Sales Dashboard Documentation (FY 2024–25)

The Problem

Sales teams were heavily dependent on spreadsheets for reporting and analysis. Extracting insights required hours of manual effort, slowing down decision-making and increasing the risk of missed business opportunities.

Solution Overview

To address this challenge, an interactive Power BI Sales Dashboard was developed. The dashboard consolidates ■16M worth of sales data into a single dynamic and easy-to-use interface.

Key Features

1 Real-time KPI tracking: Sales, Profit, Cost, and Transactions

2 Geographic sales distribution across India

3 Brand-wise performance analysis (11 brands, Intel contributing ~18%)

4 Category-wise demand analysis across 12+ product categories

5 Supervisor-level filtering for performance monitoring

6 Advanced DAX calculations for dynamic KPIs

7 Efficient data modeling with automated refresh pipelines

8 Interactive visuals with drill-down and filtering capabilities

Results & Impact

1 Significant reduction in manual reporting time

2 Improved decision-making with real-time visibility into ■4M profit (25% margin)

3 Quick identification of top-performing regions and categories

4 Enabled self-service analytics for stakeholders

5 Successfully analyzed 797 transactions with a scalable data model

6 Encouraged a data-driven decision-making culture

Key Takeaway

This project demonstrated that effective data analytics is not about complexity, but about delivering clarity and speed in solving real business problems. As a Data Science and AI/ML student, this experience strengthened the ability to translate technical skills into meaningful business value.