

SALES DASHBOARD

Excel - Power Query - Power BI

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SUMMARY

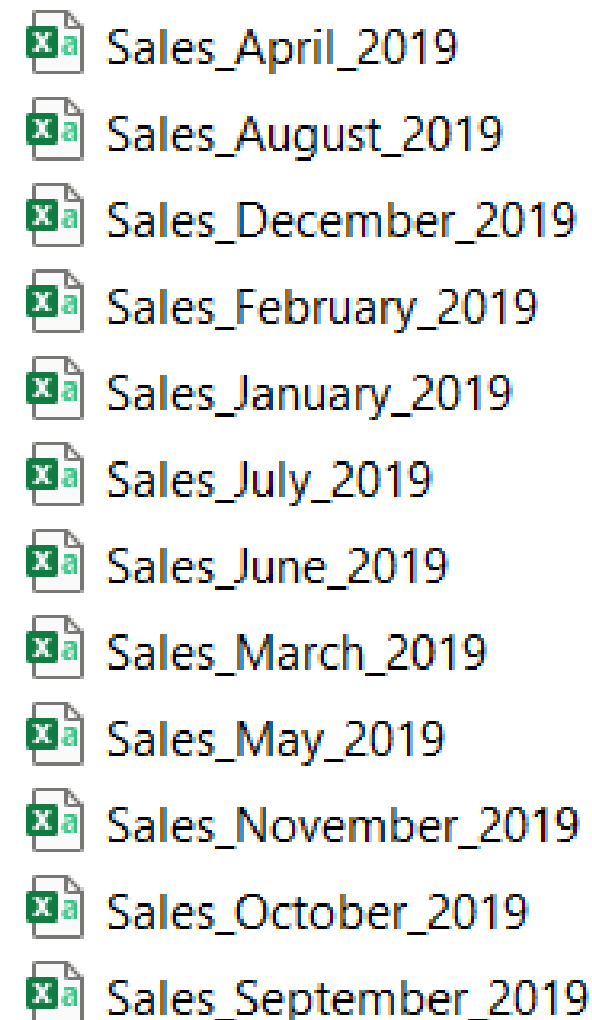
Welcome to my presentation showcasing the analysis of electronics sales data for a company operating in the United States over the course of one year. This study utilizes **Excel**, **Power Query** and **Power BI** to analyze 12 monthly sales sheets, each comprising six columns: **Order ID**, **Product**, **Quantity Ordered**, **Price Each**, **Order Date**, and **Purchase Address**.

Through data processing and visualization techniques, we've gained valuable insights into sales trends, product performance, and geographical distribution of sales across the United States.

COMBINING SHEETS IN POWER QUERY

In Power Query, I merged the 12 individual sales sheets into one consolidated sheet.

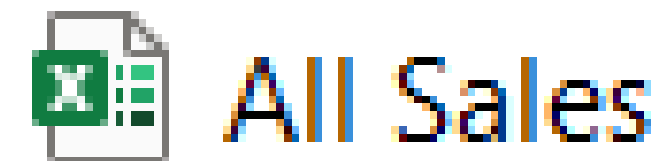
- 12 Sheet
- +15,000 Row For Each One



Sales_April_2019
Sales_August_2019
Sales_December_2019
Sales_February_2019
Sales_January_2019
Sales_July_2019
Sales_June_2019
Sales_March_2019
Sales_May_2019
Sales_November_2019
Sales_October_2019
Sales_September_2019



- 1 Consolidated Sheet
- 185,950 Row



All Sales



DATA PREPARATION IN EXCEL

In **Excel**, we created a new metric called "**Revenue**" by multiplying the "Quantity Ordered" and "Price Each" columns. This tells us how much money we made from each sale.

The "Revenue" column is important because it shows us how well our sales are doing.

Quantity Ordered ▼	Price Each ▼	Revenue ▼
2	11.95	23.9
1	99.99	99.99
1	600	600
1	11.99	11.99
1	11.99	11.99

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DATA CLEANING WITH POWER QUERY

I cleaned the data in **Power Query** by removing any empty or incorrect information. Make it ready for the next steps.

	ABC 123	Order ID	ABC 123	Product	ABC 123	Quantity Ordered	ABC 123	Price Each	ABC 123	Order Date	ABC 123	Purchase Address
1		176558		USB-C Charging Cable	2			11.95		04/19/19 08:46		917 1st St, Dallas, TX 75001
2		176559		Bose SoundSport Headphones	1			99.99		04/07/19 22:30		682 Chestnut St, Boston, MA 02215
3		176560		Google Phone	1			600		04/12/19 14:38		669 Spruce St, Los Angeles, CA 90001
4		176560		Wired Headphones	1			11.99		04/12/19 14:38		669 Spruce St, Los Angeles, CA 90001
5		176561		Wired Headphones	1			11.99		04/30/19 09:27		333 8th St, Los Angeles, CA 90001
6		176562		USB-C Charging Cable	1			11.95		04/29/19 13:03		381 Wilson St, San Francisco, CA 94016

DATA CLEANING WITH POWER QUERY

- Splitting Order Date

I separated the "Order Date" column into two columns: **"Order Date"** and **"Time"**. This allows for better analysis of sales trends.

- Extracting City Information

From the "Purchase Address" column, I extracted only the city name as a new column **"City"**. This provides insights into the locations of our customers.

