



Milestone-2

**Title: Data Analysis and Insights for Strategic
Decision-Making**

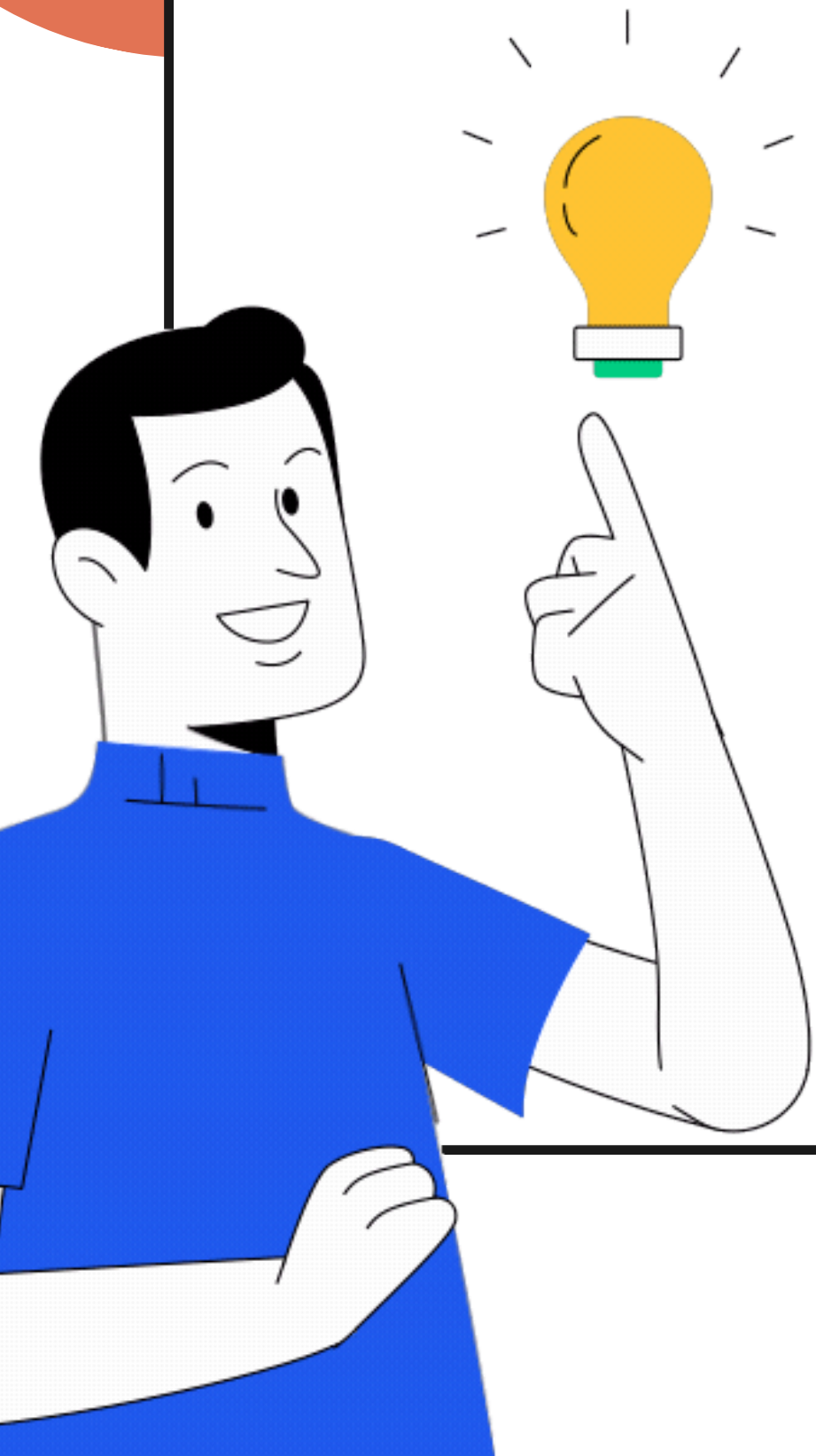
SALES PERFORMANCE DASHBOARD PROJECT

**Team Name : Trend Trackers
Batch -2**

TABLE OF CONTENTS

- 1 Introduction
- 2 Project Objective
- 3 Milestone
- 4 Dashboard Overview
- 5 Dax formulas
- 6 Conclusion



