

# Sales Performance Dashboard – Project Report

## Project Title:

### **Sales Performance Analytics Dashboard using Power BI**

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## 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.

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## 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.

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## Dashboard Snapshot

