

Sales Analysis Dashboard - Power BI Project Report

1. Project Overview

This project is a beginner-level Sales Analysis Dashboard created using Microsoft Power BI.

It was developed to demonstrate the ability to clean, analyze, and visualize business data using industry-standard tools.

The dashboard provides insights into sales performance across various categories, regions, and KPIs like revenue, profit, and units sold.

2. Project Objectives

- To understand and visualize key business performance indicators.
- To build a dynamic, interactive dashboard using Power BI.
- To demonstrate data storytelling and analytical thinking.
- To practice data cleaning and transformation for business datasets.

3. Tools and Technologies Used

- Microsoft Power BI Desktop
- Microsoft Excel
- DAX (Basic)
- Data Modeling

4. Dataset Overview

The dataset used includes the following fields:

- Category: Type of product sold (e.g., Electronics, Beauty)
- Revenue: Total earnings from sales
- Profit: Earnings after cost deductions
- Region: Geographical area (North, South, East, West)
- Units Sold: Quantity of products sold
- Sub-category: More specific product types
- Order Date and Order ID

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5. Dashboard Features

The Power BI dashboard includes:

- KPI Cards for Total Revenue, Profit, and Units Sold.
- Bar Chart: Revenue by Region.
- Pie Chart: Revenue by Category.
- Slicers for Region and Category (if applicable).
- Clean visual layout suitable for business reporting.

6. Key Insights & Conclusion

- The West region has the highest total revenue.
- Electronics and Beauty are the top-performing categories.
- The dashboard helps in identifying regional and category-based performance trends.

This project demonstrates beginner-level proficiency in Power BI and can be used in portfolios and resumes to showcase data analysis skills.