AdventureWorks Sales Dashboard Report

Project Objective

The goal of this analysis is to explore AdventureWorks sales data to understand sales performance, payment methods usage, and customer source effectiveness. Power BI was used to design an interactive dashboard that visually represents key performance indicators (KPIs).

Key Performance Indicators (KPIs)

- Total Orders: 99K
- Total Sales: 147.8K
- Total Discount: 152.50

Sales by Payment Method

The analysis compared two payment methods:
- Credit Card: Generated higher sales exceeding 80K.
- PayPal: Came second with around 60K in sales.

This indicates that customers prefer credit card payments over PayPal.

Customer Analysis

Customers were segmented based on their source (Referral, Website, In-Store, and Email Campaign). The highest sales came from Email Campaign and In-Store customers, indicating the effectiveness of email marketing and direct sales points. For example, customer Evelyn from the Email Campaign achieved 10.4K in sales — the highest among all customers.

Summary

- Overall sales performance is strong with total sales reaching approximately 148K.
- Credit cards are the most used payment method.
- Email campaigns play a significant role in attracting high-value customers.

Tools Used

- Power BI Desktop for data analysis and dashboard design.
- AdventureWorks dataset as the data source.

Project Files on GitHub

- AdventureWorksSales.pbix – Power BI report file.
- Dashboard.png – Dashboard screenshot.
- AdventureWorks_Sales_Report.pdf – This analysis report.