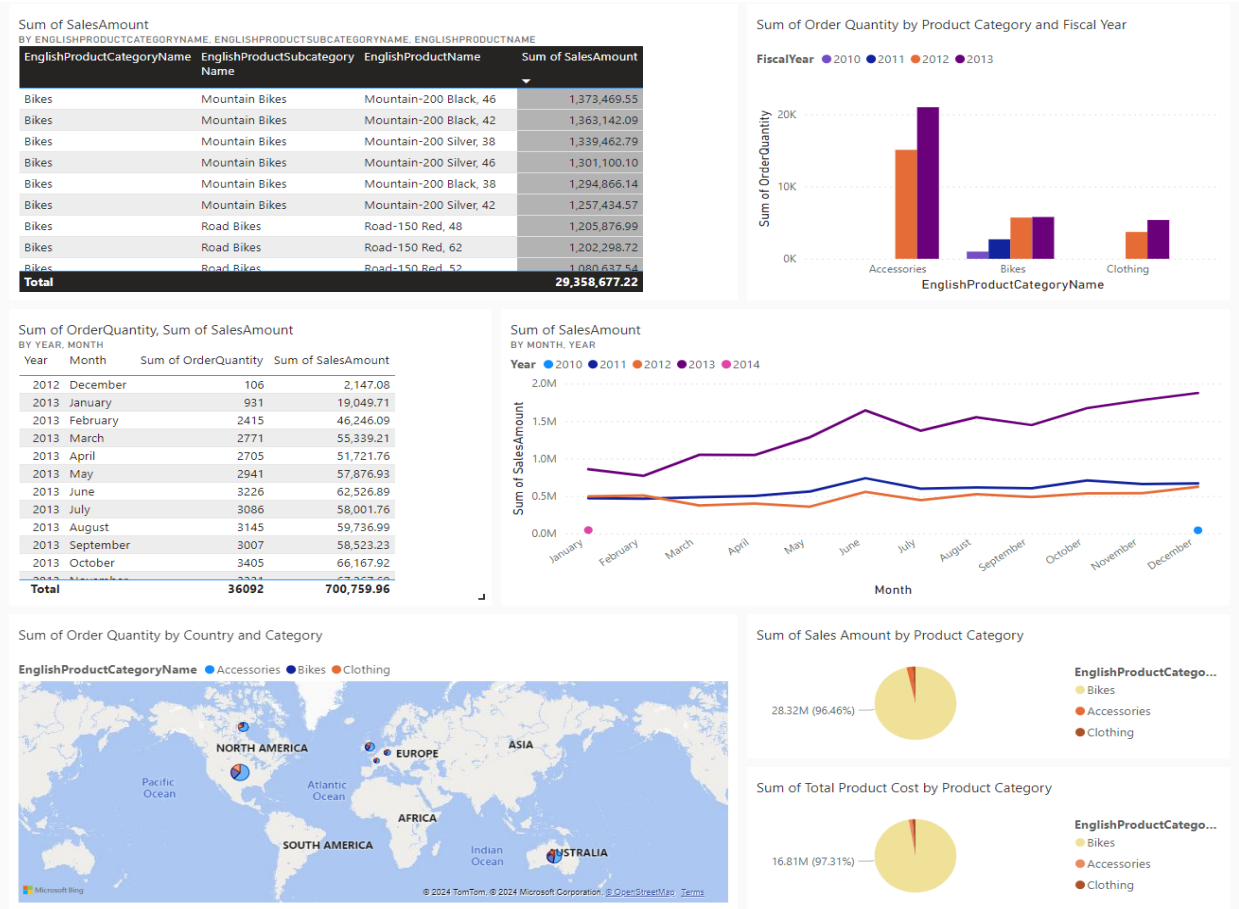


# Sales Analysis Dashboard

**Overview:** The Dynamic Sales Analysis Dashboard is a compelling visualization project created using Power BI. This comprehensive dashboard is designed to provide a holistic view of sales performance, product consumption, and cost analysis. Composed of six sheets, each offering unique insights, this dashboard serves as a powerful tool for decision-makers seeking a deeper understanding of sales dynamics.

