**ElectroHub Sales Analysis**

**Project Overview**

This project provides a comprehensive dashboard for analyzing sales data from **Electrohub**. The goal is to offer key insights into sales performance, customer behavior, and product trends, enabling data-driven decisions. The dashboards visualize key metrics such as total sales, sales by country and region, top customers, and top-selling products.

**Dashboards**

The following dashboards are included in this project, each providing a different perspective on the sales data:

* **Sales Dashboard**: This dashboard provides a high-level overview of sales performance. It includes visualizations for:
  + **Total Sales**: A card showing the overall sales value.
  + **Total Profit**: A card showing the overall profit generated.
  + **Sales by Country/Region**: A map visualization highlighting sales distribution across different cities.
  + **Sales by Month**: A line chart showing sales trends over time.
  + **Sales by Customer Segment**: A bar chart or treemap showing sales contribution from different customer segments.
* **Profitability Dashboard**: This dashboard focuses on the profit metrics.
  + **Total Profit**: A card showing the total profit.
  + **Profit by Product Category**: A bar chart showing the profitability of different product categories.
  + **Profit by Customer**: A bar chart identifying the most profitable customers.
* **Customer & Product Analysis Dashboard**: This dashboard provides insights into customer behavior and product performance.
  + **Top Customers**: A table or list showing the top 10 customers based on their sales.
  + **Top Selling Products**: A bar chart or table identifying the most popular products by sales quantity or value.
  + **Product-wise Sales & Profit**: A detailed view of sales and profit for individual products.

**Data Source**

The dashboards are built using a prepared dataset. The following key columns are used:

* **Order Date**: Date of the sales order.
* **Customer ID**: Unique identifier for each customer.
* **Country, Region**: Geographic information for the sales.
* **Product Category, Product Sub-Category**: Categorization of products.
* **Sales**: Total sales value for an order.
* **Profit**: Total profit for an order.
* **Discount**: Discount applied to the order.
* **Promotion Name**: The name of the promotion applied.

**Requirements**

To view and interact with these dashboards, you will need:

* **Power BI Desktop**: The dashboards were created in Power BI. You need this application to open the .pbix file.
* **Access to the dataset**: The data source is included with the project. Ensure the file path is correctly configured within the Power BI file if the data is not embedded.