Net Sales
784K

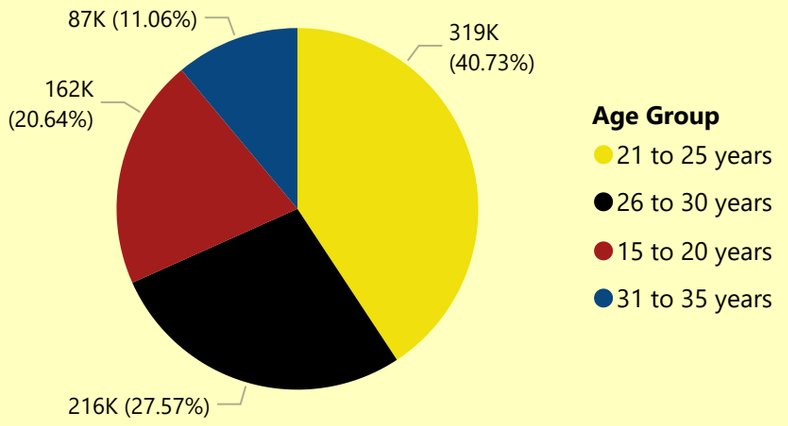
Returned Sales
464K

Total Sales Goal
208K

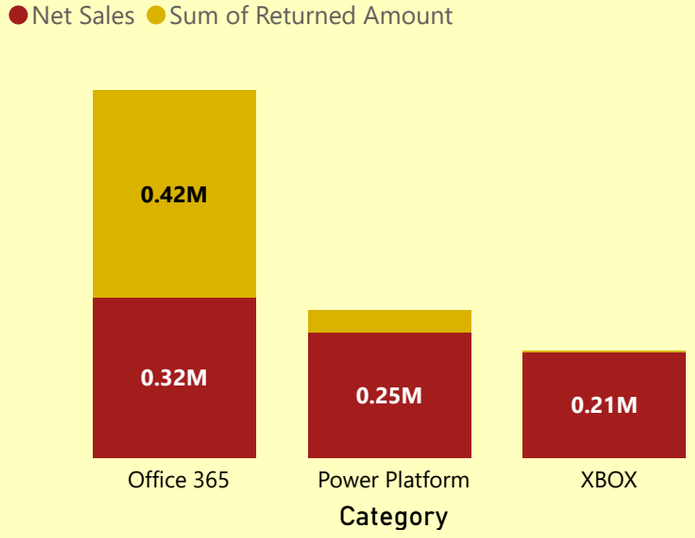
Total units
16K

Total units Returned
9K

Net Sales by Age



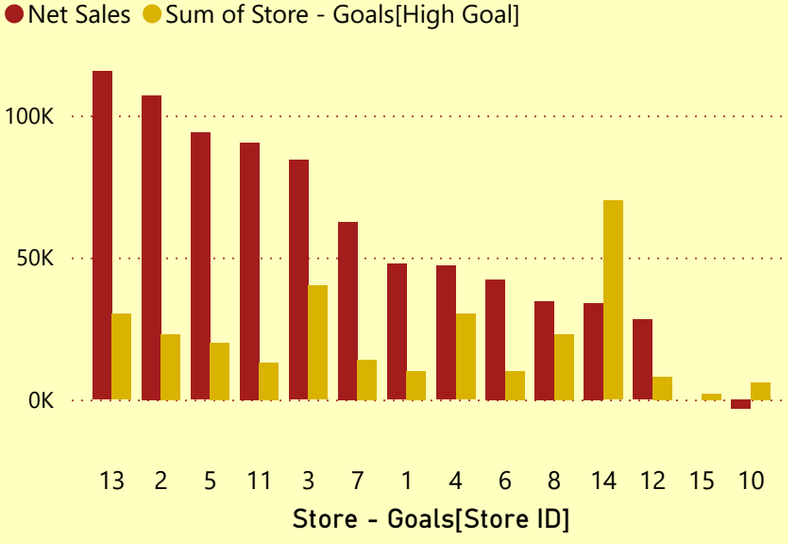
Net Sales and Sum of Returned Amount by Category