A cartoon illustration of a man with dark hair, wearing a blue t-shirt, pointing his right index finger upwards towards a glowing yellow lightbulb. The lightbulb has several short lines radiating from it to indicate it is lit. The background of the slide features a white central area with a black border, and is decorated with large orange and blue circles on the left and right sides, and a blue circle at the top center. In the top right corner of the white area, there are three small colored circles (yellow, orange, blue) and a horizontal line.

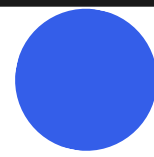
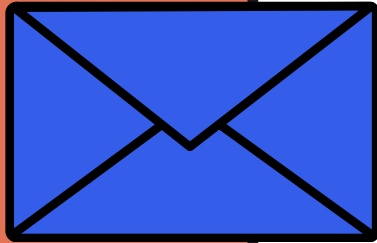
INTRODUCTION

About the Project:

This Sales Performance Dashboard is designed to analyze sales trends, customer behavior, and profitability. Built using Power BI, the frontend consists of interactive visualizations and insights, while the backend involves data transformation and DAX calculations.

Project Plan:

A Dashboard that provides actionable insights on sales metrics like order value and profit margin, helping identify top products, customer preferences, seasonal trends, and customer segments for data-driven decision-making and improved profitability.



PROJECT OBJECTIVE

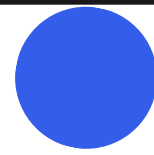
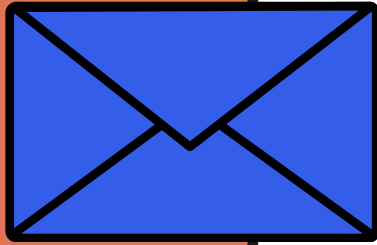
Features and Tools Used:

- **DAX Formulas:** Calculations for metrics like Average Order Value, Total Sales, and Profit Margin.
- **Charts and Visuals:** Bar charts, line graphs, and pie charts for clear data visualization.
- **Insights Delivered:** Customer segmentation, category performance, shipping preferences, and seasonal sales trends.

Proposal Outcome:

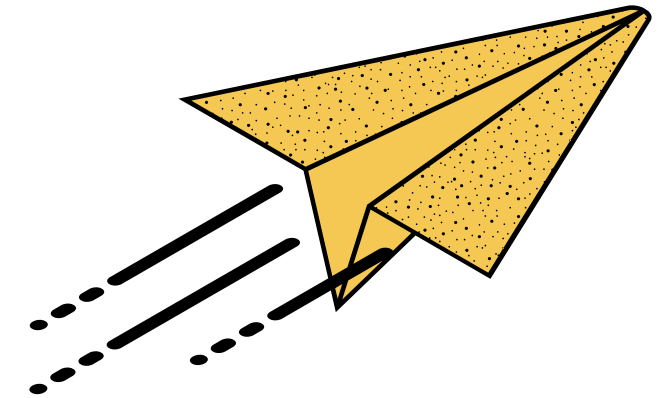
- Our dashboard provides a holistic view of sales metrics, helping to make informed business decisions and improve profitability.





MILESTONES

- **Data Collection and Transformation:** Gathered and cleaned data for accurate insights.
- **DAX Calculations:** Applied formulas for critical metrics like sales growth, profit year-to-date, and discount levels.
- **Visualization Setup:** Created charts and graphs to represent data insights.
- **Insight Analysis:** Generated actionable insights on customer behavior, product performance, and more.
- **Finalization:** Refined dashboard for clarity and usability, ensuring it addresses business needs.



DASHBOARD OVERVIEW



Average Order Value by Order Date

1.88K

The Average Order Value of 1.88K shows how much, on average, each order contributes to sales, helping us understand customer spending patterns.

