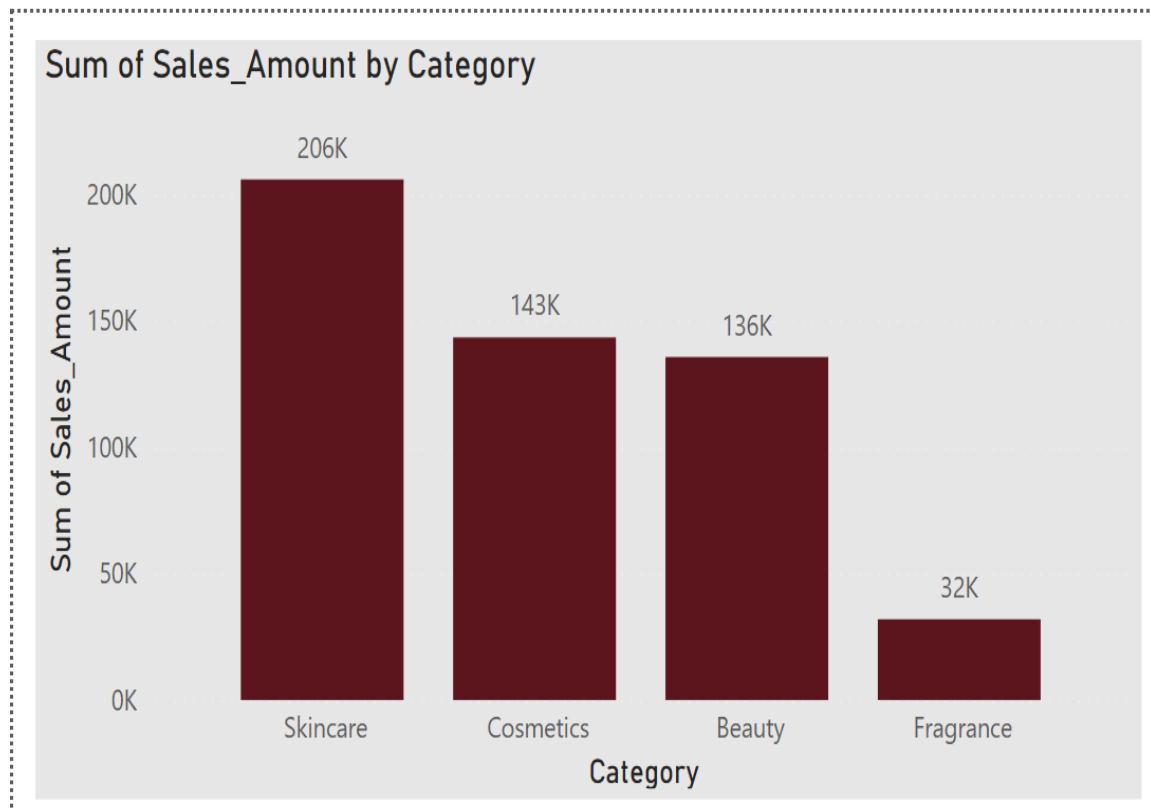


DATA VISUALIZATION AND STORYTELLING REPORT

Sales Dataset using Power BI

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1. Sales By Category



Insight:

