

# Title : Sales Dashboard

Task 8: Simple Sales Dashboard Design – Data Analyst Internship

## Objective

The primary objective of this task was to design an interactive and visually appealing dashboard using Power BI that showcases the sales performance of a business. The analysis was done across different dimensions such as time (months), product categories, and regions. The dashboard aims to help business stakeholders quickly understand trends, identify top-performing areas, and make data-driven decisions.

## Tools Used

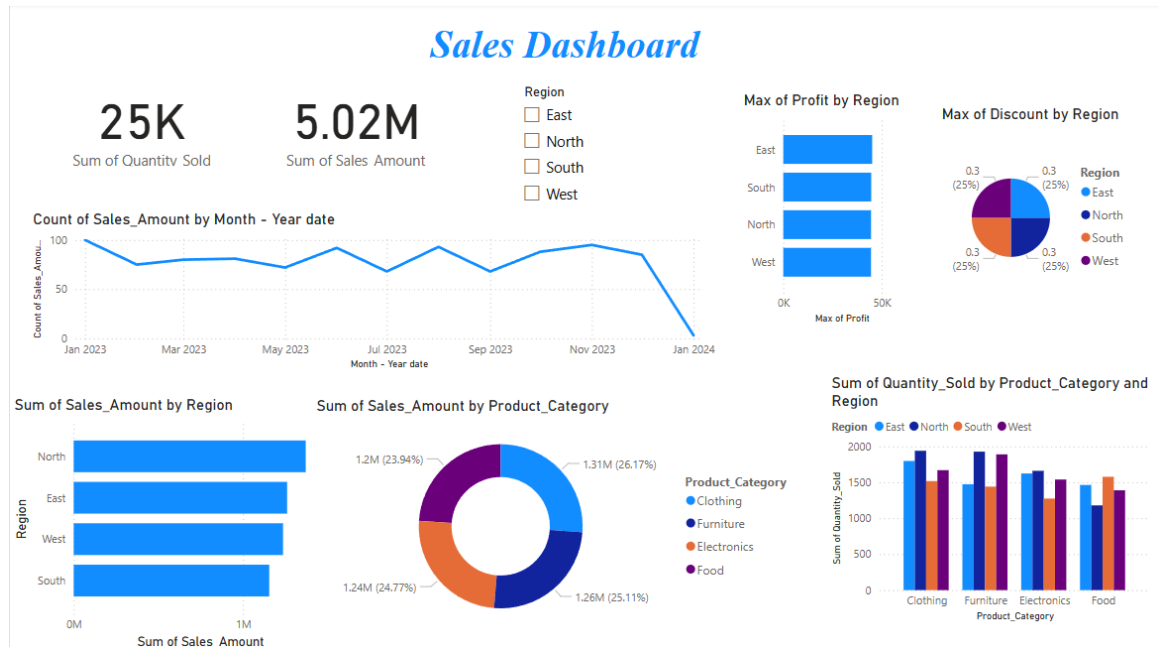
- Power BI: For data visualization and interactive dashboard creation
- Power BI Data Transformation: Utilized for basic data cleaning and reshaping

## Dataset Overview

The dataset used contains fields such as:

- Order Date (used for time-series analysis)
- Region (East, West, North, South)
- Category (Clothing, Furniture, Electronics, Food)
- Sales (Sales Amount in USD)
- Profit (Used for profit analysis by region)
- Quantity Sold
- Discount etc.

## Dashboard Components & Description:



### 1. KPI Tiles:

- Sum of Quantity Sold: 25,000 units
- Sum of Sales Amount: \$5.02M

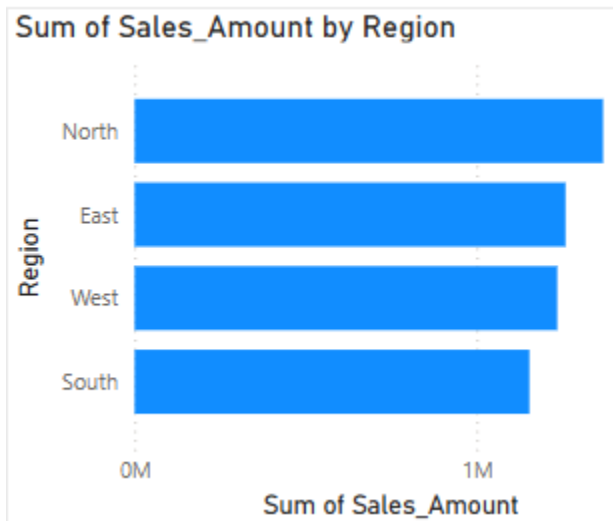
### 2. Line Chart:

- Title: Count of Sales Amount by Month (Jan 2023 - Jan 2024)
- Insight: Sales were variable over the months, with peaks observed around July and October. A significant drop is noticed in January 2024.



