



Sales Performance Dashboard

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Role: Aspiring Data Analyst / Business Analyst

Tools Used: Excel, SQL (SQLite), Power BI

♦ 1. Problem Statement

Retail companies often struggle to monitor **sales performance, regional growth, and profitability trends**.

Key challenges:

- Data inconsistencies (duplicates, incorrect formats)
 - Lack of consolidated KPIs (Sales, Profit, Profit Margin)
 - Limited visibility for stakeholders to make **data-driven decisions**
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♦ 2. Project Objectives

- Clean and prepare raw sales data
 - Calculate essential KPIs (Sales, Profit, Profit Margin)
 - Build an **interactive dashboard** in Power BI
 - Provide **business insights** to support decision-making
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♦ 3. Methodology & Workflow

Step 1 – Data Cleaning (Excel)

- Removed 17 duplicate rows
- Converted Sales & Profit columns to *Decimal* format
- Added calculated field: $\text{ProfitMargin} = \text{Profit} \div \text{Sales}$

Step 2 – Data Analysis (SQL)

Used SQLite queries to aggregate metrics:

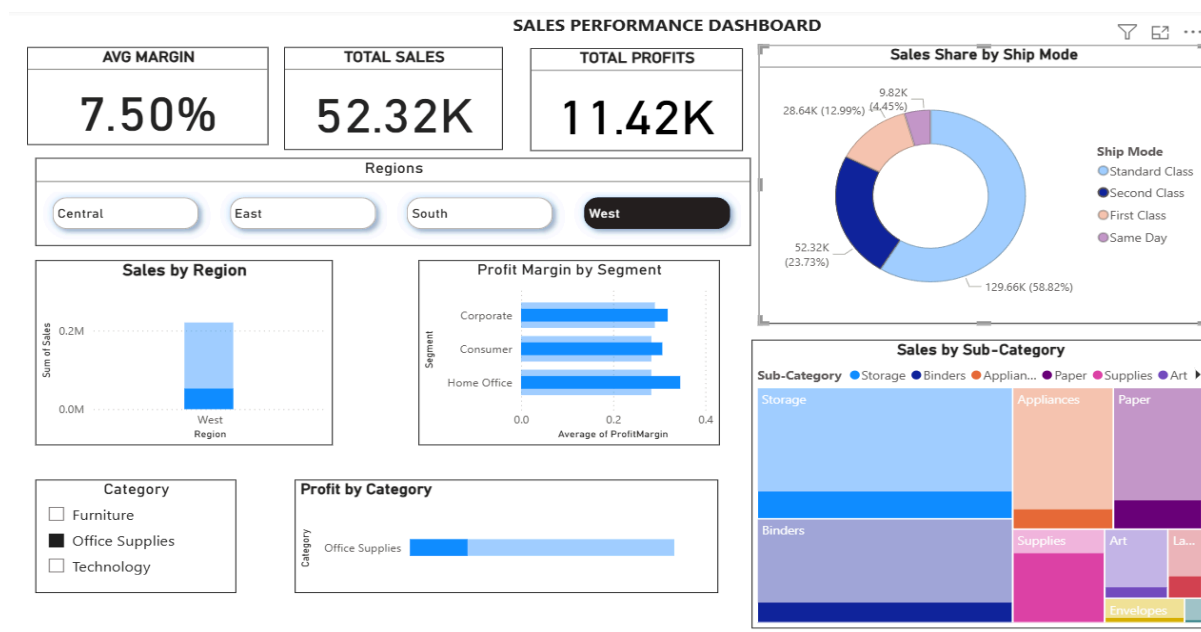
```
SELECT SUM(Sales) AS Total_Sales,  
       SUM(Profit) AS Total_Profit,  
       AVG(Profit/Sales) AS Avg_ProfitMargin  
FROM SalesData;
```

Results:

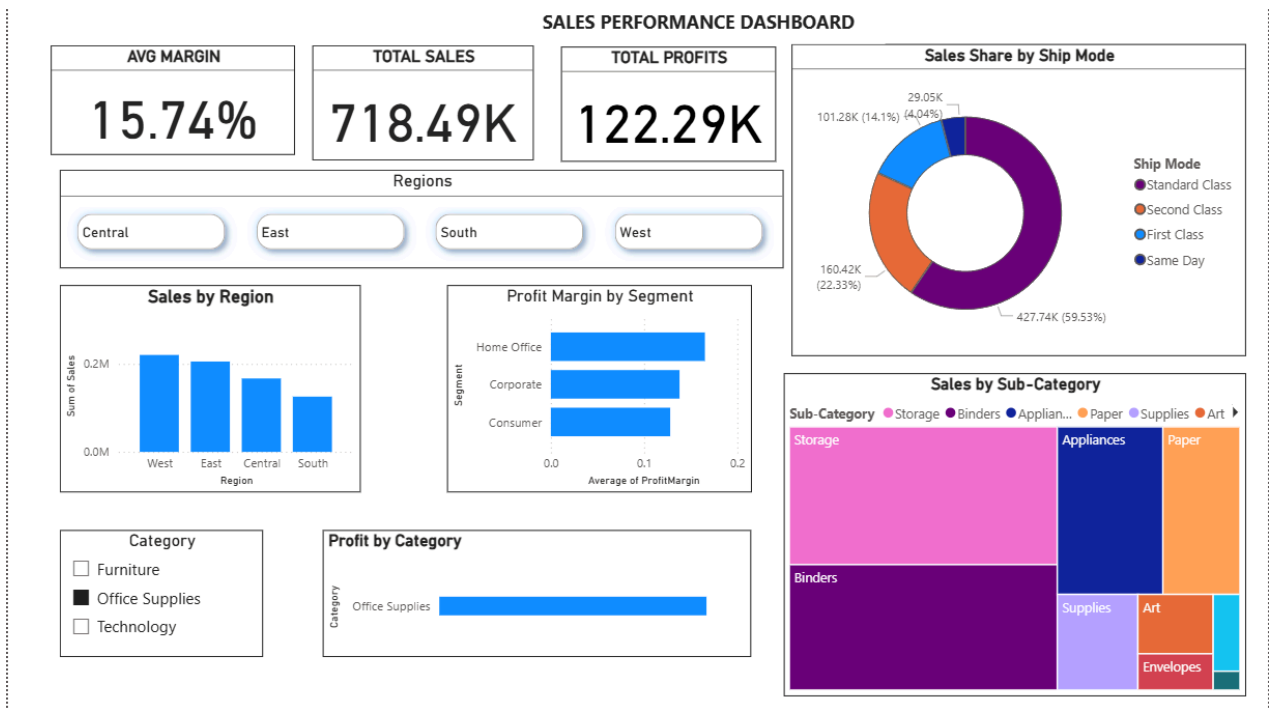
- **Total Sales:** Calculated overall revenue
- **Total Profit:** Net profitability
- **Average Profit Margin:** Efficiency indicator

Step 3 – Dashboard Development (Power BI)

- **KPIs:** Total Sales, Total Profit, Avg. Profit Margin
- **Visuals:**
 - Sales by Region (Column Chart)
 - Profit by Category (Bar Chart)
 - Sales by Ship Mode (Pie Chart)
 - Sales by Sub-Category (Tree Map)
 - Profit Margin by Segment (Bar Chart)



- **Filters:** Region, Category



Sales by Sub-Category

Sub-Category ● Storage ● Binders ● Applian... ● Paper ● Supplies ● Art

◆ 4. Key Insights

- **Technology** category generated the **highest profit**
- **Furniture** had **low profit margins** despite good sales
- **West Region** contributed the **largest share of total sales**
- **Standard Class** was the most common Ship Mode but had **lower profitability**
- **Consumer Segment** drove high sales volume, but **Corporate Segment** delivered **better profit margins**

♦ 5. Outcome & Business Value

- ✓ Delivered a **dynamic sales dashboard** for stakeholders
- ✓ Transformed raw sales data into **actionable insights**
- ✓ Demonstrated end-to-end skills:

- **Data Analyst:** Cleaning, SQL, KPI calculation, Dashboarding
- **Business Analyst:** Requirement gathering, storytelling, insight generation

This project proves ability to **bridge data and business** for better decision-making