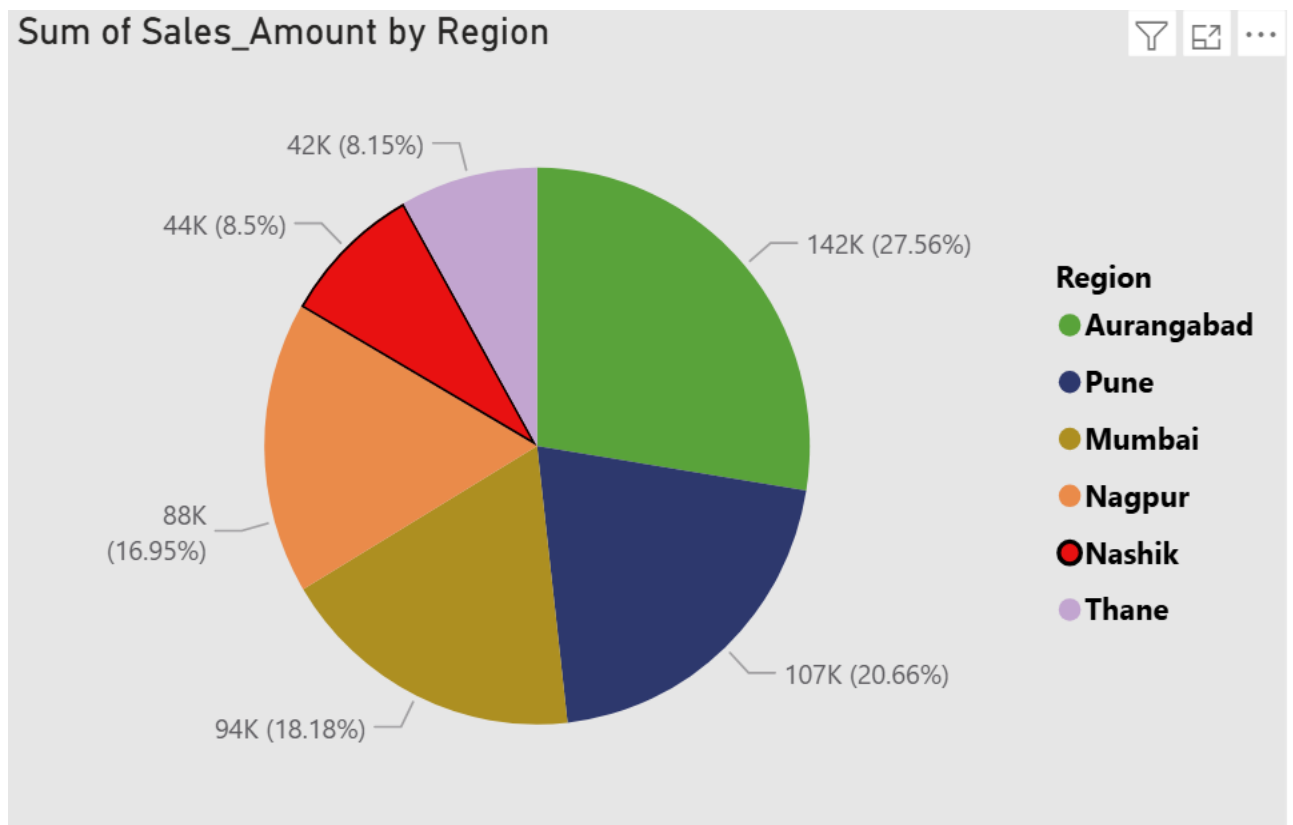
This chart shows how much each product category contributed to the total sales.

From the visualization, it is clear that Skincare has the highest sales, which means customers prefer skincare products the most.

Beauty and Cosmetics categories show average sales, while the remaining category contributes a smaller portion.

Overall, this chart helps us understand which type of products customers are buying more.

2. Sales By Region



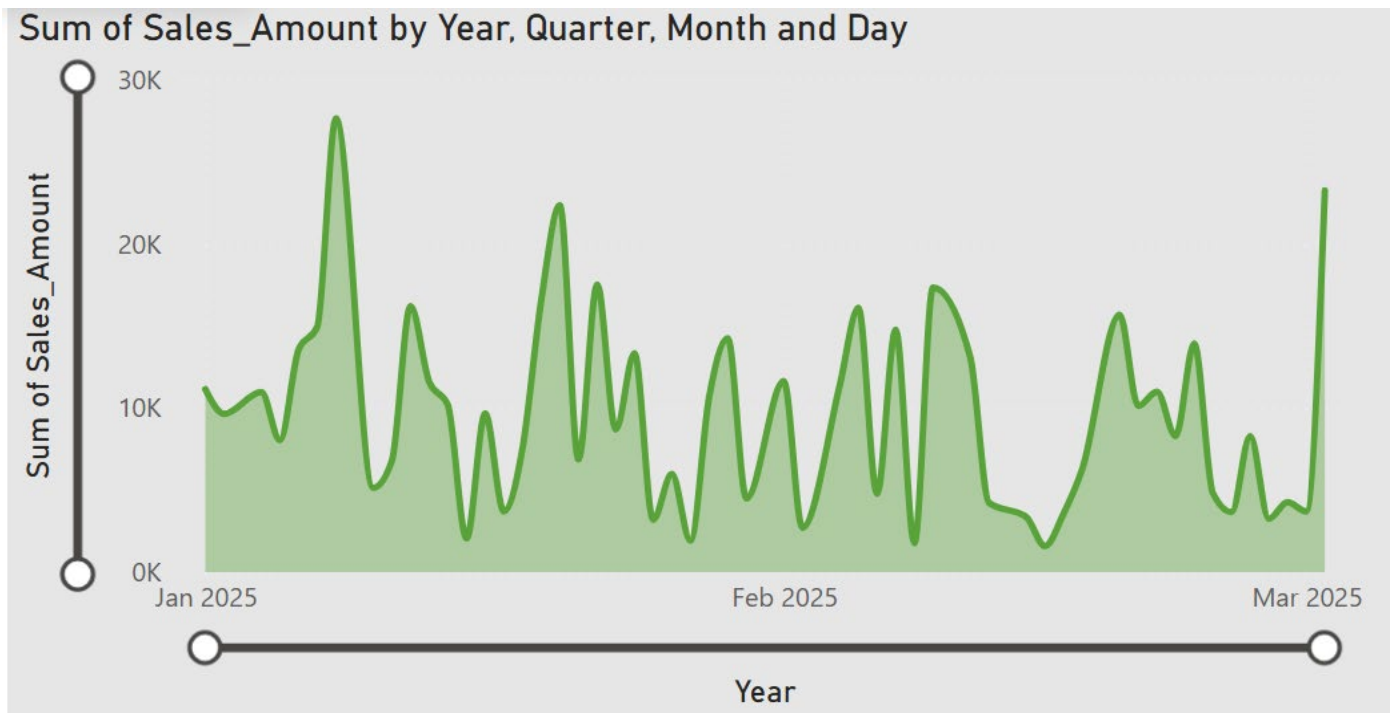
Insight:

This visualization shows how sales are spread across different regions.