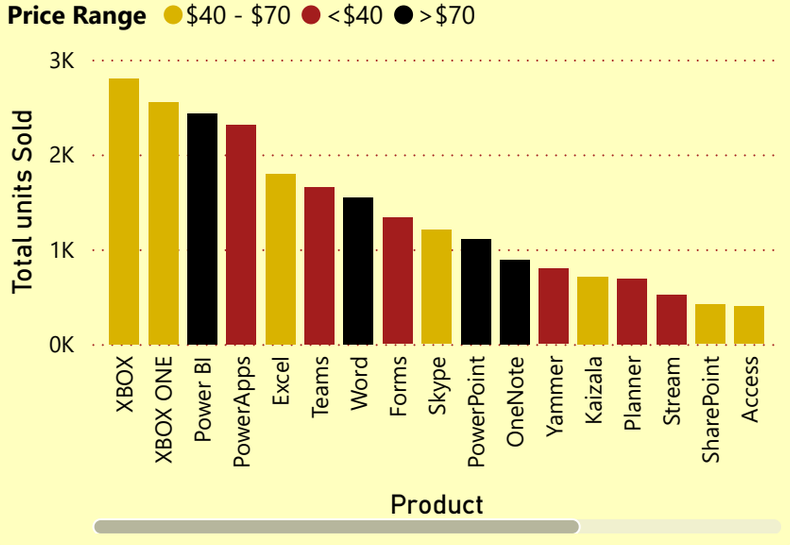
Store Geograp...

