

1. Business Sales Performance Analytics

Project Overview

Business Sales Performance Analytics focuses on evaluating an organization's sales data to understand revenue trends, profitability, and overall business performance. The project uses **Power BI** by Microsoft to convert raw sales data into interactive dashboards that support data-driven decision-making.

Objectives

- Analyze overall sales and profit performance
- Track key performance indicators (KPIs)
- Identify top-performing products and regions
- Analyze monthly and yearly sales trends
- Support strategic business planning

Data Description

The dataset includes sales-related attributes such as order date, product category, region, quantity sold, sales amount, cost, and profit. Data was collected from Excel/CSV sources.

Tools & Techniques

- Power BI Desktop
- Power Query for data cleaning and transformation
- DAX for calculated measures and KPIs
- Interactive dashboards and slicers

Key KPIs

- Total Sales Revenue
- Total Profit
- Profit Margin (%)

- Sales Growth (MoM & YoY)
- Average Order Value

Insights & Outcomes

- Identified high-revenue and low-profit products
- Discovered underperforming regions
- Observed seasonal sales patterns
- Improved visibility into business performance

Conclusion

This project demonstrates the ability to analyze business sales data and present actionable insights using Power BI, helping management make informed decisions.

2. Marketing Funnel & Conversion Performance Analysis

Project Overview

Marketing Funnel & Conversion Performance Analysis evaluates the effectiveness of marketing campaigns by analyzing how potential customers move through different stages of the marketing funnel—from awareness to final conversion.

Objectives

- Analyze customer journey stages
- Measure conversion rates at each funnel stage
- Identify drop-off points in the funnel
- Evaluate marketing campaign effectiveness
- Improve lead-to-customer conversion

Funnel Stages Analyzed

- Awareness
- Interest
- Consideration
- Conversion

Tools & Techniques

- Power BI Desktop
- Data transformation using Power Query
- DAX calculations for conversion rates
- Funnel charts and KPI visuals

Key Metrics

- Number of leads per stage
- Stage-wise conversion rate
- Overall funnel conversion percentage
- Campaign performance comparison

Insights & Outcomes

- Identified stages with highest customer drop-off
- Highlighted high-performing marketing channels
- Improved understanding of customer behavior
- Provided recommendations to optimize marketing strategies

Conclusion

This project helps marketing teams understand funnel performance and optimize campaigns to increase conversions and reduce customer drop-offs.

3. Customer Retention & Churn Analysis

Project Overview

Customer Retention & Churn Analysis focuses on identifying customers who are likely to stop using a product or service and understanding factors that influence customer retention. The project aims to reduce churn and improve long-term customer relationships.

Objectives

- Measure customer retention and churn rates
- Identify churn-prone customer segments
- Analyze customer behavior patterns
- Support retention-focused business strategies

Data Description

The dataset includes customer demographics, purchase history, subscription status, transaction frequency, and tenure.

Tools & Techniques

- Power BI Desktop
- Power Query for data preparation
- DAX for churn and retention metrics
- Trend analysis and segmentation

Key Metrics

- Churn Rate (%)
- Retention Rate (%)
- Customer Lifetime Value (CLV)
- Active vs Inactive Customers

Insights & Outcomes

- Identified high-risk churn customer groups
- Discovered key factors affecting churn
- Highlighted loyal customer segments
- Provided insights for targeted retention campaigns