- Aurangabad has the highest sales with 142K.
- Pune follows with 107K, and Mumbai with 94K.
- Nagpur shows moderate sales of 88K.
- Nashik (44K) and Thane (42K) have the lowest sales.

This tells us that areas like Aurangabad and Pune have strong customer demand, while Nashik and Thane may need better marketing or sales focus to improve performance.

3.Sales Trend Over Time:



Insight:

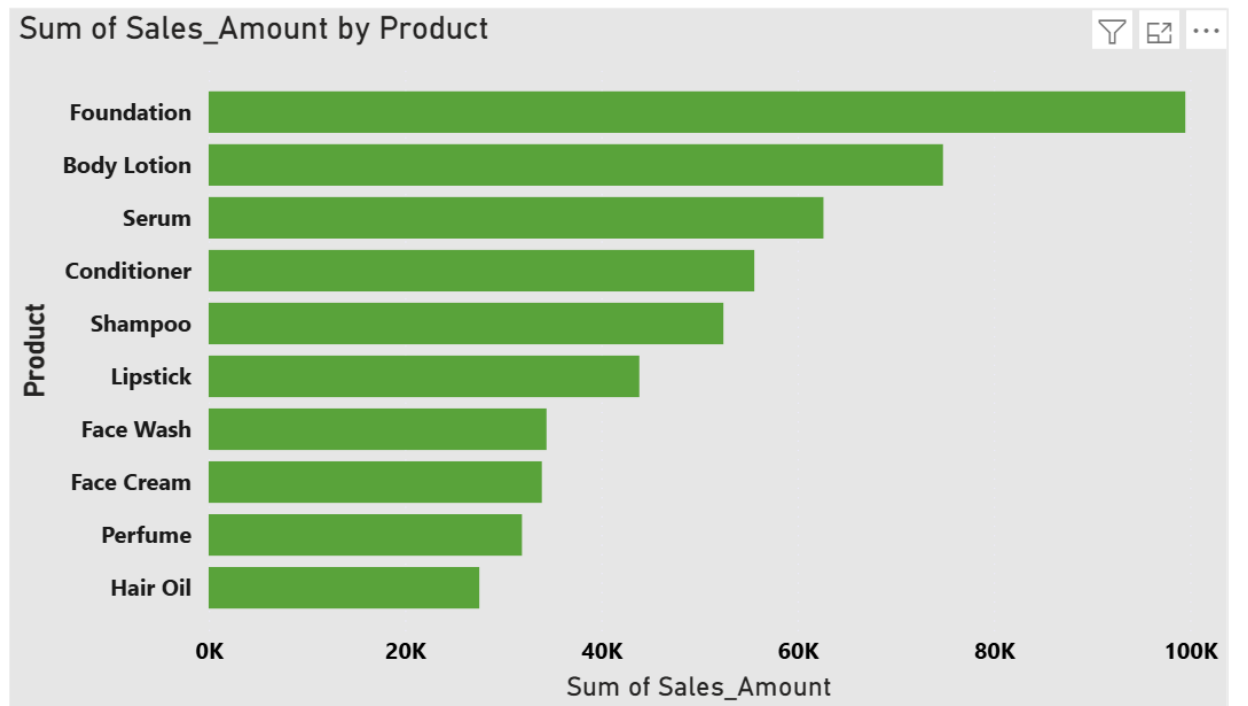
This smooth line chart shows how sales changed over months, quarters, and the year.

The line goes up and down, which means sales are not constant some months have higher demand while some months have lower performance.

These trends indicate that sales may be affected by seasonal or monthly changes.

Understanding this pattern helps the business in planning inventory, preparing marketing activities, and predicting future sales.

4. Sales by Product:



Insight:

This clustered bar chart compares sales of different products.

- **Foundation, Body Lotion, and Serum** have the highest sales.
- **Conditioner, Shampoo, Lipstick, and Face Wash** show moderate sales.
- **Face Cream, Perfume, and Hair Oil** have the lowest sales.

This helps us identify which products customers prefer and which products may need more promotion or improvement.

Summary

This report gives a simple and clear picture of the company's sales performance.

The visual charts make it easy to understand which categories, regions, dates, and products are performing well.

- Skincare is the best-performing category.
- Aurangabad and Pune are the strongest regions.
- The time-based trend shows how sales rise and fall across the year.
- Products like Foundation and Serum are top sellers.

These insights can help the business plan better strategies, improve low-performing areas, and focus on products and regions that bring the highest sales.