Budget Sales Analysis

INTRODUCTION

- **Purpose: Analyzing sales data and budget performance for AdventureWorks products.**
- **Tool Used: Power BI for data visualization and analysis.**

Details of the Data Set

- Dataset: AdventureWorks_Database
- Columns:
- ProductKey: Unique identifier for products.
- OrderDate: Date when the order was placed. •
  ShipDate: Date when the order was shipped.
- CustomerKey: Unique identifier for customers.
- PromotionKey: Key associated with promotional activities.
- SalesTerritoryKey: Key for sales territories.
- SalesOrderNumber: Unique order number.
- SalesOrderLineNumber: Line number of the order.

Details of the Data Set

- **OrderQuantity: Quantity of products ordered.**
- **UnitPrice: Price per unit.**
- **TotalProductCost: Total cost of the product.**
- **SalesAmount: Total sales amount.**
- **TaxAmt: Tax amount.**
- **StandardCost: Standard cost of the product.**
- **List Price: List price of the product.**
- **diff std cost: Difference between standard cost and sales amount.**
- **diff list price: Difference between list price and sales amount.**

Details of the Data Set
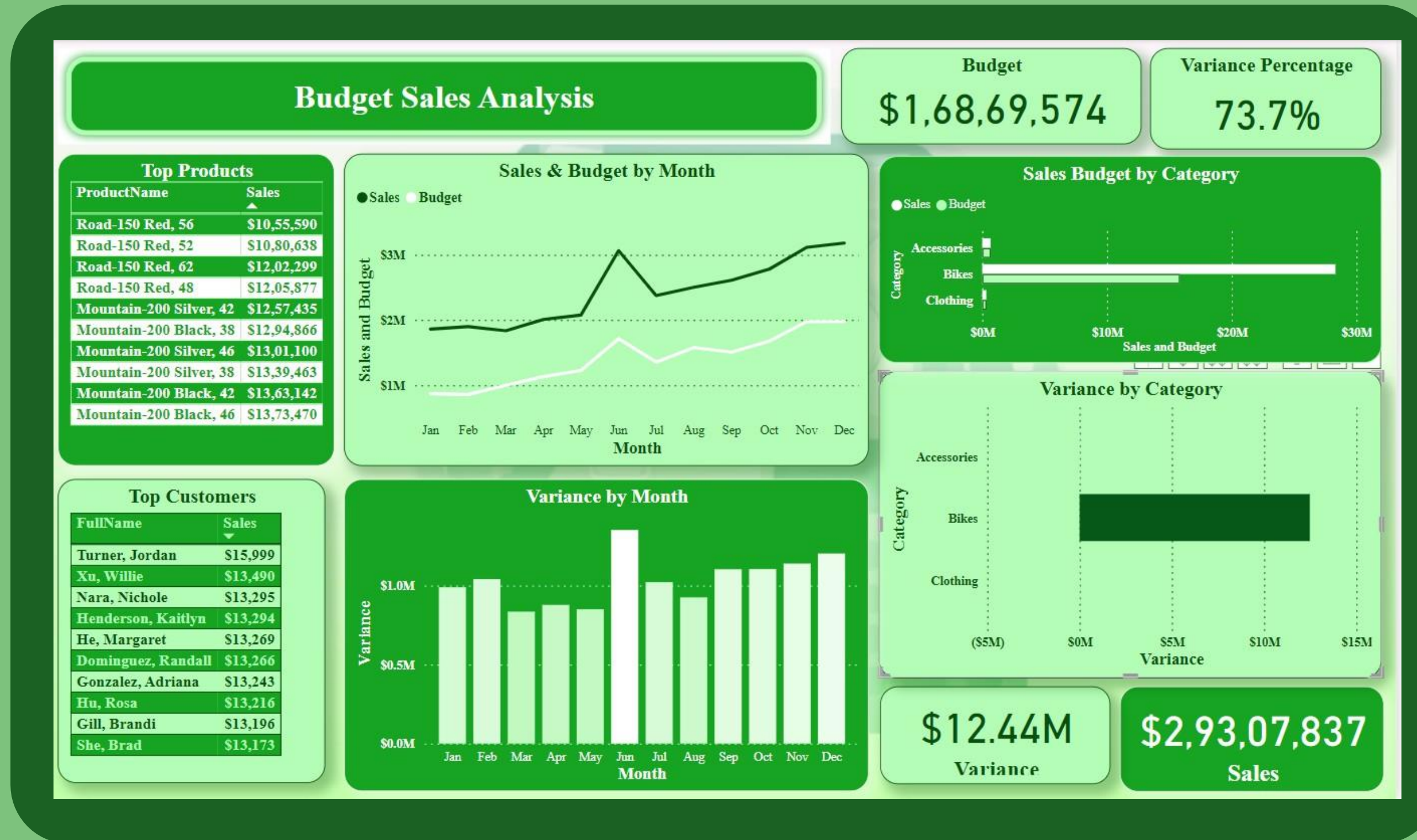
- **Dataset: Budget**
- **Columns:**
- **Category: Product category.**
- **Subcategory: Product subcategory.**
- **ProductName: Name of the product.**
- **Jan-Dec, 2016: Monthly sales figures for each product.**
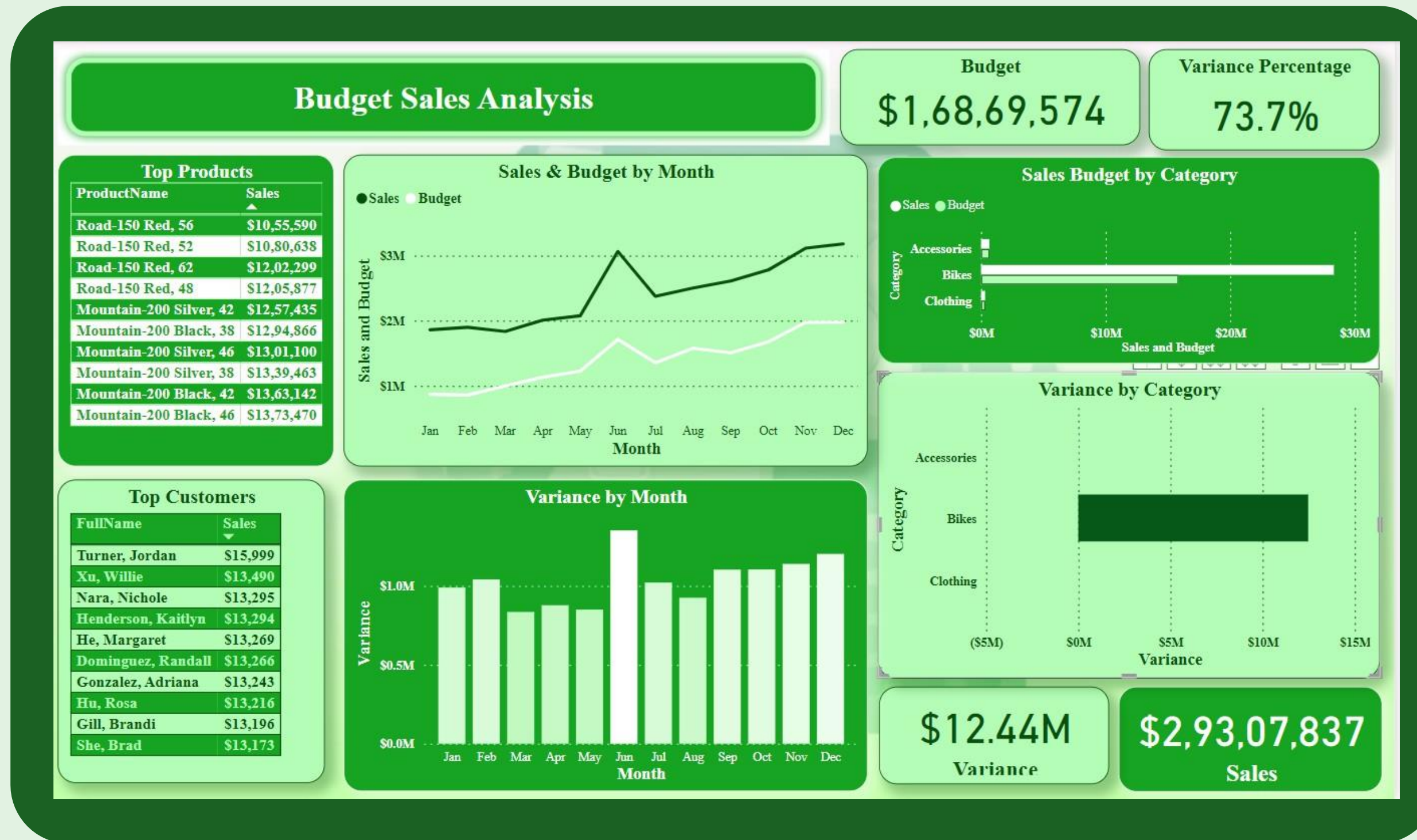
Main Key Performance Indicators (KPIs)

