

SALES ANALYSIS DASHBOARD

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Objectives of Project

The primary objective of the project, which consists of sales order records from an organization, is to provide comprehensive insights into various aspects of the company's sales performance and operations. This data is crucial for informed decision-making and strategic planning.

Introduction:

The dataset includes detailed information about sales transactions, including order dates, customer names, product details, sales amounts, profit margins, shipping modes, and regional data. By analyzing this data, the organization can achieve several key objectives:

1. **Sales Performance Analysis:**
 - Evaluate total sales and profits over time to identify trends and patterns.
 - Determine which products and categories contribute the most to sales and profit.
 - Identify top-performing sales regions and cities.
2. **Customer Insights:**
 - Analyze customer purchasing behavior to identify high-value customers.
 - Understand customer preferences by examining the most purchased products and categories.
3. **Operational Efficiency:**
 - Assess the impact of different shipping modes on sales and profit.
 - Monitor the distribution of sales by various shipping methods to optimize logistics.
4. **Discount and Profitability Analysis:**
 - Investigate the relationship between discount rates and profit margins.
 - Identify optimal discount strategies that maximize profitability.
5. **Product Performance:**
 - Identify top and bottom-performing products and categories to inform inventory and marketing strategies.
 - Analyze sub-category performance to uncover opportunities for product development or discontinuation.
6. **Regional and Market Analysis:**
 - Examine regional sales and profit data to identify market opportunities and challenges.
 - Use geographic data to support regional marketing and sales strategies.

TASK-1

1. Create a chart showing total sales for each customer.
2. Create a chart showing the total sales by month over the years.
3. Create a pie chart showing the distribution of sales by ship mode.
4. Showing the total profit for each region.
5. Create a bar chart showing total sales and total profit for each product category.
6. Showing total sales for each product sub-category.
7. Create a chart with dual axes showing sales and quantity sold by order date.
8. Showing the top 10 products by total sales.
9. Create a map visualization showing total sales for each city.
10. Create a scatter plot showing the relationship between discount and profit.

TASK-2

1. Total Sales Calculation
2. Total Profit Calculation
3. Sales by Customer Calculation
4. Average Discount Calculation
5. Total Quantity Calculation
6. Profit Margin Calculation
7. Sales by Product Category Calculation
8. Top 5 Customers by Sales Calculation
9. Year-over-Year Sales Growth Calculation
10. Total Sales for Each Ship Mode Calculation

TASK-3

1. Create a chart showing average sales for each customer.
2. Create a chart showing cumulative sales over time.
3. Create a chart showing sales by year and category.
4. Create a Visual showing the top 5 products by profit.
5. Create a visual Showing average profit by product sub-category.
6. Create a Line chart showing monthly sales trend for top 5 customers.
7. Create a chart showing sales contribution by region.
8. Create a chart showing total profit by month.
9. Create a chart showing average quantity sold by product category.
10. Create a Column chart showing sales by customer segment.

TASK-4

1. Use Power Query to filter orders with Order Date in 2019.
 - a. Showing total sales for filtered orders.

 2. Add a column in Power Query for sales tax (10% of Sales).
 - a. Create a chart showing total sales tax by product category.

 3. Remove duplicate orders based on Order ID in Power Query.
 - a. Create a chart showing total sales before and after removing duplicates.

 4. Split Customer Name into First Name and Last Name in Power Query.
 - a. Create chart showing total sales by first name.

 5. Group orders by year in Power Query and calculate average sales.
 - a. Create a Line chart showing average sales by year.

 6. Create a custom column in Power Query for sales category (e.g., "High" for Sales > 100, "Low" otherwise).
 - a. Create a Pie chart showing the distribution of sales categories.

 7. Create a Line chart showing running total of sales over time.
 8. Filter orders with a discount greater than 0 in Power Query.
 9. Create a chart showing total sales for orders with and without discounts.
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After Completion of the projects you have to Create one Docx file in that you have to Make Report of above Projects and include some Key Factors like

1. Introduction
2. Methodology
3. Requirement Analysis
4. Other Parameters depending upon the Projects
5. All Visualization like All Charts which is there in the Dashboards
6. Insights from the Charts as well as Dashboards
7. Conclusion

After creating the Reports for above project upload that docx file or pdf file in Assignment links

Submission Guidelines

Format: PowerPoint or PDF

Length: 1-20 slides.

Sections: Introduction, Key Findings, Actionable, Methodologies , Approaches, Insights, Conclusions

Tools and Technologies :

POWER BI O/R TABLEAU

Deadline:

Submit your report and presentation within 21 Days from the day you will start.