

Power BI Mini Projects

Sales Analytics Dashboard

Description

This project focuses on building a Power BI dashboard to analyze the sales dataset of a company, providing a comprehensive view of key metrics and trends. By harnessing the power of data visualization, the dashboard aims to empower decision-makers to gain actionable insights, optimize sales strategies, and enhance overall business performance.

Problem Statement

The company faces challenges in effectively analyzing and interpreting its sales data, resulting in potential inefficiencies in decision-making and sales strategies. There is a need to consolidate and visualize critical information related to orders, shipping, customers, and product details to identify patterns, optimize processes, and ultimately improve sales performance. The goal is to address these challenges through the development of an insightful Power BI dashboard.

Objective

The primary objective of this project is to create a dynamic and interactive Power BI dashboard that enables stakeholders to:

- 1. Gain Overview:** Obtain a quick overview of key sales metrics, such as total sales, average unit price, and total unit cost.
- 2. Analyze Sales Trends:** Visualize sales trends over time using line charts or time series visuals to identify peak sales periods and potential seasonality.
- 3. Customer Insights:** Explore customer-related metrics, such as the number of orders per customer and total sales per customer, to identify high-value customers.
- 4. Channel Analysis:** Analyze sales performance across different channels (e.g., online, offline) to identify the most effective sales channels.
- 5. Currency Impact:** Understand the impact of currency fluctuations on sales by visualizing sales data in different currencies.
- 6. Warehouse Efficiency:** Evaluate warehouse performance by analyzing order fulfillment times, shipping delays, and overall order processing efficiency.

7. Product Performance: Assess the performance of individual products through visuals such as bar charts or heatmaps, identifying top-selling products and potential inventory management opportunities.

8. Cost and Profitability: Visualize the relationship between unit price, total unit cost, and profit margins to optimize pricing strategies.

9. Regional Analysis: Explore sales patterns across different delivery regions to tailor marketing and sales efforts based on regional demand.

Data Fields:

- Order Number
- Order Date
- Shipping Date
- Customer Name Index
- Channel
- Currency Code
- Warehouse Code
- Delivery Region Index
- Product Description Index
- Product Quantity
- Unit Price
- Total Unit Cost

Dataset:

https://docs.google.com/spreadsheets/d/1vj_DSY2BWLwazhNU_62xl0CT3z1_RM0B/edit?usp=drive_link&ouid=106071436383892307069&rtpof=true&sd=true