252.12K

total sales

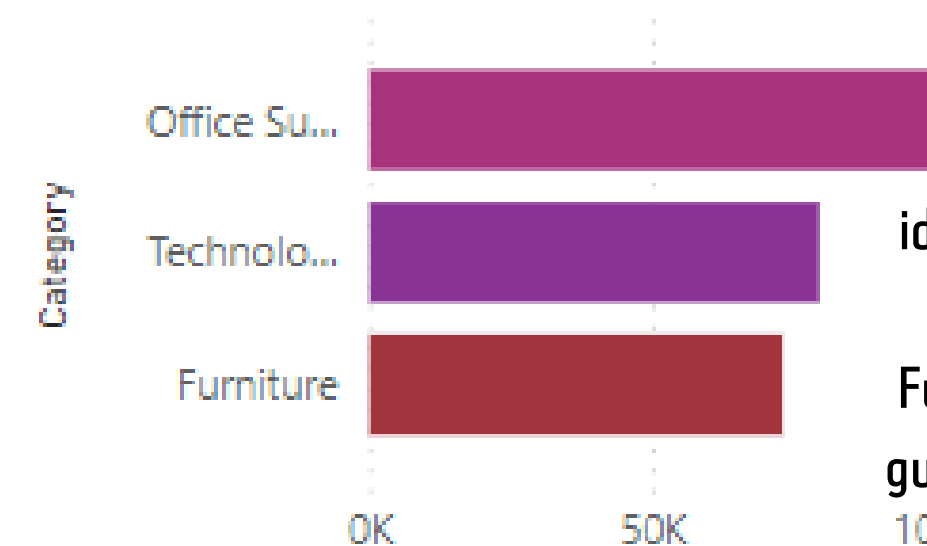
The Total Sales of 252.12K provides an overall view of revenue, helping us track business growth and assess sales performance.

10.53

Profit_Margin

The 10.53% profit margin helps indicate the percentage of revenue left as profit after covering costs, highlighting business efficiency and profitability.

Sales by Category

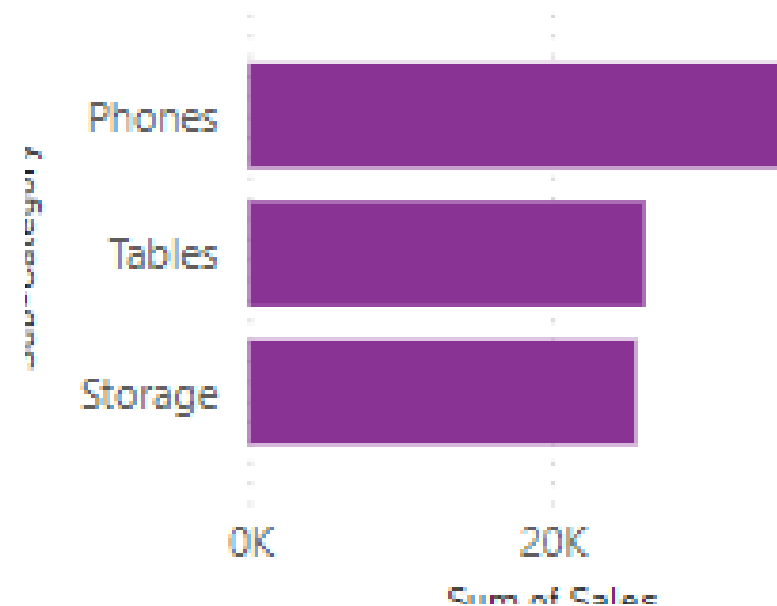


The Sales by Category chart helps identify which product categories, like Office Supplies, Technology, and Furniture, contribute most to revenue, guiding inventory and marketing focus..