Product	Quantity Ordered	Price Each	Order Date.1	Time	Country
USB-C Charging Cable	2	11.95	4/19/2019	8:46:00 AM	Dallas
Bose SoundSport Headphones	1	99.99	4/7/2019	10:30:00 PM	Boston
Google Phone	1	600.00	4/12/2019	2:38:00 PM	Los Angeles
Wired Headphones	1	11.99	4/12/2019	2:38:00 PM	Los Angeles
Wired Headphones	1	11.99	4/30/2019	9:27:00 AM	Los Angeles
USB-C Charging Cable	1	11.95	4/29/2019	1:03:00 PM	San Francisco

POWER BI DASHBOARD OVERVIEW

KPIs

- Total Revenue
- Count of Products
- Avg. Price of All Products
- Count of Cities

INSIGHTS

- Most Wanted Product
- Top 3 Months by Revenue
- Average Price by Month
- Count of Orders by Month
- Total Revenue by Month
- Total Revenue by City
- Relationship betw. Quantity
Revenue by Product

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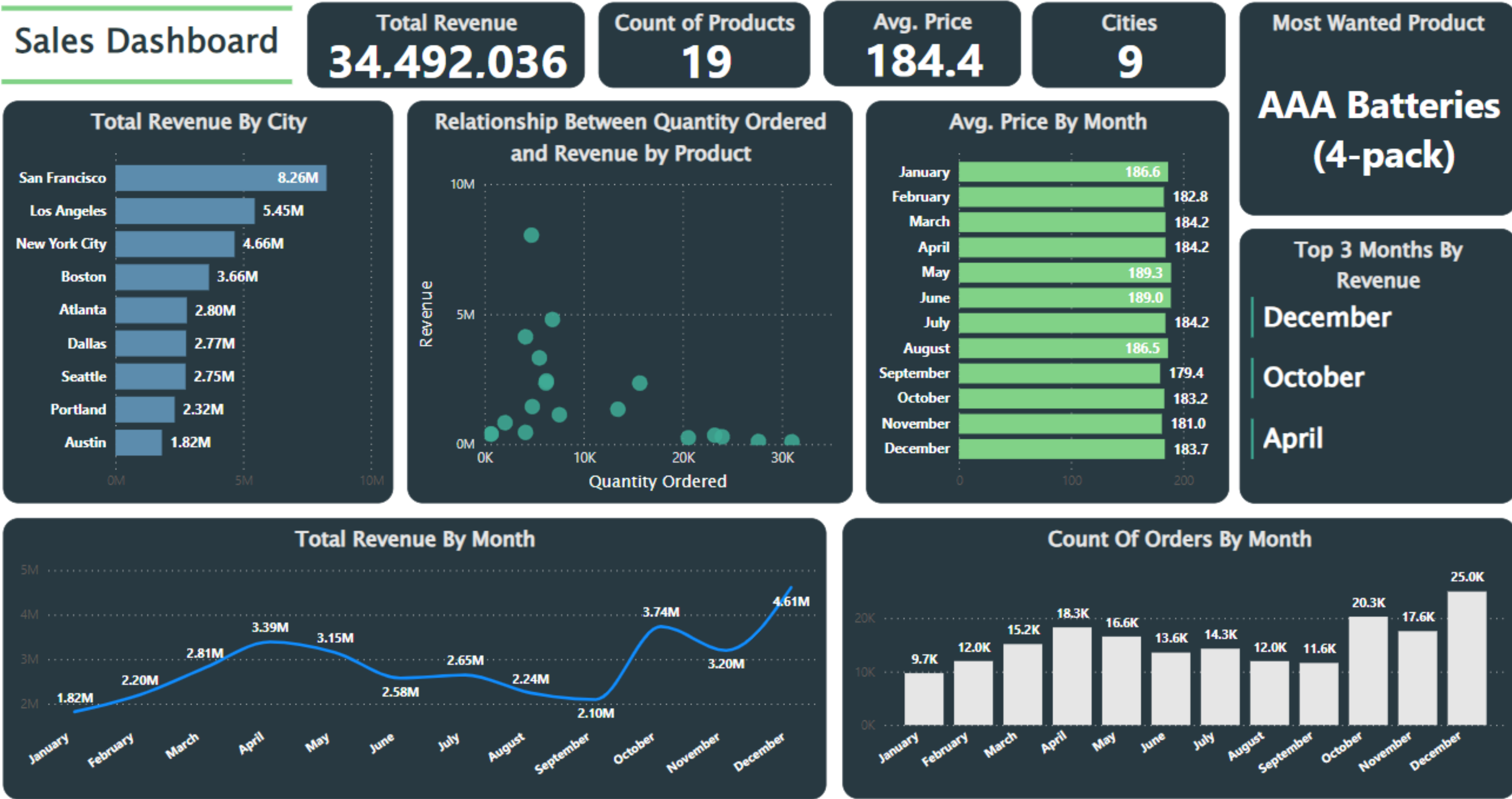
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SALES DASHBOARD - POWER BI



Check out the live and dynamic dashboard: [powerbi/SalesDashboard](https://powerbi.com/SalesDashboard)



SALES PERFORMANCE HIGHLIGHTS & TRENDS ●●●

- **Revenue Trajectory**

- Overall revenue of \$34.5M, with peaks in April (\$4.61M) and December (\$3.74M)
- Lowest revenue recorded in May (\$2.10M)
- Indicates seasonal fluctuations in sales, potential for targeted promotions

- **Geographic Sales Distribution**

- Sales concentrated in major cities like San Francisco, Los Angeles, New York
- Potential for targeted marketing/expansion in top-performing regions

- **Product Demand**

- "AAA Batteries (4-pack)" emerged as the most popular product
- Weak negative correlation between quantity ordered and revenue for most products.
This suggests factors other than quantity might be impacting revenue more significantly.

- **Pricing Strategies**

- Average product price of \$184.4, indicating mid-range pricing
- Monthly average prices varied, highest in Jan (\$186.6) and Feb (\$182.8)

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THANK YOU!

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