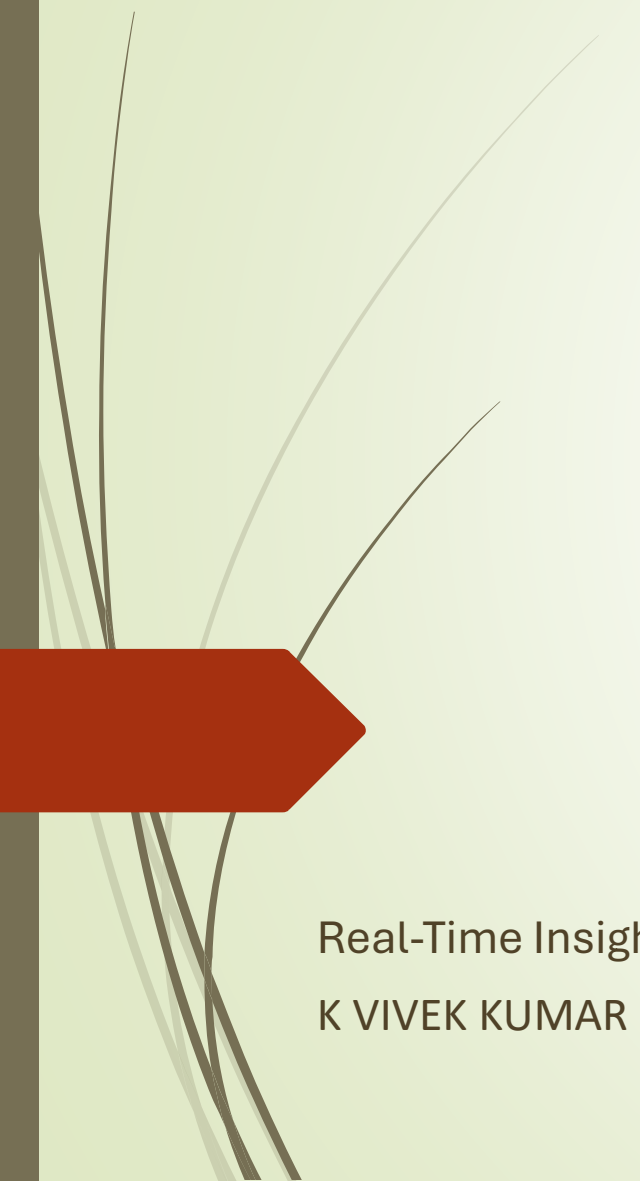


Sales Performance Data Analysis



Real-Time Insights from Power BI Dashboard

K VIVEK KUMAR



Overview of Sales Data

- **Key Metrics :**

- Total revenue.
- Product Sales.
- Regional Performance.

- **Features of Power BI :**

- Real – time updates, drill – downs for deeper insights.

- **Visuals :**

- Screenshot of Power BI dashboard showing the overall sales performance.

Total Revenue Overview

1.76M
Total Revenue

► Performance :

► Previous Quarter : 24.67%

► Previous Year : 33.03%

► Growth :