DASHBOARD OVERVIEW

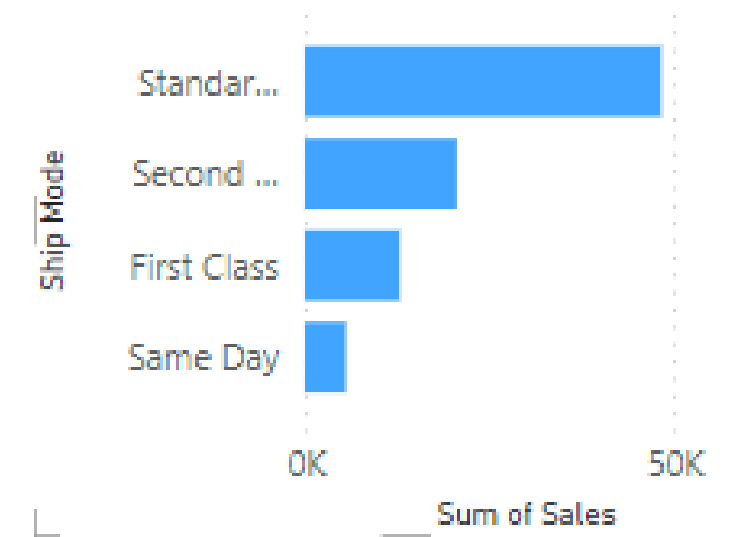


Sales by SubCategory



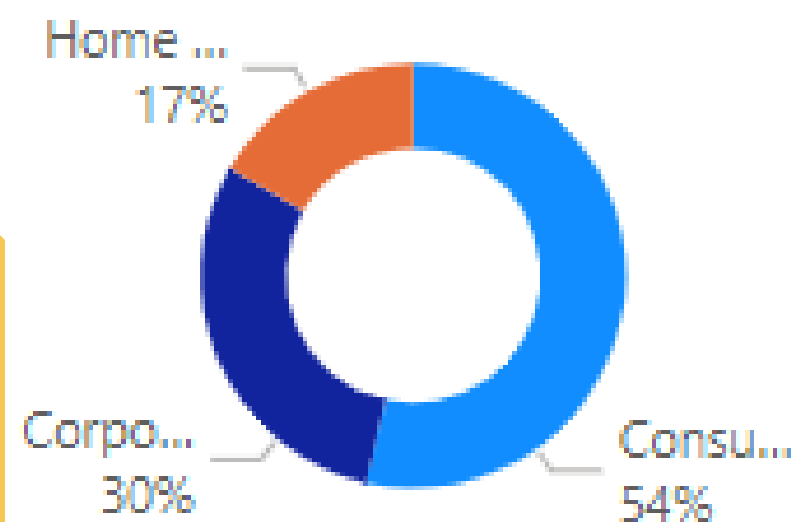
The Sales by SubCategory chart highlights top-selling subcategories like Phones and Tables, helping us focus on popular products to drive sales growth.

Sales by Ship Mode



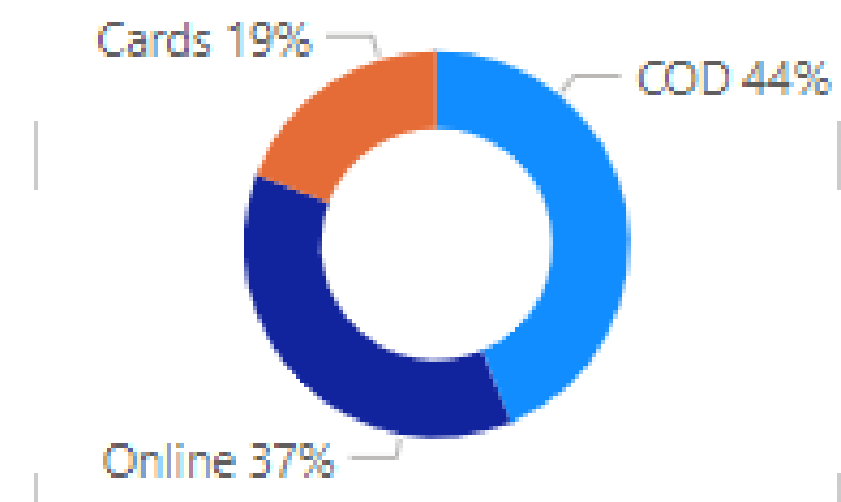
The Sales by Ship Mode chart helps us focus on popular shipping options, like Standard, for efficient logistics.

Sales by Segment



The chart shows that the Consumer segment generates the highest sales at 54%.