- Central Stores
- East Stores
- West Stores

Actual vs. Goal Sales per Store



Total units Sold by Product and Price Range



Month

- 1
- 2
- 3
- 4
- 5
- 6

Net Sales
784K

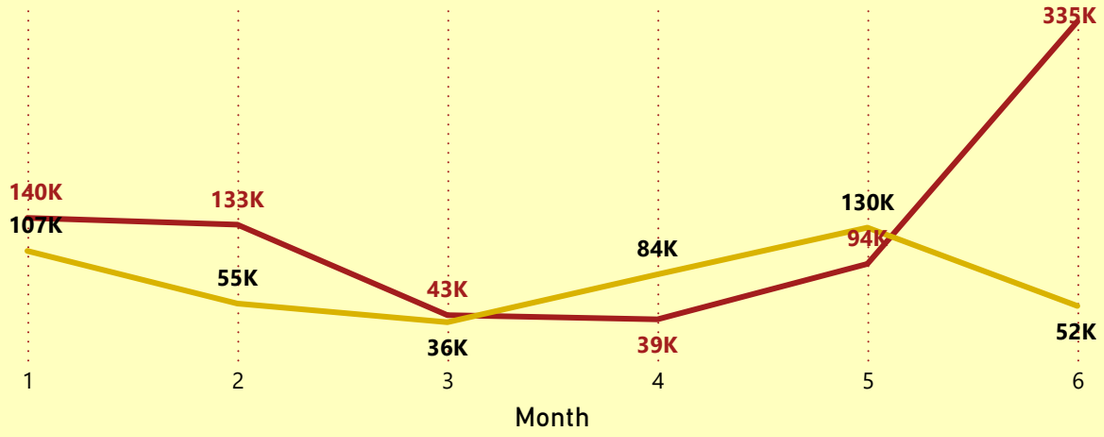
Returned Sales
464K

Total Sales Goal
208K

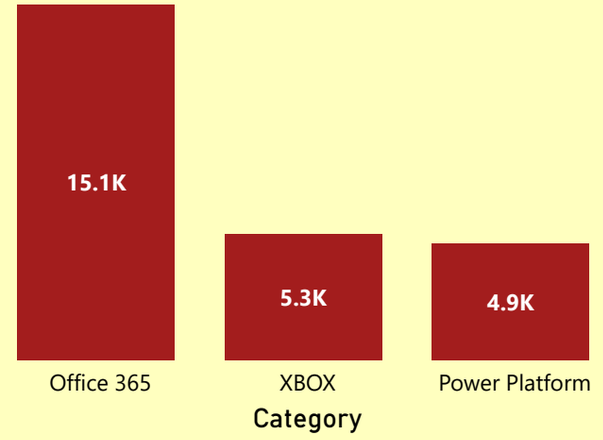
Total units
16K

Total units Returned
9K

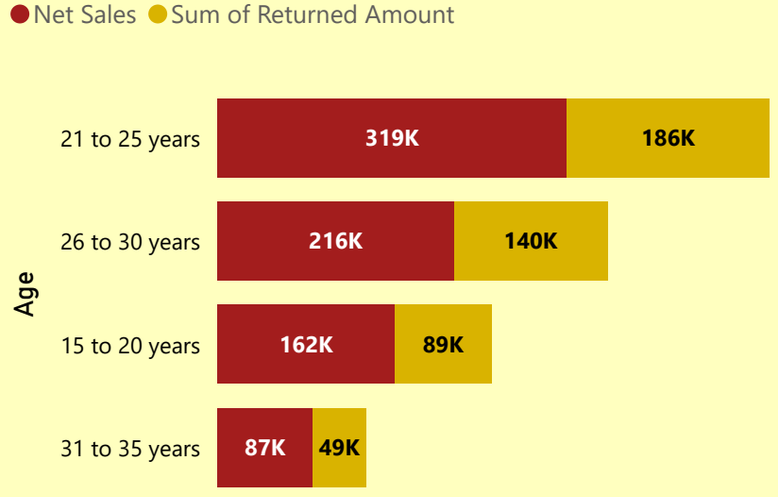
Net Sales and Sum of Returned Amount by Month



