

Power BI Project Report: Competitor Sales Analysis Dashboard

Executive Summary

This project features an interactive Power BI dashboard for analyzing sales performance and market share among key competitors in the manufacturing sector. The dashboard provides stakeholders with a clear view of benchmarking, revenue growth, category performance, and the main factors influencing sales outcomes, supporting data-driven strategy decisions.

Project Objectives

- Analyze and compare sales revenue across main competitors, categories, and regions.
- Visualize market share, revenue growth rates, and category performance.
- Identify key revenue influencers using advanced analytics.
- Present actionable insights with interactive dashboards.

Data Overview

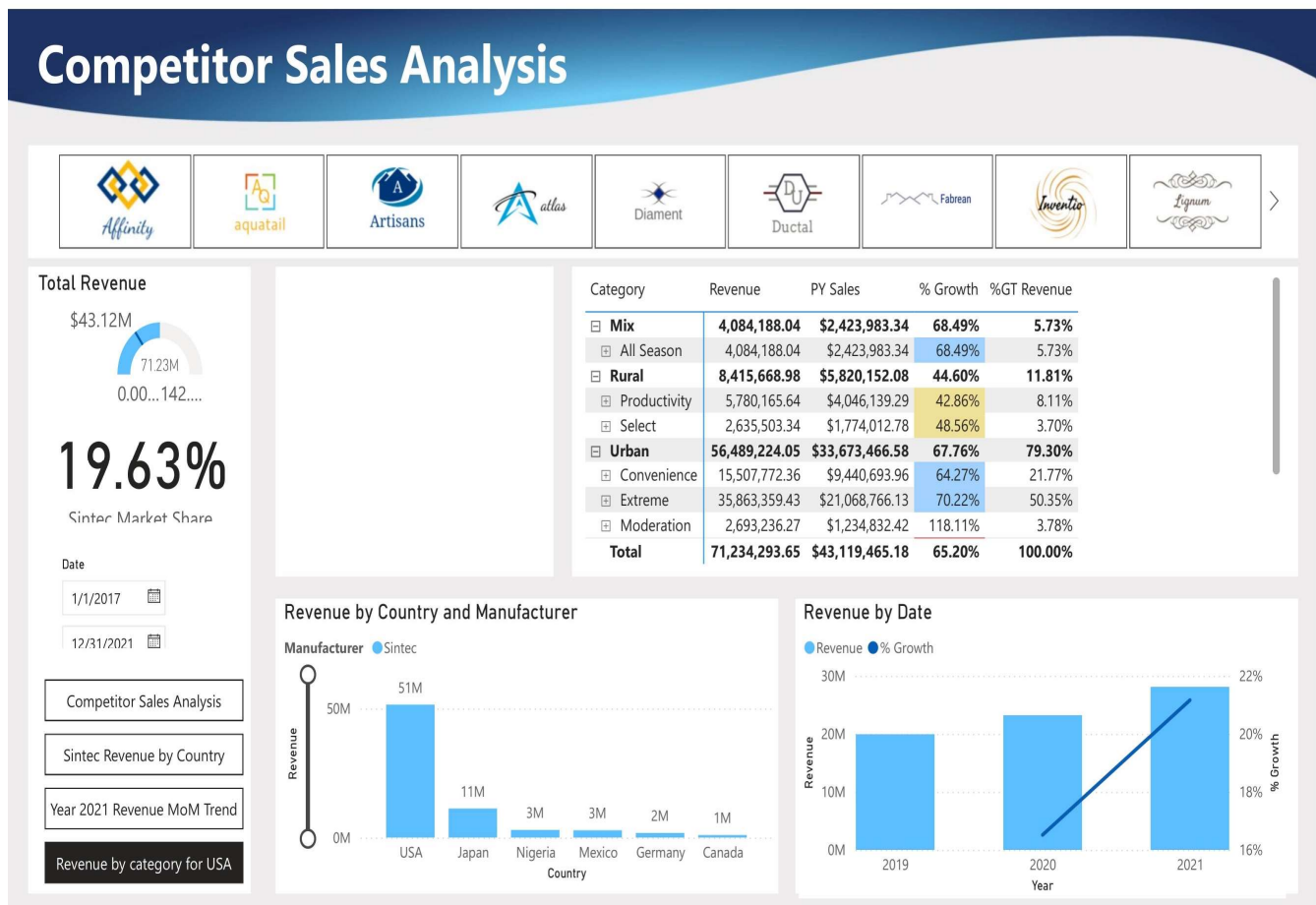
- Data Source: Sales and market data from a variety of manufacturers over 2017–2021.
- Key Fields: Manufacturer, product category and segment, revenue, prior year sales, growth rates, country/region, date.
- Features Analyzed: Market share, revenue by geography and product, growth trends, and influencer factors.

Methodology

- Data Preparation: Combined and cleaned multi-source revenue data; formatted time series and standardized field values.
- Analytics: Used DAX for growth and KPI calculation, category segmentation, and market share measurement.
- AI Visuals: Deployed Power BI's Key Influencers visualization to pinpoint what factors most influence revenue.
- Interactivity: Linked dashboards for breakdowns by manufacturer, category, time range, and country.