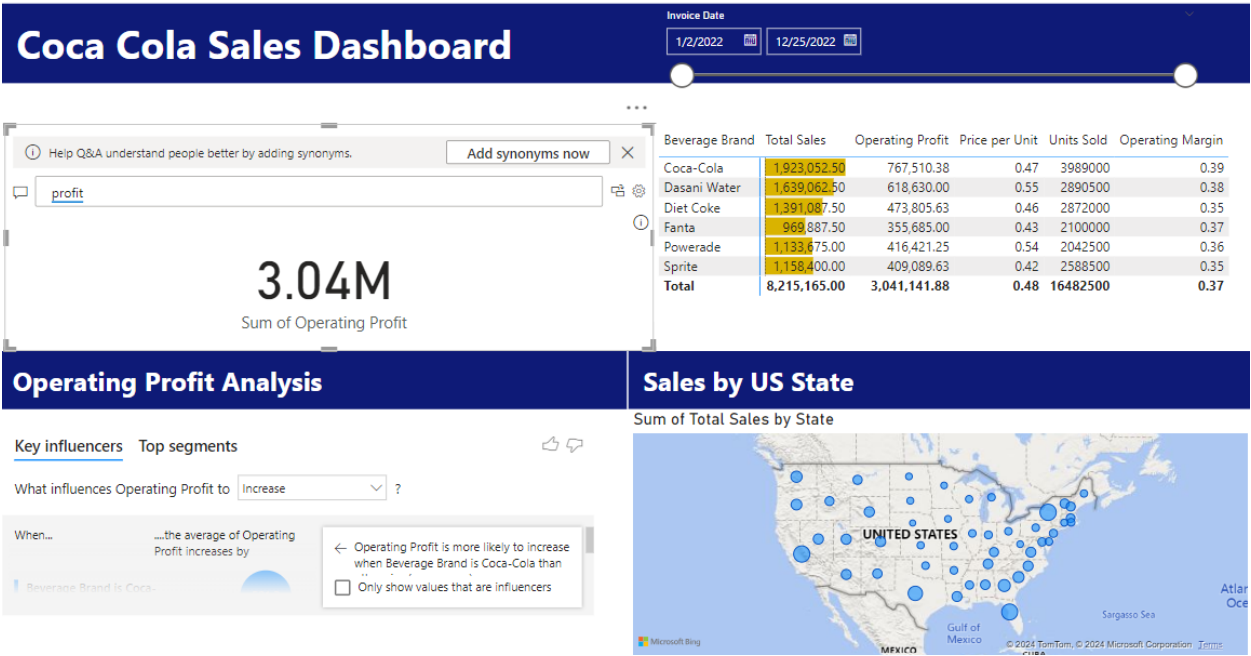


## Dashboard Components:

- Sales by Product and Sub-Product:** Tables showing total sales for each product and sub-product.
- Order Quantity by Product:** Bar chart displaying total order quantities to highlight top-performing products.
- Sales Over Time:** Line chart tracking sales trends over fiscal years.
- Global Product Consumption Map:** Interactive map showing order quantities across continents for geographical sales analysis.
- Product Category Sales Composition:** Pie chart illustrating the sales share of each product category.
- Product Category Cost Breakdown:** Pie chart focusing on total costs by product category for cost analysis.

# Coca Cola Sales Dashboard

**Overview:** The dashboard provides a comprehensive summary of the sales performance for each Coca-Cola product, including the number of units sold, operating profit analysis, and a map showing sales distribution by U.S. state. Additionally, the dashboard features an AI-powered Q&A tool, allowing users to type queries (e.g., “profit”) in the search bar. The system intelligently anticipates and provides relevant insights, such as total profit, in real-time.



## Dashboard Components:

- Sales Summary Table:** Displays a breakdown of units sold for each Coca-Cola product.
- Operating Profit Analysis:** Visualizes the overall profitability of products, highlighting trends and margins.
- Geographical Sales Map:** Interactive map showing sales by U.S. state.
- AI-Powered Q&A Feature:** A search bar where users can type specific queries to receive immediate insights, supported by AI for dynamic responses.
- Filters and Drilldowns:** Options to filter data by product, region, or time period for in-depth analysis.