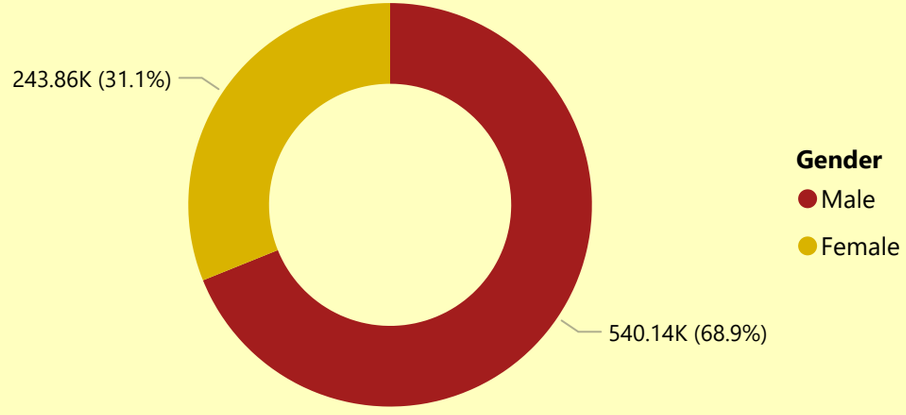
Total units Sold by Category



Net Sales and Sum of Returned Amount by Age



Net Sales by Gender



Net Sales
784K

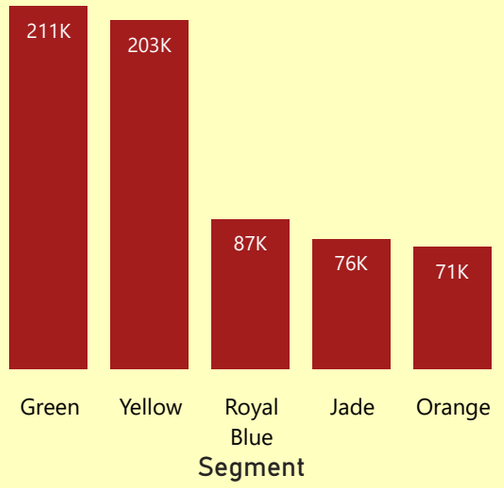
Returned Sales
464K

Total Sales Goal
208K

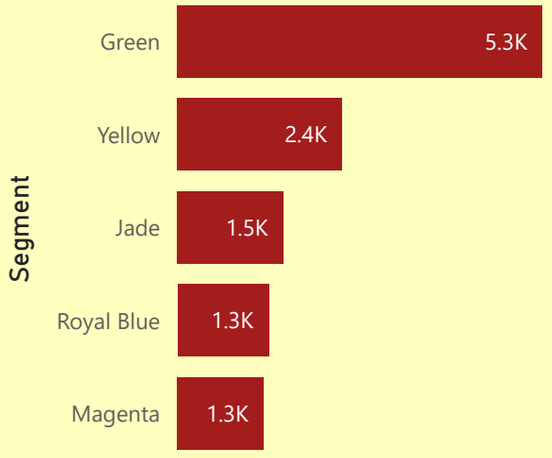
Total units
16K

Total units Returned
9K

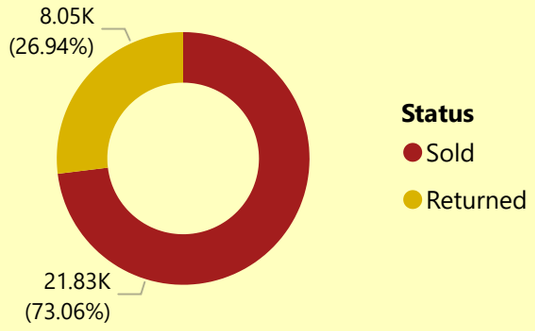
Net Sales by Segment



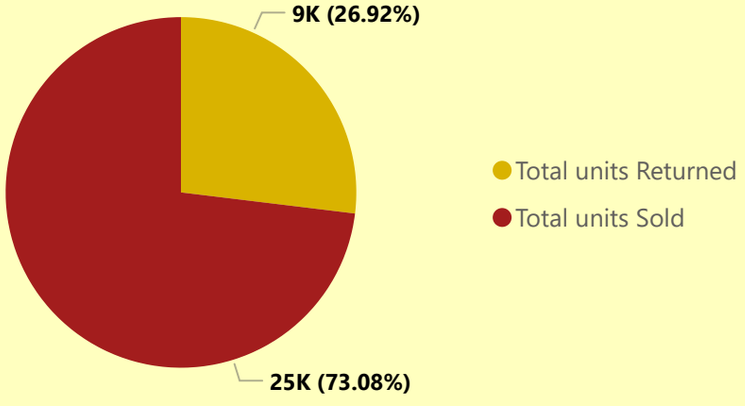
Total units by Segment



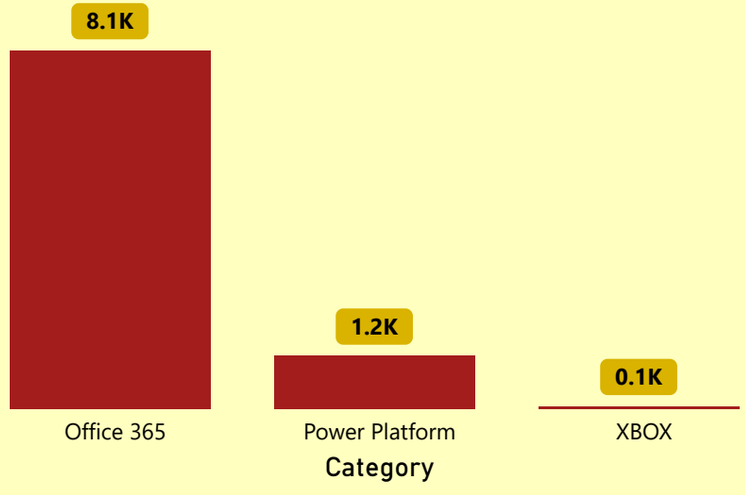
Count of Status by Status

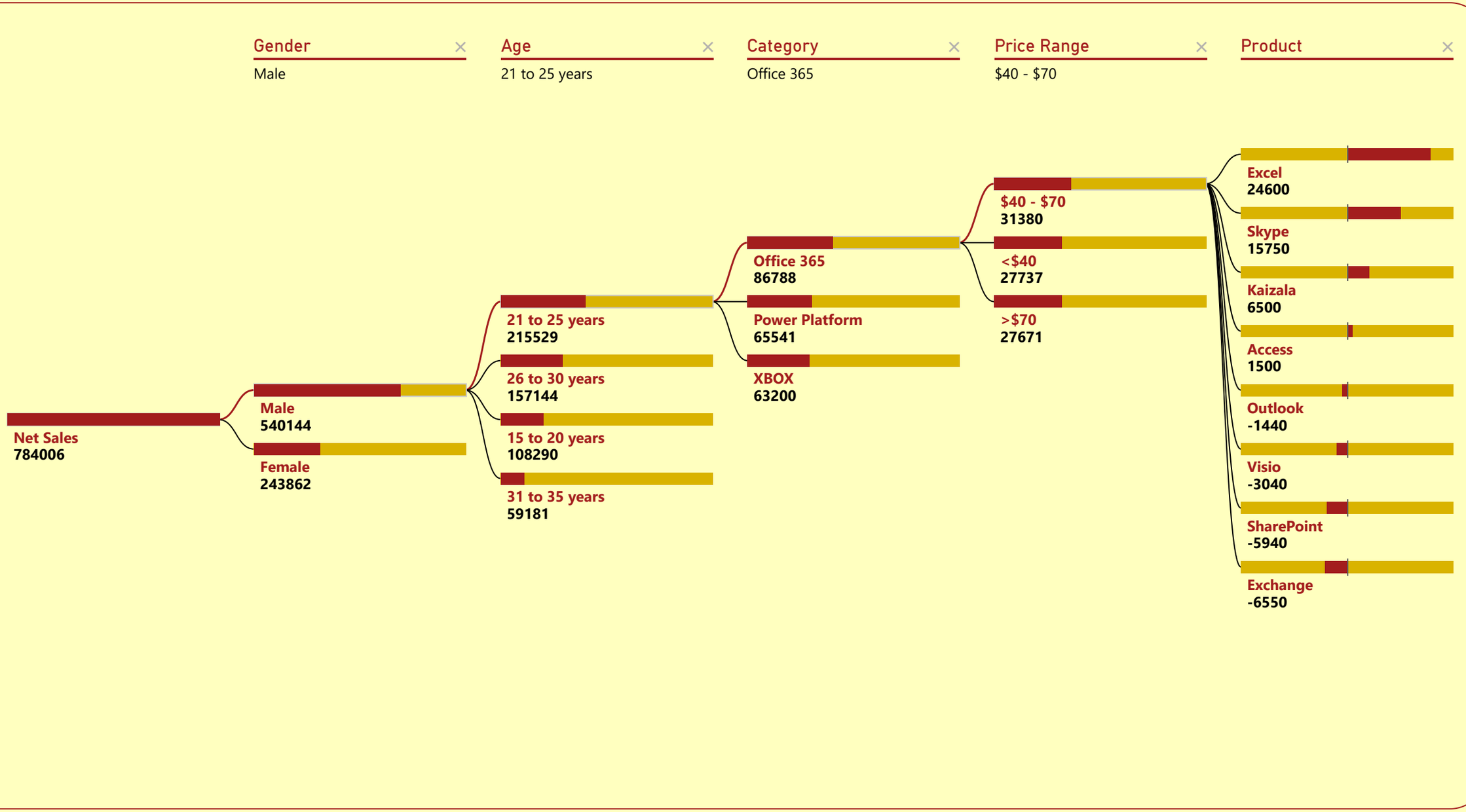


Total units Returned and Total units Sold



Total units Returned by Category




Gender
Male
Age
21 to 25 years
Category
Office 365
Price Range
$40 - $70
Product
Net Sales
784006
Male
540144
Female
243862
21 to 25 years
215529
26 to 30 years
157144
15 to 20 years
108290
31 to 35 years
59181
Office 365
86788
Power Platform
65541
XBOX
63200
$40 - $70
31380
<$40
27737
>$70
27671
Excel
24600
Skype
15750
Kaizala
6500
Access
1500
Outlook
-1440
Visio
-3040
SharePoint
-5940
Exchange
-6550

End-to-End Sales Analysis Using Power BI

In this project, I built a comprehensive **sales analysis dashboard** using Power BI. The dataset included:

- ✅ Sales Table
- ✅ Product Table
- ✅ Customer Table
