

Interactive Sales Dashboard

Tool Used: Power BI

Dataset: Shopping Sales Dataset

Objective:

To analyze sales performance and provide interactive insights for stakeholders.

Key KPIs

- Total Sales
- Total Customers
- Average Purchase Amount

These KPIs give a quick summary of overall business performance.

Dashboard Features

- KPI cards for summary view
- Category-wise sales analysis
- Seasonal sales analysis
- Interactive Category slicer for filtering

Insights

- Sales performance varies across product categories
- Certain seasons show higher sales activity
- Category slicer helps analyze individual category performance

Conclusion

- The dashboard provides clear and interactive sales insights
- Helps understand customer purchasing behavior
- Can support better business decision-making