

Laptop Parts Sales Analysis – Power BI Dashboard

Project Overview:

Designed an **interactive Power BI dashboard** to analyse sales trends, product performance, and city-wise distribution. The dashboard helped identify key sales drivers, detect data inconsistencies, and provide actionable business insights for revenue growth.

Key Insights & Business Impact:

City-Wise Sales Distribution

- **San Francisco (33.27%)** and **Los Angeles (21.95%)** were the highest revenue-generating cities.
- **Boston (14.74%)** and **Atlanta (11.26%)** had lower sales, indicating potential for targeted marketing efforts.

Missing Data Detection (2020 Sales Issue)

- Identified **zero sales in 2020**, prompting a **data validation check** that helped resolve missing records.

Monthly Sales Trends & Seasonality

- **May and June** had the highest average sales (~190.31), while **September** showed a decline.
- Suggested **seasonal marketing and promotional strategies** to boost sales in low-performing months.

Sales Performance by Hour

- Discovered incorrect time formatting (values like **196, 195 hours**), leading to **data cleaning and correction**.
- Identified **peak sales hours** for better workforce planning and marketing optimization.

Product Sales Analysis & Portfolio Diversification

- **One product contributed 59.65% of total revenue**, posing a business risk due to over-reliance.
- Recommended **diversifying sales strategies** to promote underperforming products and reduce dependency.

Advanced Analytics with DAX for Business Insights

- **YoY Growth Rate Analysis:** Created a **Year-over-Year (YoY) comparison** to measure business expansion.
 - **Sales Forecasting:** Developed a **3-month moving average** to predict future trends.
 - **Dynamic Product Ranking:** Implemented **DAX formulas** to automatically highlight **best and worst-selling products**.
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Tools & Skills Demonstrated

- Power BI (Data Modeling & Dashboarding)
- DAX (Advanced Measures & Calculations)
- Data Cleaning & Transformation
- Business Intelligence & Analytics
- Sales Trend Analysis & Forecasting
- Data Visualization & Storytelling