► Revenue Growth by 12%



Brand Sales Analysis

➤ Top Profitable Brands

Hermanos

Tell Tale

Ebony

Tri-State

High Top

Nationeel

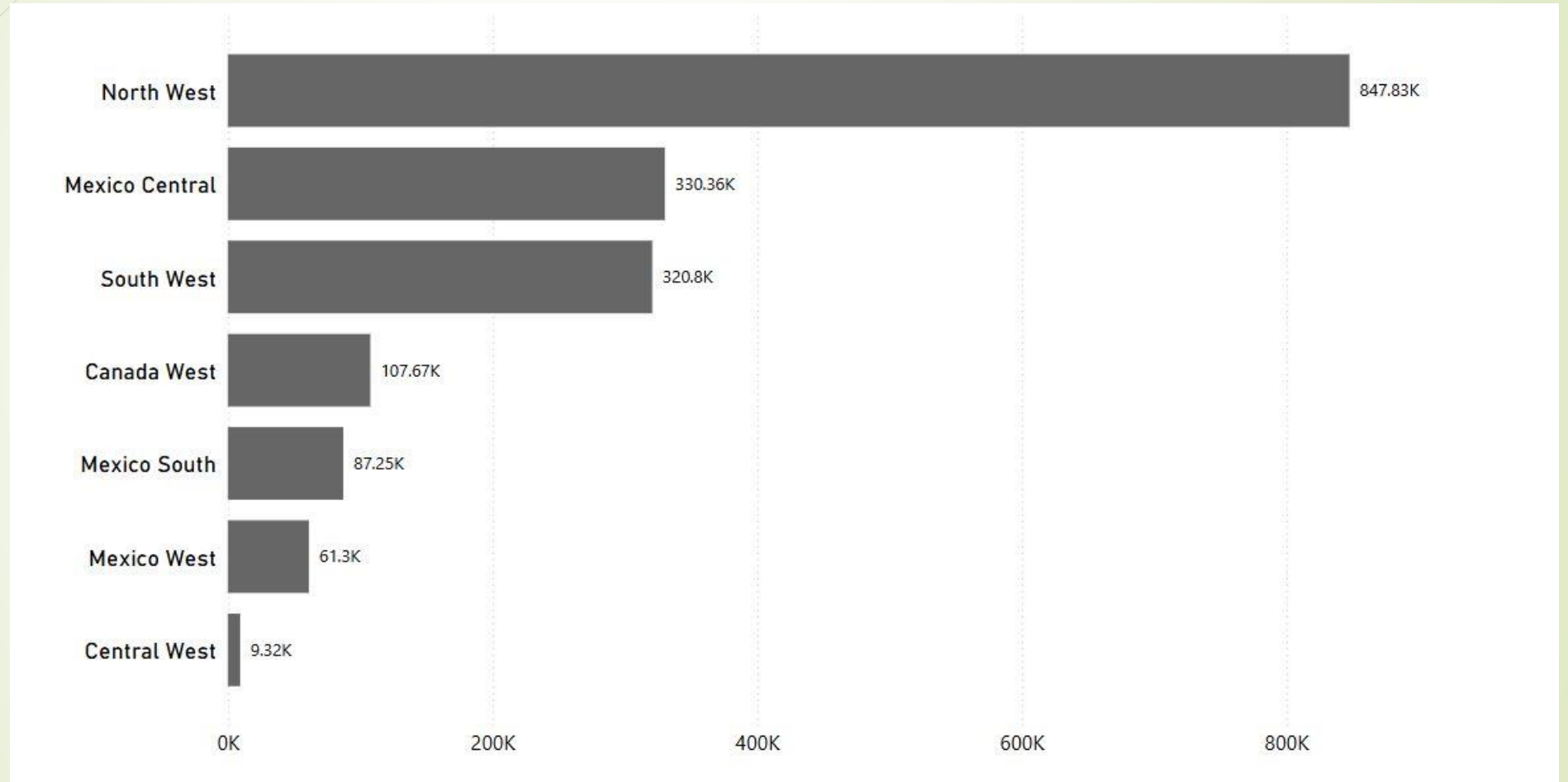
Best Choice

Horatio

Fast

High Quality

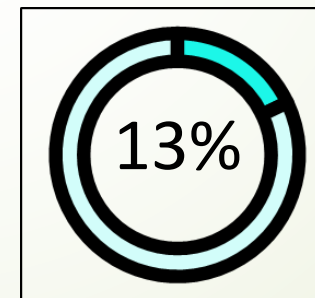
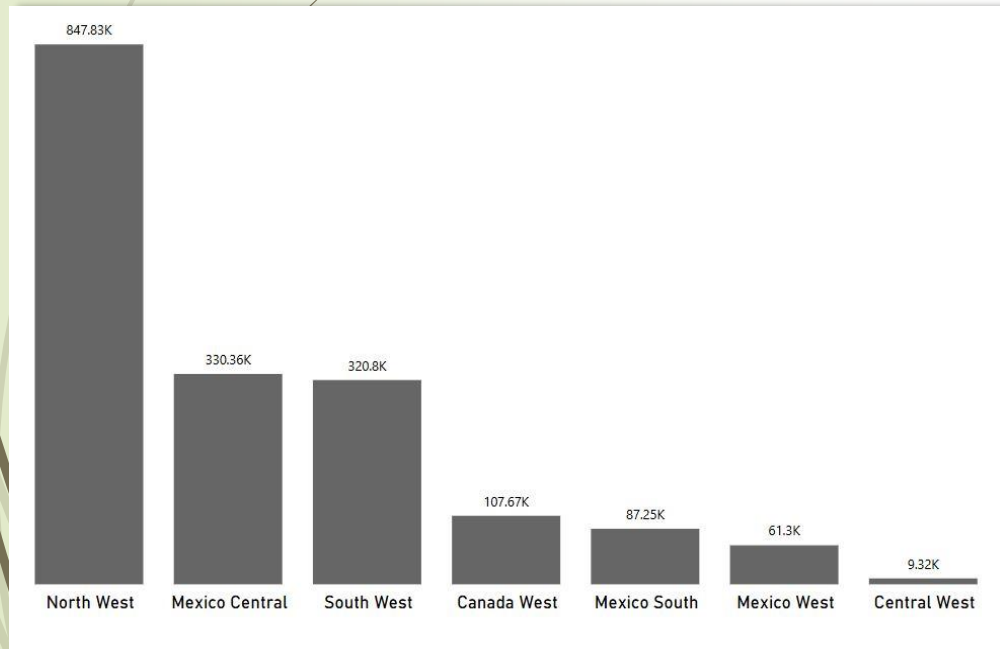
Regional Sales Analysis



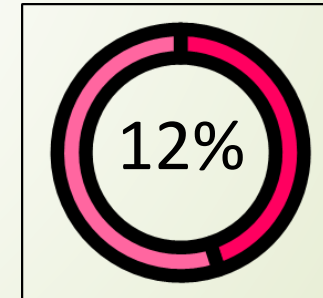
Revenue

\$1.76M

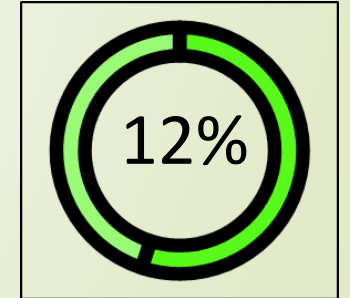
The analysis evaluates sales through total revenue, product performance, and regional insights to identify trends and top performers. The goal is to optimize strategies for improved profitability and customer satisfaction.



Total Returns



Total Revenue



Total Profit

Sale Performance Data Analysis

Revenue vs Prev. month

120.16K✓
Goal: 113.79K (+5.6%)

Profit vs Prev. month

71.68K✓
Goal: 67.87K (+5.61%)

Returns vs Prev. month

496✓
Goal: 563 (+11.9%)