- ✅ Stores Table
- ✅ Store Goals Table

✅ Recommendations

Reduce Returns: Address issues with Office 365; enhance support and user guidance.
Target 21–25: Prioritize marketing and offers for this top-performing group.
Product Focus: Promote XBOX; review low performers like Visio and Outlook.
Gender Strategy: Boost female engagement through targeted, inclusive campaigns.
Segment Focus: Strengthen Green/Yellow; improve weak segments.
Pricing: Emphasize $40–$70 range; use offers to support other price bands.

📊 Key Insights

1. Sales Performance

Net Sales: $784K
Returned Sales: $464K (59.2%) — very high
Sales Goal: $208K → Significantly exceeded
Returned Units: 9K out of 25K → **Return rate ~36%**

2. Category Performance

Top Sales:
Office 365: $320K Power Platform: $250K XBOX: $210K
Top Returns:
Office 365: 8.1K units (53% return rate) Power Platform: 1.2K
XBOX: 0.1K (very low returns)

3. Customer Demographics

By Gender:
Male: 69% of sales Female: 31%
By Age:
Highest sales: age 21–25
Age 15–20 is active but has higher return ratio

4. Sales by Segment

Top segments: Green and Yellow
Low-performing: Jade, Royal Blue, Magenta

5. Sales by Price Range

Best-selling: **$40–$70** range
<$40 and >$70 performed similarly but lower than mid-range