FreshMart Sales Insights Dashboard

**Overview**:

This dashboard provides comprehensive insights into sales, profit, product performance, and regional trends for a fictional retail company, **FreshMart**. Designed using **Power BI**, the project helps visualize key sales KPIs and uncover trends for strategic decision-making.

**Tools Used:**

* Power BI – Dashboard creation and data visualization
* Microsoft Excel – Data cleaning and preprocessing
* DAX – For KPIs and custom calculations
* Power Query – For transforming raw data

**Dataset Information:**

* Data Source: Simulated FreshMart retail data
* No. of records: ~47,000+
* Fields include:
  + order\_id, product\_id, product\_name
  + category, region, order\_date
  + price, quantity, sales\_amount, profit

**Dashboard Features & Visuals:**

| **Section** | **Visual Type** | **Description** |
| --- | --- | --- |
| KPIs | Card Visuals | Displays Total Sales, Profit, Quantity |
| Sales Trend | Line Chart | Shows monthly sales pattern |
| Category Wise Sales | Donut Chart | Visualizes percentage share of sales |
| Top Products | Horizontal Bar Chart | Lists top-selling products |
| Sales by Region | Bar Chart | Compares regional sales totals |
| Order Table | Table with conditional formatting | Displays key order details |
| Order Date Matrix | Calendar View / Matrix | Shows first order per region/category |

**Insights Derived**

* **Top-selling products**: Coffee\_5, Cheese\_6, Yogurt\_3
* **West region** had the highest sales contribution
* Peak sales spikes visible in **Q4 (Oct–Dec)** months
* Categories like **Dairy and Beverages** drive higher revenue.

