

Sales Performance Dashboard – Project Report

Project Title:

Sales Performance Analytics Dashboard using Power BI

Introduction:

This Power BI dashboard visualizes the key metrics of a company's sales performance. It enables stakeholders to monitor revenue, sales trends, and product-level performance, offering data-driven insights for strategic decision-making.

Objective:

To develop an insightful and interactive dashboard that helps:

- Track monthly and yearly sales trends.
 - Identify high-performing products and regions.
 - Analyze customer behavior and segment-wise sales.
 - Visualize KPIs like total revenue, profit margin, and sales growth.
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Dataset Summary:

- Order Date
- Sales Revenue
- Profit
- Product Category & Subcategory
- Region & State
- Customer Segment
- Quantity Sold

- Discount Offered
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Key Visuals in the Dashboard:

1. **KPI Tiles**
 - Total Amount: INR 438K
 - Total Profit: INR 37K
 2. **Donut Chart – Monthly Profit Distribution**
 - Even profit distribution across all months, each contributing around 8.33%.
 3. **Pie Chart – Sum of Quantity by City**
 - Various cities contribute equally to product quantities, showing balanced distribution.
 4. **Bar Chart – Profit by City**
 - Visualizes profit generated by each city, highlighting top-performing locations.
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Insights Discovered:

- Sales are well-distributed among multiple cities.
 - Monthly profit is consistent, indicating stable revenue flow.
 - A few cities like Ahmedabad, Bangalore, and Hyderabad show higher profit potential.
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Tools & Tech Stack:

- Microsoft Power BI
 - DAX (Data Analysis Expressions)
 - Excel/CSV files as data source
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Conclusion:

The Sales Performance Dashboard effectively visualizes business metrics and enables clear insights into profitability and regional performance. This aids in making informed decisions regarding sales strategy and operations.

Dashboard Snapshot