### 3. Bar Chart (Horizontal):

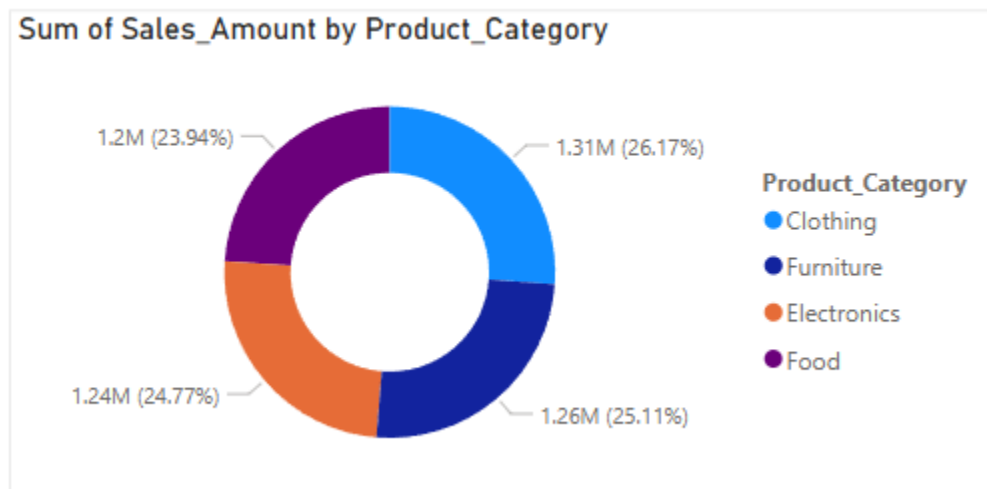
- Title: Sum of Sales Amount by Region
- Insight: North region recorded the highest sales, followed closely by East, South, and West.



### 4. Donut Chart:

- Title: Sum of Sales Amount by Product Category
- Insight:
  - Clothing: \$1.31M (26.17%)
  - Furniture: \$1.26M (25.11%)
  - Electronics: \$1.24M (24.77%)
  - Food: \$1.20M (23.94%)

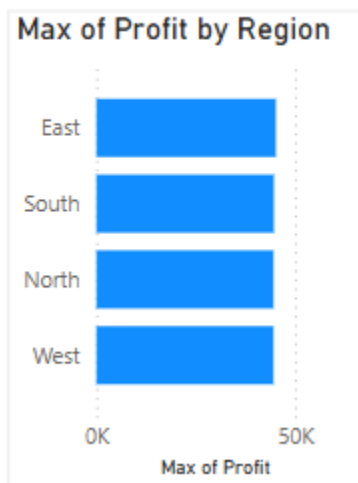
- Observation: All categories performed well, but Clothing had a slight edge.



#### 5. Bar Chart (Vertical):

- Title: Max of Profit by Region

- Insight: All regions show a max profit around 50K, suggesting balanced profitability.

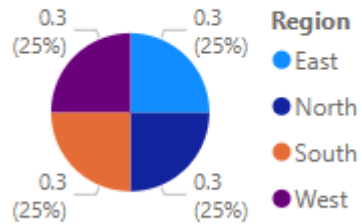


#### 6. Pie Chart:

- Title: Max of Discount by Region

- Insight: Each region had an equal maximum discount value (0.3 or 25%), indicating a

**Max of Discount by Region**

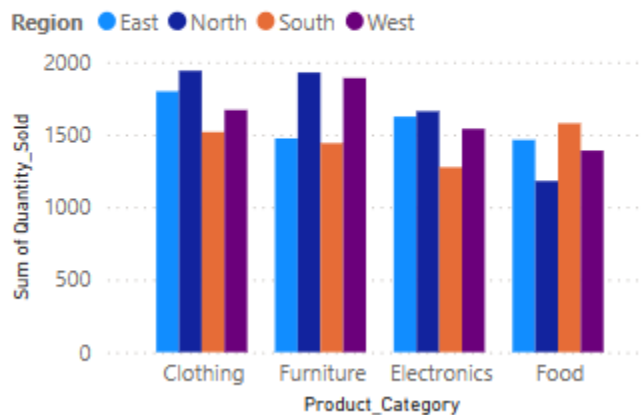


uniform discounting strategy.

#### 7. Stacked Bar Chart:


- Title: Quantity Sold by Product Category and Region
- Insight:
  - Clothing and Electronics had the highest quantity sold.
  - East and North regions had relatively higher sales quantities across categories.

**Sum of Quantity\_Sold by Product\_Category and Region**



#### 8. Slicer:

- A region-based filter was added to allow users to view the dashboard based on specific

Region 

☐ East

☐ North

☐ South

☐ West

geographical areas.

### Key Insights Summary :

1. Clothing was the highest grossing category with 26.17% of the total sales.
2. North region generated the highest sales among all regions.
3. Sales trends fluctuated throughout the year, with drops in May, August, and a notable dip in January 2024.
4. All regions applied the same maximum discount, showing consistent pricing policy.

### Sample Interview Q&A

1. What does a dashboard do?

A dashboard visually summarizes key business metrics, enabling stakeholders to monitor performance and make informed decisions quickly.

2. How do you choose the right chart?

The chart is chosen based on the type of analysis:

- Line Chart for trends over time
- Bar Chart for comparisons
- Donut/Pie Chart for proportions

3. What is a slicer/filter?

It is an interactive control in Power BI used to filter visuals on a report page based on selected values.

#### 4. Why do we use KPIs?

KPIs help track and display critical metrics such as sales, profit, or quantity sold, giving a quick snapshot of business performance.

#### 5. What did your dashboard show about sales?

It showed that Clothing and the North region were top performers, and sales were variable over time.

#### 6. How do you make a dashboard look clean?

By using consistent colors, proper alignment, meaningful titles, clean fonts, and avoiding cluttered visuals.

#### 7. Did you clean the data before starting?

Yes. The date column was transformed into 'Month-Year' format, and missing or inconsistent data were addressed where necessary.

### Conclusion

This Power BI dashboard delivers a comprehensive overview of the company's sales performance. It is interactive, clean, and informative, providing critical insights for business decisions. It fulfills the project objective effectively and demonstrates proficiency in Power BI dashboard design and data interpretation.