

Project – 1: Sales Data Analysis and Dashboard

(Excel/PowerBI)

Executive Summary:

In today's competitive market, understanding sales performance is crucial for making informed business decisions. This report analyzes the sales data of any organization to identify trends, high-performing products, regional growth opportunities, and potential areas for improvement.

Objective:

To analyze Total Sales, Sales by Category, Monthly Trends by identifying KPIs, creating visuals, reports.

- Total Revenue generated is ₹665.05 billion, with a Profit Margin of 30%.
- Sub-Saharan Africa and Asia are top revenue-generating regions.
- The Offline sales channel contributes a larger share of revenue compared to Online.
- Baby Food and Beverages are major revenue contributors across most regions.
- Revenue shows moderate growth over the years, indicating consistent performance.
- Most orders fall under the High and Medium priority categories, showing strong customer engagement.

Data Source and Tools Used:

The analysis is based on sales transaction data and cleaned using Microsoft Excel. The visualizations and insights are developed using Power BI to provide an interactive dashboard experience.

Data Cleaning:

Removed Null values

Removed Duplicates

Formatted Date

Key Metrics/KPI's:

- Sum of Profit – 196.24 bn Total profit earned Indicates total profitability from all sales transactions
- Sum of Unit Sold – 2 bn Total number of items sold Shows total product volume sold across regions
- Profit Margin – 0.30 (30%) Ratio of profit to revenue Reflects the efficiency and profitability of sales
- Sum of Revenue – 665.05 bn Total sales revenue generated Indicates total business value generated during the period

Scope of Analysis:

The report covers sales data from January 2021, focusing on:

- Top countries by units sold
- Revenue trend over time
- Online Vs offline sales revenue
- Order count by Order Priority
- Revenue contribution by item type within each region
- Revenue by country region
- Sales Channel distribution

Supporting Visuals

- Table
- Line chart
- Bar chart
- Map visual
- Stacked chart

Team Members:

Gopagoni Deepika

Rahul

