

**Project Title:****Sales Performance Analysis – Power BI Dashboard Project****Objective:**

The goal of this project is to design a dynamic and interactive Power BI dashboard that provides clear insights into overall sales performance. The dashboard helps users monitor trends, analyze top-performing products and regions, and evaluate category-wise sales contributions.

**Dataset Used:****Sales\_Performance\_Dataset.xlsx**

This dataset simulates sales transaction records, including:

- Order ID
- Order Date
- Region
- Category & Sub-Category
- Product
- Quantity & Unit Price
- Total Sales (calculated)

**Tools Used:**

- Microsoft Excel (for initial dataset formatting)
- Microsoft Power BI Desktop (for data modeling and visualization)

**Dashboard Visuals & Functionality:**

- 1. KPI Cards (Top Summary Section):**
  - Total Sales
  - Total Orders
  - Average Sales per Order
- 2. Line Chart – Monthly Sales Trend:**
  - Shows sales trend over the year 2023
- 3. Bar Chart – Sales by Region:**
  - Compares performance of North, South, East, and West
- 4. Column Chart – Sales by Product:**
  - Displays top-selling products
- 5. Pie/Donut Chart – Sales by Category:**
  - Visual breakdown of sales from Furniture, Office Supplies, and Technology
- 6. Filters/Slicers:**

- Month (Order Date)
- Region
- Category
- Sub-Category

### **Key DAX Measures:**

- **Total Sales:**

Total Sales = SUM(Sales[Sales])

- **Total Orders:**

Total Orders = COUNT(Sales[Order ID])

- **Average Sales per Order:**

Avg Sales = AVERAGE(Sales[Sales])

### **Conclusion:**

This Power BI dashboard offers a concise yet comprehensive view of the company's sales performance. Users can drill down into specific regions, categories, and product lines, as well as monitor temporal trends. The interactive filters make it easy to derive actionable insights, supporting informed decision-making for sales and marketing teams.