

Sales Analysis

As the quarter ends, leadership needs clarity on how **actual sales compare to the targets** set at the beginning of the period. While raw data exists, it's difficult to determine which goals have been met, where the team is overperforming, and which areas need attention.

The objective is to:

- Compare actual sales vs. target benchmarks
- Identify strengths, gaps, and trends
- Highlight overachieving or underperforming areas
- Provide a clear dashboard to guide next quarter's strategy
- This project will deliver insights that support informed decision-making for the upcoming quarter.

Deliverables

the final outputs or items I intend to produce and submit at the end of a project.

1. Data Source (**CSV**)
2. ETL / ELT (**Excel Power Query and Power BI Dax**)
3. Data Visualisation (**Power BI**)
I built a clear and interactive dashboard that shows Actual sales vs target Sales based on date, products, region and date
4. Insights report and presentation
To write a report that explains my findings and gives recommendations to relevant stakeholders.