**Sales Trend Data Analysis and Visualization**

**Project Description:**  
This project involved analyzing sales data using Power BI to calculate key performance indicators (KPIs) and create interactive dashboards. The objective was to explore sales trends, customer behavior, and product performance to support data-driven business decisions.

**Tools/Technologies:**

* **Tool:** Power BI

**Key Metrics (KPIs):**

1. **Total Sales:** Overall revenue generated from all orders.
2. **Total Profit:** Profit earned from sales after deducting costs.
3. **Total Orders:** Total number of orders placed.
4. **Total Quantity Sold:** Total number of items sold.
5. **Average Sales per Order:** Total sales divided by the number of orders.

**Visualizations Created:**

1. **Monthly Trend for Total Orders:**
   * Line chart showing order patterns over months.
2. **Daily Trend for Total Orders:**
   * Bar chart displaying daily order fluctuations across weekdays and weekends.
3. **Sales by Category:**
   * Bar chart comparing sales performance across Technology, Furniture, and Office Supplies categories.
4. **Sales and Profit by State:**
   * Map visualization highlighting top-performing states based on sales and profit.
5. **Top Customers by Sales:**
   * Table showcasing customers with the highest sales contributions.
6. **Sales Distribution by Sub-Category:**
   * Funnel chart ranking sub-categories like Phones, Chairs, and Machines based on sales.

**What I Learned or Achieved:**

* Improved proficiency in using **Power BI** for data analysis and dashboard creation.
* Enhanced skills in tracking business performance through KPIs.
* Developed the ability to transform raw data into interactive visual stories.
* Gained experience in analyzing sales patterns and customer behavior.

**Purpose of the Project:**  
This sales analysis project aimed to strengthen my Power BI skills and provide hands-on experience in building dashboards that monitor business performance. It also helped me understand how to present sales trends and KPIs effectively to support data-driven decision-making.