

# Sales Performance Analysis Dashboard

## End-to-End Data Analytics Project

This project analyzes company sales data to uncover critical business insights and support data-driven decision-making, leveraging a powerful suite of analytics tools.



### KPI Monitoring

### Product Performance Analysis

### Category & Regional Sales

### Customer Behavior

### Monthly Sales Trends

#### Filter Panel

##### Region

East

North

South

West

##### Category

Electronics

Furniture

Office Supplies



#### Sales Performance Analysis Dashboard

1.92M

Total Sales

966

Total Quantity

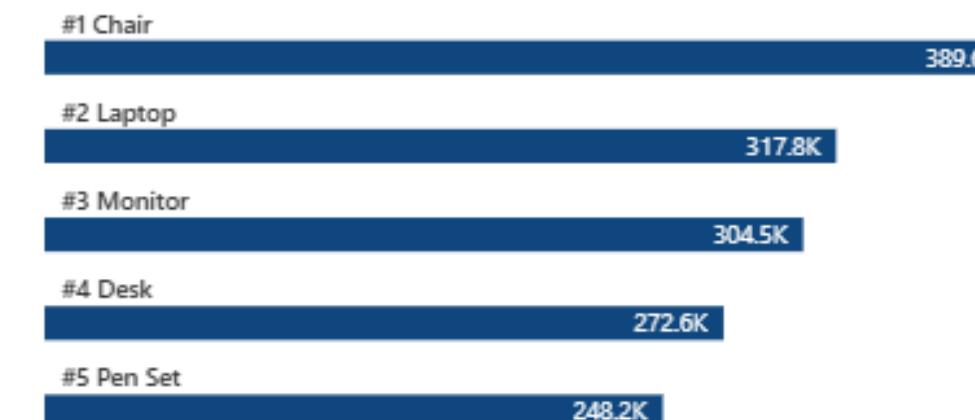
200

Order Count

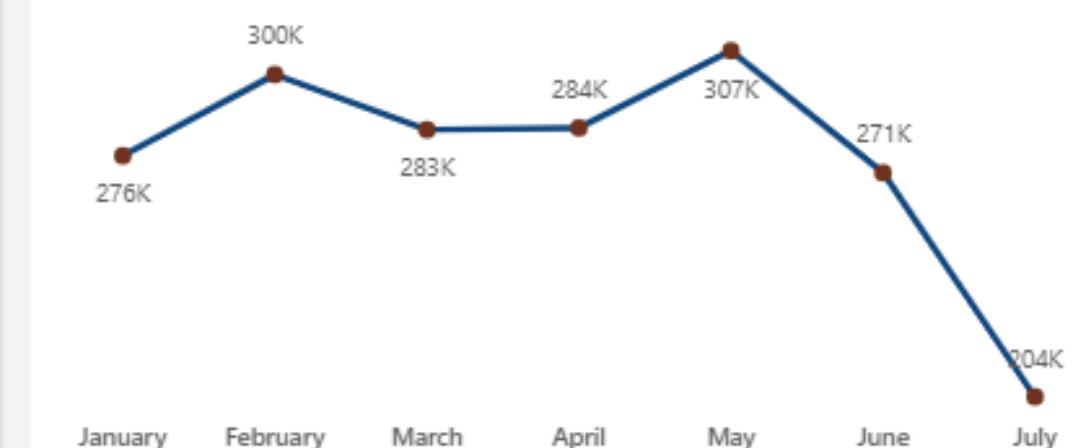
9.62K

Avg Sales per Order

##### Top 5 Products by Sales



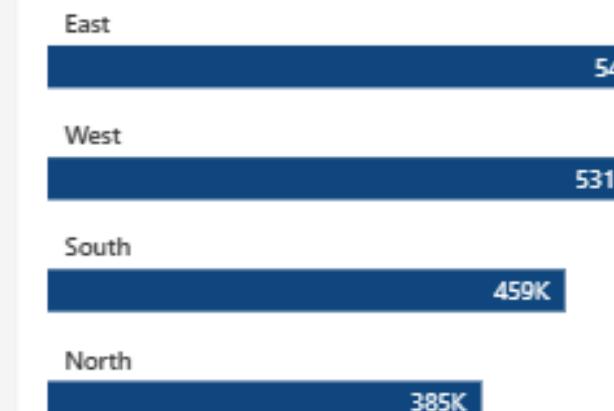
##### Monthly Sales Trend



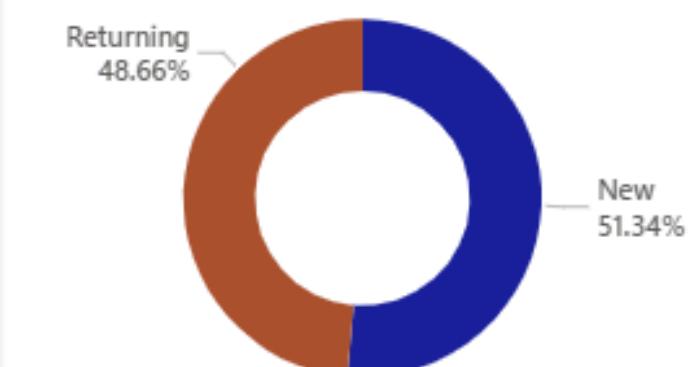
##### Sales by Category



##### Sales by Region



##### Customer Type Comparison



# Key Business Insights

This project reveals key sales strengths and growth opportunities.

