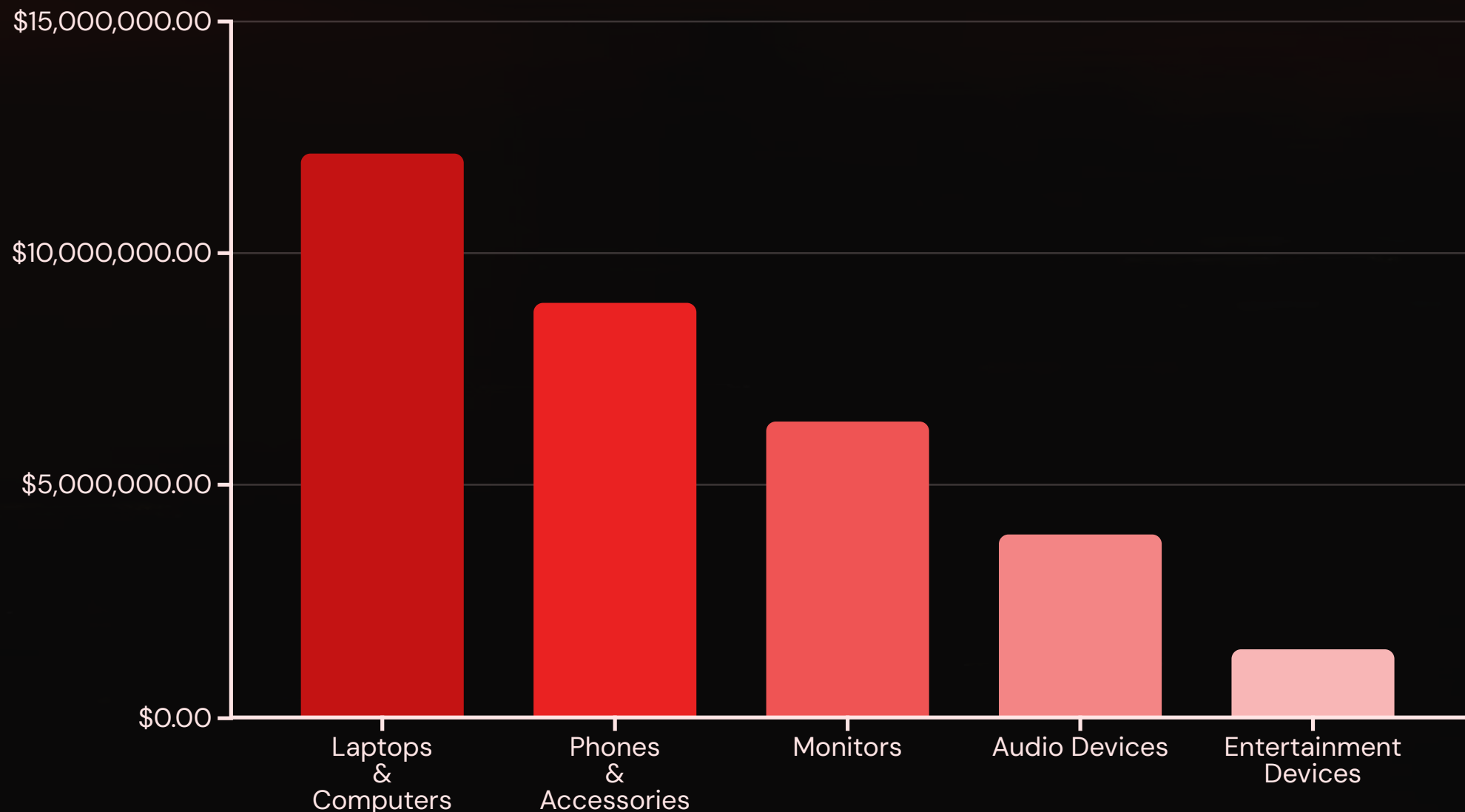
# Key Business Insights: Top Products & Categories

Analysis of sales data revealed that Audio Devices led as the top-selling category, accounting for over 47,760 individual orders. This was closely followed by Batteries with 41,220 orders, Monitors with 24,020 orders, and Laptops & Computers securing 8,850 orders. Within these categories, specific products stood out as major drivers of sales volume. The 27-inch 4K Gaming Monitor, 27-inch FHD Monitor, 34-inch Ultra HD Monitor, Apple AirPods, and Bose SoundSport Headphones were consistently among the most popular items, collectively contributing a substantial portion to the overall sales figures.

