# Power BI Sales Analysis Dashboard - Project Description

## Introduction

This Power BI dashboard presents a comprehensive global sales analysis. It offers insights into sales performance, cost, profit margins, customer data, shipping modes, product categories, and regional distribution of sales between 2017 and 2020.

## Key Features

- Interactive Date Filter : Users can filter the data between custom date ranges.  
- Shipping Mode Filters : Allows selection of different shipping methods (Economy, Priority, etc.) to analyze their impact on sales.  
- Sales Summary Cards : Displays total sales, cost, and profit with KPI cards.  
- Top Customers Table : Highlights top customers based on sales, cost, and profit.  
- Sub-Category Analysis: A bar chart showing total sales across product sub-categories.  
- Geographical Sales Map : Displays sales distribution across different countries using a map visualization.  
- Regional Sales Pie Chart : Visualizes quantity distribution across Central, North, and South regions.  
- Order Trends Over Time : A line chart depicting order volume trends by year and quarter.

## Purpose

The purpose of this dashboard is to assist stakeholders and business analysts in identifying trends, understanding regional performance, and making data-driven decisions. It consolidates multiple KPIs and metrics in a user-friendly layout to enable interactive exploration of global sales data.

## Tools & Technologies

- Microsoft Power BI  
- DAX (Data Analysis Expressions)  
- Power Query  
- Microsoft Excel (Data Source)

## Usage

To view or modify this dashboard:  
1. Open the Power BI Desktop.  
2. Load the provided `.pbix` file.  
3. Use the slicers and visuals to explore the data.  
4. Customize visuals or add new metrics based on analytical needs.