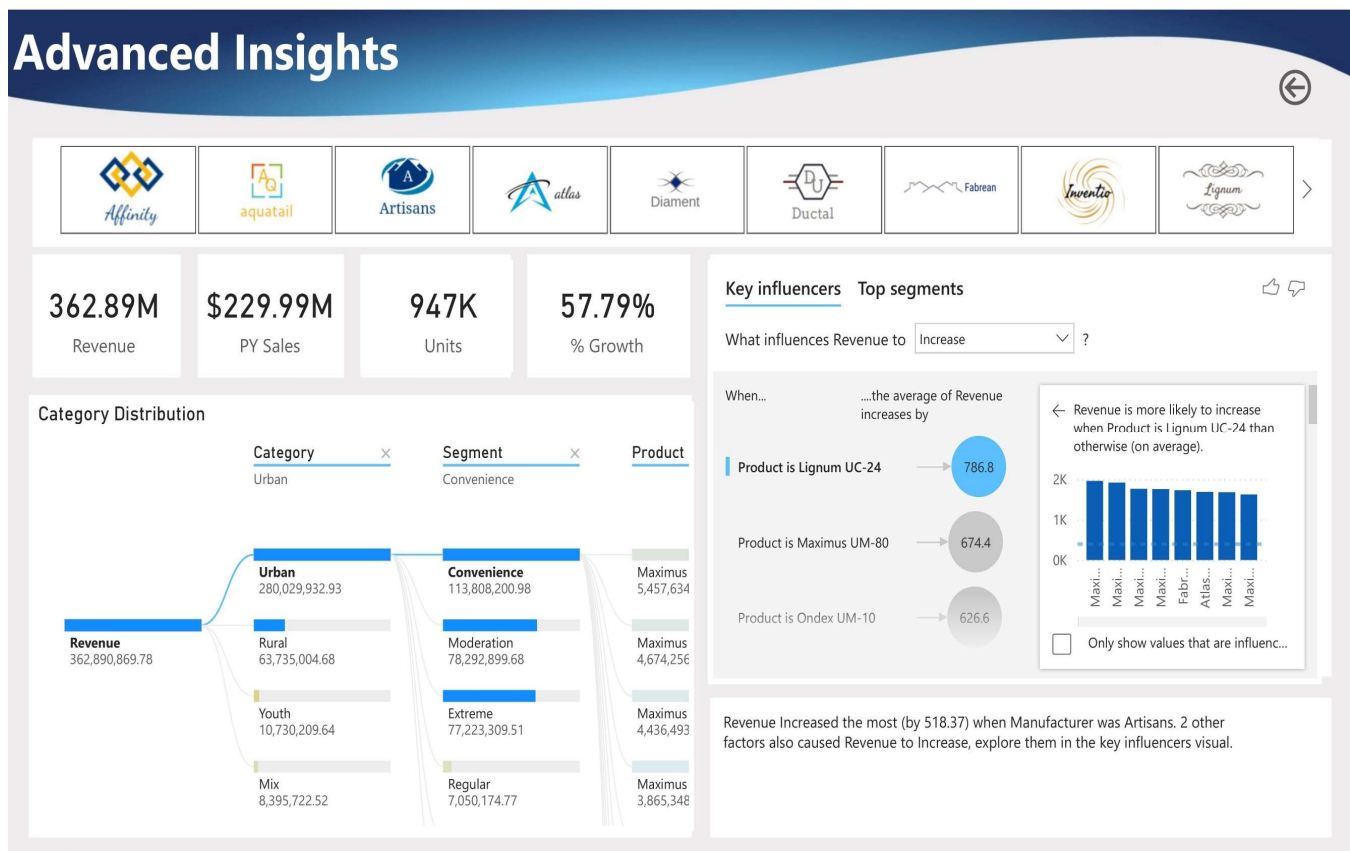
Key Dashboard Components & Insights

- Competitor Sales Analysis Dashboard



- Total Revenue: \$43.12M
- Sintec Market Share: 19.63%
- Growth: 65.20% increase compared to previous period
- Category Performance: Urban products contributed the most revenue (79.3%) and saw strong growth (67.76%).
- Geographic Focus: The USA is the leading country for Sintec's sales, significantly outperforming other markets.

2. Advanced Insights Dashboard



- Top-Line Metrics: \$362.89M revenue, 57.79% growth, 947K units sold.
- Category Tree Analysis: Urban and Convenience categories dominate both in sales and growth rates.
- Key Influencers:
 - Products such as Lignum UC-24 and Maximus UM-80 are linked to greater average revenues.
 - The manufacturer "Artisans" is a positive driver of total revenue.
- Strategic Takeaway: Concentrate investment and development on high-performing products and segments—especially in Urban, Convenience, and Extreme categories.

Technical Implementation

- Calculated advanced KPIs, segmented categories, and measured year-over-year growth with DAX.
- Applied Power BI Key Influencers and tree visuals to reveal revenue root-causes and drivers.
- Enabled seamless filtering and navigation for business users.

Recommendations

- Prioritize investment in top product categories and performing segments (Urban, Convenience, Extreme).
- Further leverage proven market strength in the USA for growth.
- Use influencer insights to guide product development and marketing strategy.

Conclusion

The Competitor Sales Analysis dashboard demonstrates the application of modern business intelligence for clear competitive benchmarking and actionable strategy. By bringing together robust data modeling and AI-powered analytics, it delivers clear and impactful executive insights for sales strategy and growth planning.