Sales by Payment Mode



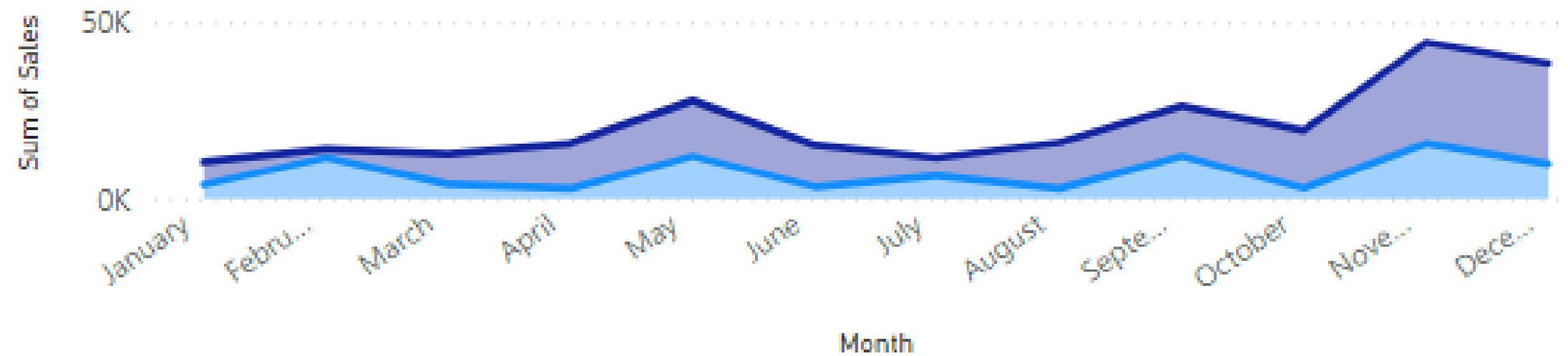
The chart highlights that Cash on Delivery (COD) is the most preferred payment mode, accounting for 44% of sales.

DASHBOARD OVERVIEW



Sales by Month and Year

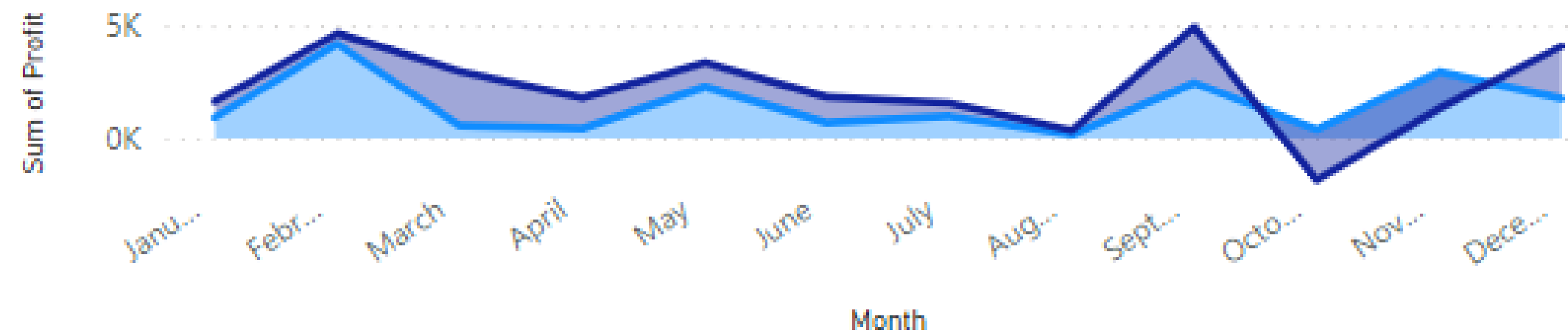
Year ● 2019 ● 2020



The chart shows monthly sales trends for 2019 and 2020, helping identify seasonal patterns and year-over-year growth.

Profit by Month and Year

Year ● 2019 ● 2020



This chart helps in analyzing monthly profit trends over two years (2019 and 2020), highlighting fluctuations and allowing for comparison of seasonal performance between the years.

DAX FORMULAS



1. The Average Order Value formula helps analyze customer spending by showing the typical revenue generated per order, which can guide pricing and marketing strategies.