## Overall Business Performance

The company generated ₹1.92M sales from 200 orders, with an average order value of ₹9.62K, showing strong overall revenue and high-value purchases.

## Product Performance

Chair is the highest revenue-generating product, followed by Laptop and Monitor, showing major revenue comes from limited key products.

## Category Performance

Electronics is the top revenue-generating category, while Office Supplies and Furniture provide steady supporting sales.

## Regional Performance

East region contributes the highest sales, whereas North region records the lowest performance.

## Sales Trend Analysis

Sales increased steadily from January to May and declined in July, indicating possible seasonal impact.

## Customer Behavior Insights

Sales contribution from new and returning customers is almost equal, showing balanced acquisition and retention.

# Business Recommendations

Based on our findings, we propose strategic recommendations designed to optimize sales, enhance customer engagement, and drive sustained business growth.

## Product Strategy

Increase marketing and inventory focus on high-performing products such as Chair, Laptop, and Monitor.

Consider bundle offers combining top-selling products with lower-performing items to improve overall category performance.

## Category Growth Strategies

Continue strong promotional investment in the Electronics category to maximize revenue growth.

Introduce cross-selling opportunities between Electronics and Office Supplies to increase average order value.

## Regional Growth Strategy

Analyze sales, marketing, and distribution strategies in the North region to identify improvement opportunities.

Replicate successful sales strategies from the East region in lower-performing regions.

## Seasonal Sales Strategy

Investigate the cause of declining sales trends after May.

Plan targeted promotional campaigns and discounts during historically slow-performing months.

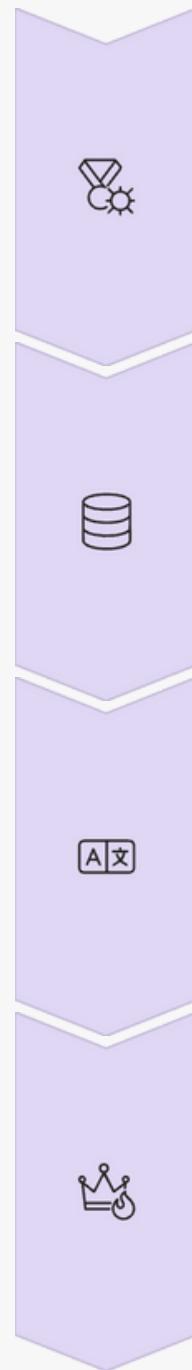
## Customer Retention Strategies

Develop loyalty programs and personalized promotions to increase repeat customer purchases.

Analyze purchasing patterns of returning customers to strengthen retention strategies.

# End-to-End Analytics Workflow

This project demonstrates how multiple analytics tools work together to transform raw sales data into business insights.



## Excel: Data Preparation

- Cleaned raw sales data
- Handled missing and inconsistent values
- Created calculated columns
- Prepared dataset for analysis

## SQL: Business Analysis

- Calculated KPIs and revenue metrics
- Performed category and regional sales analysis
- Identified top-performing products
- Compared customer segments

## Python: Exploratory Analysis

- Performed statistical data summary
- Analyzed monthly sales trends
- Filtered high-value transactions
- Created analytical visualizations

## Power BI: Dashboard & Storytelling

- Built interactive business dashboard
- Designed KPI cards and performance charts
- Created insights and recommendation pages
- Enabled interactive filters for exploration

**Raw Data → Insights → Business Decisions**



# Tools & Skills Used in This Project

This project demonstrates proficiency across a comprehensive suite of data analytics tools and key analytical skills.



## Excel

- Data cleaning
- Data transformation
- Lookup and calculated columns
- Dataset preparation



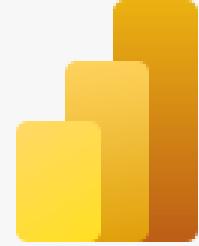
## MySQL

- Data aggregation
- KPI calculation
- Business query writing
- Performance analysis



## Python (Pandas, Matplotlib)

- Exploratory data analysis
- Data filtering and transformation
- Trend visualization
- Statistical analysis



## Power BI

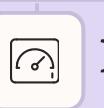
- Dashboard development
- Data modeling
- KPI visualization
- Business storytelling

# Skills Demonstrated

End-to-End Data Analytics



Business Insight Generation



Dashboard Storytelling



Multi-Tool Integration

Project files and code available on GitHub (Link in comments)