Sales Dashboard (2020–2022) – Power BI

This project showcases an interactive Sales Dashboard developed in Power BI to analyze company performance across total sales, costs, profits, transactions, and product-level trends over the years 2020 to 2022.

📊 Key Features:

Total Sales: 99M

Total Cost: 76M

Total Profit: 23M

Total Transactions: 5095

Total Quantity Sold: 13K

Visual Insights:

Quantity sold by product category

Sales contribution by top brands (Intel, Samsung, Dell, etc.)

State-wise sales distribution on map

Supervisor-wise breakdown for team performance

🔧 Tools & Technologies:

Power BI (Data visualization and dashboard creation)

DAX (for calculated columns and measures)

Excel/CSV (used as data source)

🔍 Project Insights:

Total Sales reached 99M, with a Total Profit of 23M, indicating a healthy profit margin.

5095 transactions were recorded over the 3-year span, highlighting a consistent customer base.

Monitors, Mice, and CPUs were the top-selling product categories in terms of quantity.

Intel, Samsung, and Dell were the leading brands in sales, contributing to nearly 50% of total revenue.

Sales were distributed across various states, providing a geographic view of market penetration.

A team of 6 supervisors contributed to overall sales operations, suggesting a distributed responsibility model.

Dashboard:

SALES DASHBOARD OF YEAR 2020-22

Supervisor
- Aadil Khan
- Aarvi Gupta
- Advika Joshi
- Ajay Sharma
- Roshan Kumar
- Vijay Singh

Quantity by Category Wise
- Monitor: 1843
- Mouse: 1496
- CPU: 1450
- Graphic Card: 1155
- Keyboard: 1142
- Cabinet: 1140
- HDD: 1119
- SSD: 1103
- RAM: 743
- MotherBoard: 385
- Computer Case: 379
- NIC: 359
- Printer: 357

Sum of Sales by State

Total_Sales by Brand
Brand
- Intel: 18.89%
- Samsung: 16.28%
- Dell: 14.34%
- Nvidia: 13.21%
- Western Digital
- Acer: 8.11%
- Gigabyte: 6.60%
- Hynix: 5.93%
- Seagate: 5.58%
- MSI: 4.87%
- Asus: 3.23%

KPIs
- **99M** Total_Sales
- **76M** Total_Cost
- **13K** Total Quantity
- **5095** Transactions
- **23M** Total_Profit