Average Order Value = `SUM('intership_with_returns (2)'[Sales Amount]) / DISTINCTCOUNT('intership_with_returns (2)'[Order ID])`

2. The Gross Profit formula helps assess profitability by calculating the difference between total sales and total costs, which indicates overall financial health.

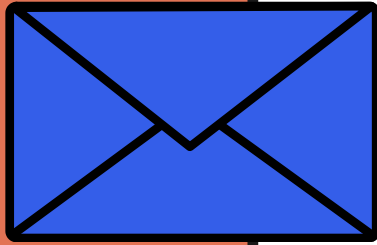
Gross profit = `[total sales]-[TotalCost]`

3. The Sales Growth Percentage formula tracks the change in sales over time, helping identify growth trends and assess business progress year-over-year.

sales growth percentage:sales Growth % = `DIVIDE([total sales]-[PreviousYearSales],[PreviousYearSales])`

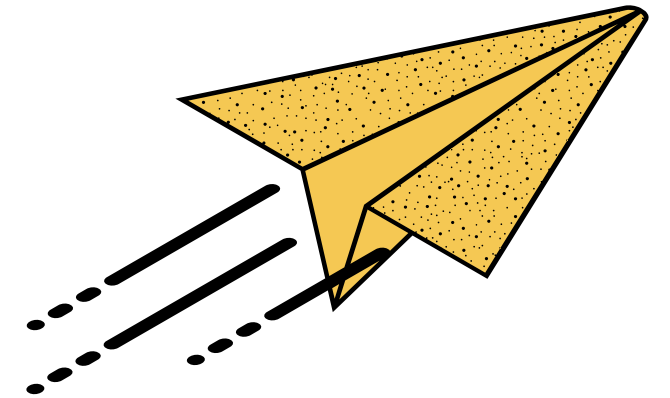
4. This measure, count of orders, helps in analysis by providing the total number of orders, allowing us to track sales volume and identify trends in customer purchasing behavior over time.

count of orders = `COUNT('intership_with_returns (2)'[Order ID])`



CONCLUSION

Dashboard provides a comprehensive look at our sales and profit metrics: We can track high-performing categories and subcategories, analyze shipping and payment preferences, and see sales trends by month, year, and region. These insights will help us make informed decisions, from product stocking and shipping methods to targeted marketing campaigns for specific customer segments.



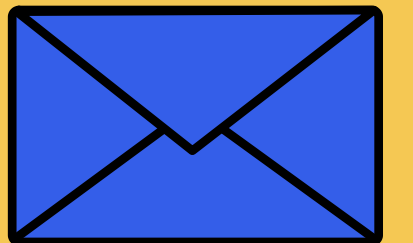
TEAM MEMBERS

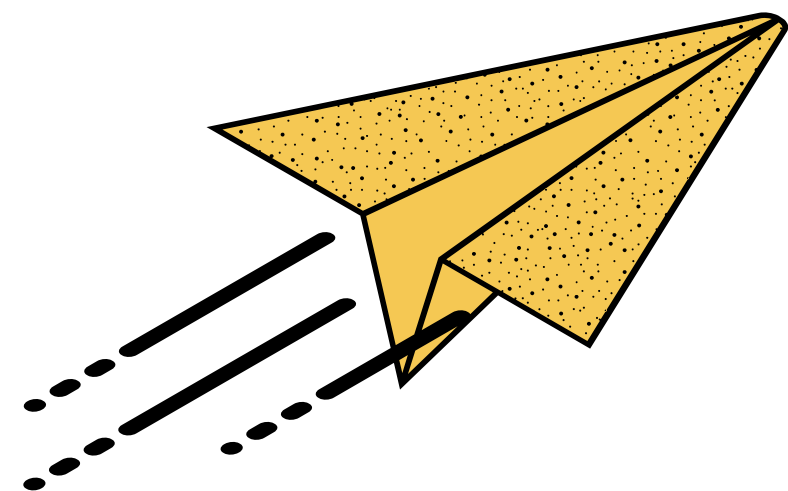
MANSEE DAKHOLE

GAURI SHINDE

JEEVAN M V

KIRAN





**THANK
YOU!**

