Final Task

📊 Graduation Project Summary – Power BI Dashboard

Project Title: Sales Insights Dashboard

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🎯 Analysis Objectives:

Analyze sales data across different sales channels.

Assess the impact of promotional offers on profits.

Evaluate product performance across regional markets.

Provide data-driven recommendations to support decision-making.

☑ Key Findings:

Total sales reached $55.39M, with net profits of $31.59M.

The Store channel generated the highest sales ($31.7M) and profits ($18M), making it the most effective channel.

The Catalog channel was the least performing, with sales of $2.9M and profits of only $1.1M.

No Discount promotions achieved the highest sales and profits compared to other promotional types.

The product WWI Wireless Transmitter and Bluetooth Headphones X250 Red recorded high sales (14.77K units).

North America contributed the most to overall sales ($32.78M), followed by Asia ($12.41M) and Europe ($10.19M).

📌 Conclusions:

Focusing on the Store channel yields the highest financial returns.

Promotional offers are less effective compared to full-price sales, indicating strong product appeal.

Regional performance variation highlights the need for tailored marketing and distribution strategies.

☑ Recommendations:

Increase investment in the Store channel and expand its reach.

Reevaluate the effectiveness of promotional offers and prioritize value-driven strategies.

Expand the distribution of top-performing products in high-performing regions (e.g., North America and Asia).

Improve or reconsider the viability of the Catalog channel.

Continue using Power BI to monitor performance and enhance data-driven decision-making.