Key Metrics:

- Total Sales Revenue.

- Profit Margins.

- Sales Trends by Category and Subcategory.

- Budget vs. Actual Sales.

Mock-Up Dashboard

Budget Sales Analysis

Budget
$1,68,69,574

Variance Percentage
73.7%

Top Products

ProductName	Sales
Road-150 Red, 56	$10,55,590
Road-150 Red, 52	$10,80,638
Road-150 Red, 62	$12,02,299
Road-150 Red, 48	$12,05,877
Mountain-200 Silver, 42	$12,57,435
Mountain-200 Black, 38	$12,94,866
Mountain-200 Silver, 46	$13,01,100
Mountain-200 Silver, 38	$13,39,463
Mountain-200 Black, 42	$13,63,142
Mountain-200 Black, 46	$13,73,470

Sales & Budget by Month

● Sales ○ Budget

Sales Budget by Category

● Sales ● Budget

Categories: Accessories, Bikes, Clothing

Top Customers

FullName	Sales
Turner, Jordan	$15,999
Xu, Willie	$13,490
Nara, Nichole	$13,295
Henderson, Kaitlyn	$13,294
He, Margaret	$13,269
Dominguez, Randall	$13,266
Gonzalez, Adriana	$13,243
Hu, Rosa	$13,216
Gill, Brandi	$13,196
She, Brad	$13,173

Variance by Month

Variance by Category

Categories: Accessories, Bikes, Clothing

$12.44M
Variance

$2,93,07,837
Sales

Dashboard Design

Thank You