**Competitor Sales Analysis Dashboard**

**This Power BI project presents an in-depth analysis of competitor sales data, providing actionable insights into revenue trends, market share, and performance by category, manufacturer, and geography. The dashboard includes key features such as:**

* **Total Revenue Overview:** Summarizes revenue, prior year sales, growth rates, and market share.
* **Category and Geographic Analysis:** Breaks down sales by category and country, identifying top-performing segments and growth opportunities.
* **Time-Based Trends:** Visualizes revenue growth trends across months and years for strategic decision-making.
* **Advanced Insights:** Includes key influencer and segmentation analysis, highlighting factors driving revenue changes and growth.

**Key Tools and Techniques:**

* **Power BI:** Interactive dashboards with DAX for custom calculations.
* **Data Preparation:** Leveraged clean and structured datasets for visualizations.
* **Insights Delivery:** Designed reports to cater to diverse business needs.

This project demonstrates proficiency in Power BI for creating impactful visualizations that support data-driven decision-making.