

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.



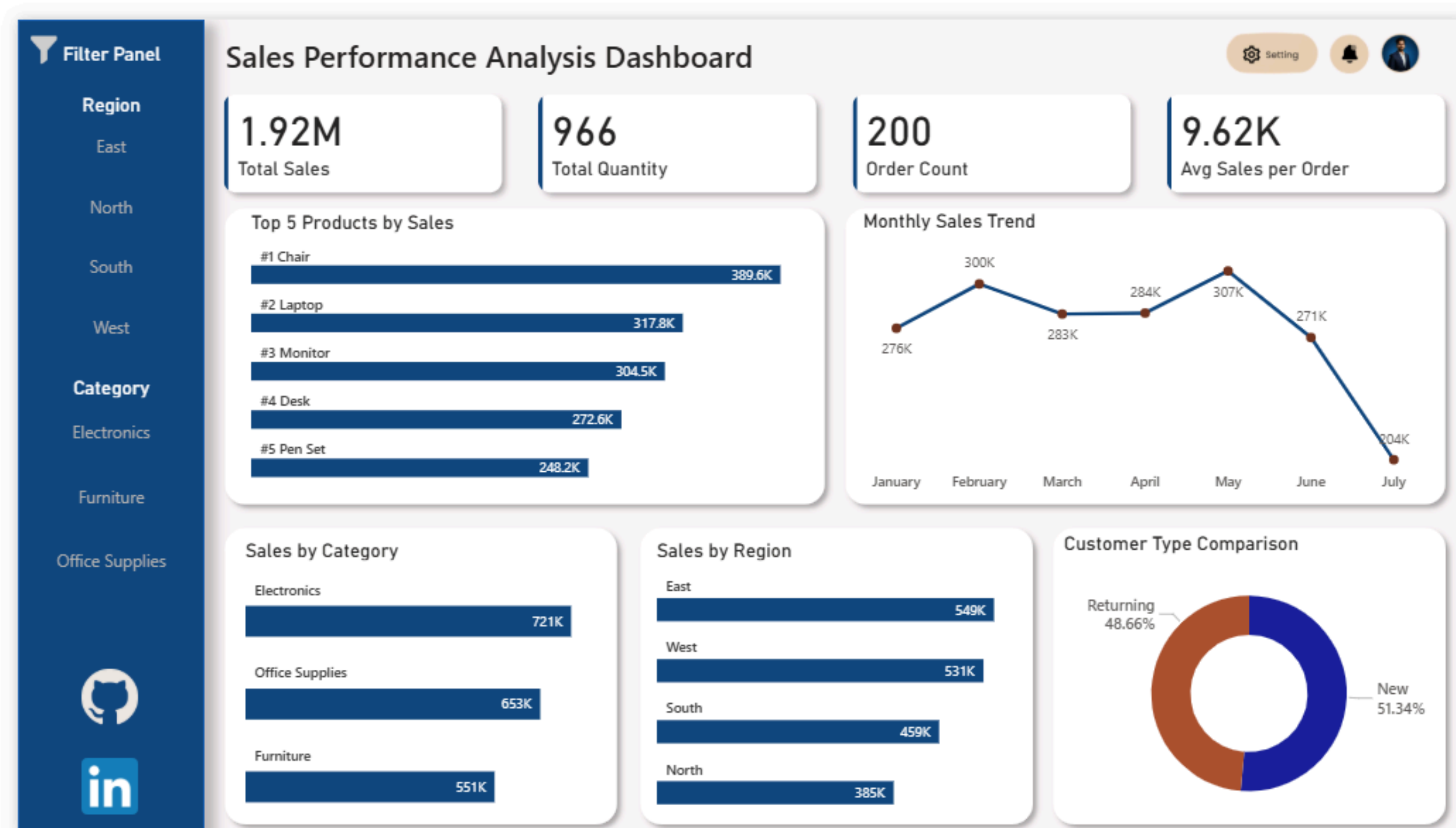
KPI Monitoring

Product Performance Analysis

Category & Regional Sales

Customer Behavior

Monthly Sales Trends



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.



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)