- Audio Devices: 47,760+ orders
- Batteries: 41,220 orders
- Monitors: 24,020 orders
- Laptops & Computers: 8,850 orders

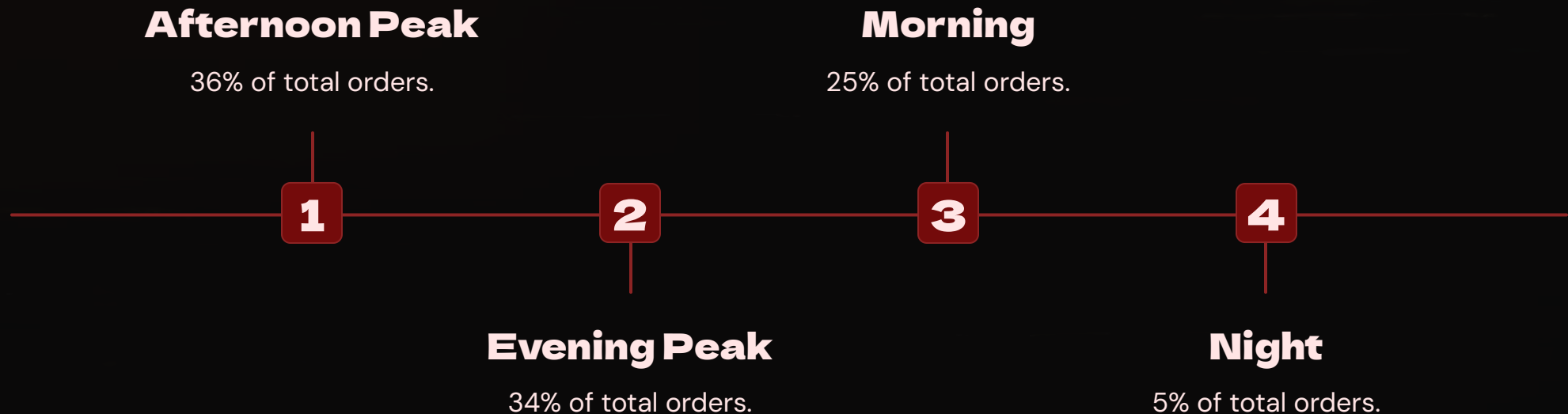
# Revenue by Category

A deep dive into revenue generation by product category highlights the significant contributions of certain segments. Laptops and Computers emerged as the leading revenue generator, bringing in a remarkable ₹12.17 million. This was followed by Phones and Accessories, which secured ₹8.94 million in revenue. Monitors also played a crucial role, contributing ₹6.38 million to the total. Audio Devices generated ₹3.94 million, while Entertainment Devices added ₹1.45 million. These five categories collectively represent the vast majority of our total revenue, underscoring their strong market demand and importance to our financial performance.



# Time-Based Trends in Sales

Analysis of sales data by time reveals distinct purchasing patterns throughout the day and year. Afternoon hours (36% of orders) and Evening hours (34% of orders) represent the peak periods for sales, indicating that customers are most active during these times. Morning sales accounted for 25% of orders, while Night sales contributed a smaller 5%. On a weekly basis, Wednesday emerged as the top-selling day, recording 34 orders and ₹8.67K in sales. Seasonally, Quarter 4 (October to December) significantly outperformed other quarters with ₹11.55M in sales, followed by Q3 and Q2. The individual months with the highest sales volumes were December, November, October, May, and April, suggesting strong seasonal demand during the holiday period and spring months.



# Top Performing Cities

Geographical analysis identified several key cities as the primary drivers of sales performance. San Francisco, Boston, Atlanta, Dallas, and Seattle consistently ranked among the top-performing cities in terms of both revenue generation and order volume. Portland also featured prominently within the top six cities. These urban centers represent significant markets that have demonstrated the highest demand for our products. Identifying these top cities is crucial for optimizing localized marketing campaigns, allocating resources effectively, and tailoring promotional strategies to maximize revenue within these high-potential areas.



## **San Franci sco**

Leading the sales charts, a key metropolitan hub.



## **Boston**

Strong performance in both order volume and revenue.



## **Atlanta**

Significant contribution to overall sales figures.



## **Dallas**

Consistent high revenue and order volumes.

# 2020 Data Note

A small portion of data from 2020 is available, but it includes only sales from January. Therefore, it was excluded from year-over-year comparisons. The full analysis is focused on 2019 to ensure accuracy and consistency in trend evaluation.

It is important to note a limitation concerning the 2020 data within our dataset. While some sales records from 2020 are present, they are exclusively from the month of January. Due to this incomplete nature, incorporating 2020 data would introduce inconsistencies and skew year-over-year comparisons, making any conclusions drawn from such comparisons unreliable. To maintain the integrity and accuracy of our trend evaluations, the comprehensive analysis and all insights presented in this dashboard are therefore entirely focused on the full sales data from 2019.



# Conclusion

In summary, the Power BI Sales & Finance Dashboard provides a comprehensive overview of ₹34.48 million in total sales, derived from an extensive dataset of over 185,000 orders. Our analysis clearly identifies monitors and audio devices as top-performing products, underscoring their market appeal. Sales demonstrate a strong seasonal pattern, peaking significantly in Quarter 4 and specifically during the month of December, suggesting effective holiday season performance. Furthermore, purchasing behavior indicates that the afternoon and evening hours are the most active times for customer transactions. The insights generated from this project are invaluable, offering businesses the actionable intelligence needed to strategically focus their promotions on high-demand products, target key geographical markets, and align marketing efforts with optimal purchasing timeframes, ultimately maximizing revenue and enhancing overall business performance.

Key takeaways:



## Total Sales

₹34.48 million from over 185,000 orders.



## Top Products

Monitors and Audio Devices.



## Peak Sales Times

Q4 (December) and Afternoon/Evening.



## Key Cities

San Francisco, Boston, Atlanta, Dallas, Seattle, and Portland.