📊Sales Performance Analysis – Power BI Dashboard

🔍Project Overview

This project is a **Sales Performance Analysis Dashboard** built using **Microsoft Power BI**. The main goal of this project is to analyze sales data and provide **clear, interactive, and meaningful business insights** for decision-making.

The dashboard is designed in a **professional business style** and focuses on: - Sales trends - Profit analysis - Regional performance - Product and category contribution - Sales person performance

This project is suitable for: - Data Analyst portfolio - Power BI practice project - Business analytics demonstration

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🛠️Tools & Technologies Used

- **Microsoft Power BI** – Data modeling, DAX, and dashboard creation
- **Power Query** – Data cleaning and transformation
- **DAX (Data Analysis Expressions)** – Measures and calculated columns
- **Microsoft Excel / CSV** – Data source
- **GitHub** – Project hosting and version control

📁Dataset Description

The dataset contains sales transaction data with the following key fields:

- **OrderID** – Unique order identifier
- **OrderDate** – Date of order
- **Region** – Sales region (East, West, North, South)
- **State** – State name
- **City** – City name
- **Customer Name** – Customer details
- **Product Category** – Electronics, Office Supplies, Furniture
- **Product** – Product name
- **Sales Amount** – Total sales value
- **Quantity** – Number of items sold
- **Profit** – Profit earned
- **Sales Person** – Sales executive name

🧮Data Modeling & Measures

The data model is built using a **single fact table (SalesData)** with calculated measures.

Key DAX Measures Used:

- **Total Sales**
- **Total Quantity**
- **Total Profit**
- **Average Sales per Order**
- **Profit Margin %**
- **Cumulative Sales**
- **Monthly Sales**
- **Sales Rank (Sales Person Ranking)**

These measures help convert raw data into actionable insights.

📊Dashboard Pages & Features

🕰️Page 1: Executive Summary

This page provides a **high-level overview** of overall sales performance.

Key KPIs:

- **Average Sales per Order**
- **Total Quantity Sold**
- **Profit Margin Percentage**

Visuals Included:

- Regional Profit Distribution (Map)
- Top Performing Cities (Bar Chart)
- Best Selling Products (Horizontal Bar Chart)
- Category-wise Profit Contribution (Donut Chart)
- Sales Person Performance Summary (Table with Ranking)

This page helps management quickly understand **where the business stands**.

🕰️Page 2: Detailed Insights

This page focuses on **deep analysis and trends**.

Visuals Included:

- Monthly Sales & Profit Trend (Column + Line Chart)
- Regional Sales vs Profit Margin (Combo Chart)
- Daily Profit Fluctuation (Line Chart)
- Quantity Distribution by Product Category (Bar Chart)
- City-wise Sales Volume (Bar Chart)

This page helps identify: - Growth and decline patterns - Region-wise efficiency - Daily profit volatility - Product demand behavior

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💎Filters & Interactivity

The dashboard includes interactive slicers for: - **Sales Person** - **Order Date**

These slicers allow users to dynamically filter the report and analyze data from different perspectives.

📈Business Insights Generated

- Identified **top-performing cities and regions**
- Analyzed **best-selling products**
- Measured **profitability by category**
- Ranked **sales persons based on performance**
- Tracked **monthly and daily profit trends**

🕑Key Learnings

Through this project, I learned: - Professional dashboard layout design - Writing optimized DAX measures - Using slicers for interactive analysis - Business-focused data storytelling - Converting raw data into insights

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🗜️How to Use This Project

1. Download the Power BI (.pbix) file
2. Open it using **Microsoft Power BI Desktop**
3. Explore different dashboard pages
4. Use slicers to filter data
5. Analyze insights visually

📌Future Improvements

- Add Year-over-Year (YoY) comparison
- Include forecasting using time series
- Integrate Python visuals for advanced analysis
- Add drill-through pages

💻Author

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🕐Acknowledgment

This project is created for learning, practice, and portfolio demonstration purposes.

If you like this project, feel free to 🕐star the repository and share your feedback!