Product Brand wise Data

Product_Brand	Trans	Qty Sold	Revenue	Profit
ADJ	198	620	1,711.20	1,178.0
Akron	356	1110	1,943.02	1,239.0
American	2384	7423	16,359.81	9,818.7
Amigo	326	1012	2,899.81	1,622.4
Applause	355	1114	2,862.52	1,520.2
Atomic	1345	4132	8,155.33	4,625.0
BBB Best	5254	16395	31,199.37	19,374.9
Best	714	2170	5,179.66	3,207.1
Best Choice	6000	18553	42,738.02	25,901.3
Better	4073	12451	21,577.40	13,192.6
Big City	355	1127	1,100.47	643.3
Big Time	5797	17959	39,344.18	23,710.2
Bird Call	3224	9944	19,141.16	11,343.2
Black Tie	374	1161	1,329.57	780.5
Blue Label	3665	11236	24,820.24	14,737.4
Blue Medal	808	2520	6,046.49	3,605.9
Booker	3454	10664	21,457.25	13,023.5
Bravo	3689	11401	27,659.06	16,321.5
Carlson	3724	11433	24,990.35	15,266.3
Carrington	5622	17126	36,065.67	21,467.5
CDR	4574	13962	30,506.50	18,007.9
Total	269720	833489	1,764,546.44	1,052,818.7

Region wise revenue



State wise Trans

