

# Sales Dashboard

---

Prepared by

Rajendra Kumar Oram

**LinkedIn:** <https://www.linkedin.com/in/rajendrakumaroram/>

# Problem Statement



An ABC company has the sales data for the last 3 years and they want to analyse it now. There is a Dimension Data where there is the list of companies and their Line of Business. There are 3 years of sales data. There is also a Target Data.

Based on the data set given, try to create a dashboard.

# Key Insights



- The Highest sale made on **October (2M)** followed by **September (1.9M)** and **November (1.8M)**.
- The lowest sale made on **February (1M)** followed by **March (1.1M)** and **April (1.2M)**.
- Actual sale is **17.91M** whereas target sale is **23.83M**.
- Sales by Category: Food is **16.37M (91.39%)** whereas Drink is **1.54M (8.61%)**.
- Sales by Manager: Duane Frame sold **9.21M (51.44%)** and Ronnie Daly sold **8.7M (48.56%)**.
- Sales by Team: Sales by Retail is **8.70M**, Distributor is **6.10M**, and Online is **3.1M**.
- Supermarket Lv3 (**3.6M**) has the highest sales over others line of business.

# Insights based on Product

Sales by Products & Years				
Product	2017	2018	2019	Total
Product 1968	2,21,828.55	4,31,749.70	92,724.37	7,46,302.62
Product 2026	3,08,568.24	2,45,509.56		5,54,077.80
Product 662	2,28,025.78	2,75,514.08	28,554.54	5,32,094.40
Product 2445	67,830.00	4,09,327.44	37,581.12	5,14,738.56
Product 2233	1,20,168.70	2,48,351.70	24,374.60	3,92,895.00
Product 235	1,03,395.30	2,05,701.30	16,011.00	3,25,107.60
Product 845	33,920.61	1,67,269.40	95,294.01	2,96,484.02
Product 527	57,395.58	2,16,510.01	4,981.86	2,78,887.45
Product 1948	1,21,513.78	1,06,543.06	5,948.64	2,34,005.48
Product 157	69,700.32	1,37,478.75	11,677.26	2,18,856.33
Product 1839	1,06,301.80	1,04,084.65	5,886.44	2,16,272.89
Product 2272	44,788.38	1,47,970.06	12,618.76	2,05,377.20
Product 1154	70,656.48	1,23,443.04	9,147.00	2,03,246.52
Product 318	73,514.88	1,19,575.68	7,159.68	2,00,250.24
Product 2392	25,680.30	1,44,119.39	13,534.79	1,83,334.48
Product 839	57,699.36	1,09,768.68	10,734.03	1,78,202.07
Product 120	93,119.29	63,473.42	19,232.10	1,75,824.81
Product 321	56,703.84	1,01,949.60	5,571.36	1,64,224.80
Product 2098	50,977.80	91,029.60	6,497.40	1,48,504.80
Product 1421	68,392.95	73,527.72	6,378.30	1,48,298.97
Product 2280	33,025.86	1,01,753.40	6,128.78	1,40,908.04
Product 838	49,125.15	82,378.89	8,691.57	1,40,195.61
Product 2273	37,200.10	94,612.14	5,476.10	1,37,288.34

- The highest sale made in 2018 (10.21M) followed by 2017 (6.65M) and 2019 (1.4M).
- Wheat Flours group has highest sale (4.5M) followed by Yeast (2.2M) and Oil (2.1M).

# Insights based Customers

Customers by Status			
Company Name	A	I	Total
Dragon walk	9,51,003.10		9,51,003.10
Red beat	6,78,467.37		6,78,467.37
Prophecy Lighting	3,59,452.64		3,59,452.64
Beta dream	3,35,045.33		3,35,045.33
Ceasar Softwares	3,11,076.76		3,11,076.76
Leopard Records	3,02,892.30		3,02,892.30
Blossom Arts	2,79,007.26		2,79,007.26
Deluge Coms	2,62,257.19		2,62,257.19
Hummingbird Limited	2,51,833.17		2,51,833.17
Low Tide	2,25,044.09		2,25,044.09
Pixel Technologies	2,10,935.17		2,10,935.17
Timber Enterprises	2,09,572.35		2,09,572.35
Beta paw	1,96,452.73		1,96,452.73
Codehow	1,86,108.95		1,86,108.95
Leopard bridge	1,83,338.54		1,83,338.54
Rangreen	1,68,264.79		1,68,264.79
Primal Enterprises		1,53,016.63	1,53,016.63
Green Co.	1,46,485.78		1,46,485.78
Thor Limited	1,30,859.62		1,30,859.62
Tiger Records	1,24,144.87		1,24,144.87
Fluxsystems	1,21,464.25		1,21,464.25
Flux Records	1,20,777.40		1,20,777.40
Redustries	1,20,714.14		1,20,714.14

- Customer having status A are sold Rs. 17M whereas I are only Rs. 49.24K.
- Top performing cities based on sales Yoman (Rs. 3.4M) followed by Winthrop (Rs. 2.3M), Roslyn (Rs. 2.2M), Badger (Rs. 1.7M), and Morton (Rs. 1.1M), etc.
- Top Line of Business based on sales Supermarket Lv3 (Rs. 3.6M) followed by B &Bs (Rs. 1.9M), Supermarket Lv2 (Rs. 1.8M), Distributor Lv1 (Rs. 1.6M), etc.

# Thanking You!

Contact:

Mobile: +91 9348502772

Email: [rajendraoram1998@gmail.com](mailto:rajendraoram1998@gmail.com)

LinkedIn: <https://www.linkedin.com/in/rajendrakumaroram/>

GitHub: <https://github.com/RajendraKumarOram/Business-Intelligence-Power-BI>