

NORTHWIND TRADERS

Sales Analytics Report

SALES PARAMETER

CUSTOMERS ANALYSIS

- It stores information about the company's customers.
- It include customer demographic purchase behavior & sales performance
- It contains customer ID, company name, contact name, address, city, region, postal code, country, phone, and fax.

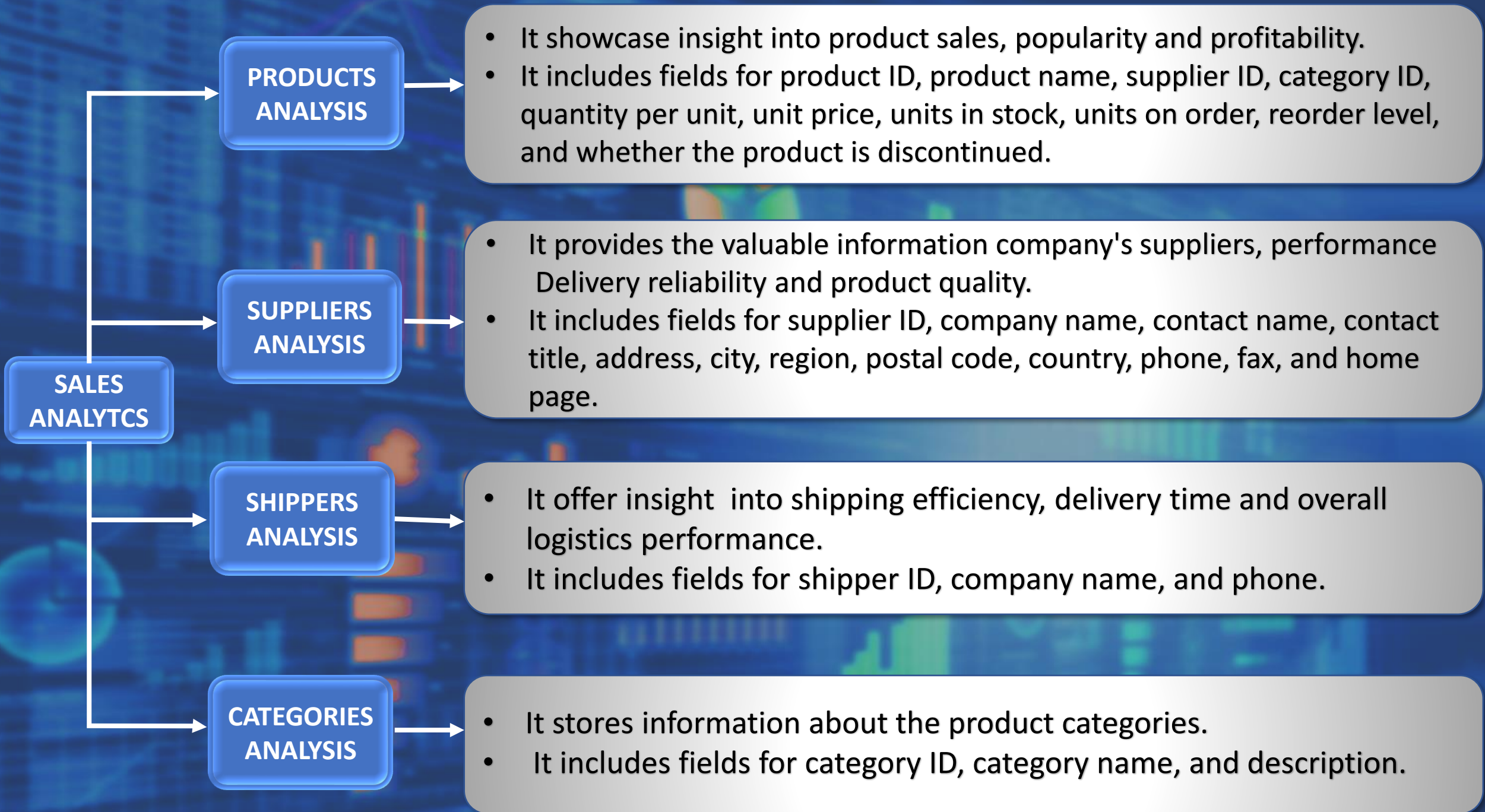
SALES ANALYTCS

EMPLOYEES ANALYSIS

- It stores information about the company's employees.
- It focus on Sales performance, employee demographics and profitability.

ORDERS ANALYSIS

- It's provides a overview of order trends sales revenue and order fulfillment metrics.
- It stores order ID, product ID, unit price, quantity, discount, customer ID, employee ID, order date, required date, shipped date, ship via, freight, ship name, ship address, ship city, ship region, ship postal code, and ship country.



PROBLEM STATEMENT



OBJECTIVES: The objectives of this project is to create a comprehensive Power BI dashboard utilizing the sales Database. The dashboard aims to provide valuable insight into the company sales performance, product's, orders, profit enabling data driven decision making and strategic planning



ANALYSIS SCOPE: The analysis will focus on various aspects of the sales growth, marketing, promotions, food quality, customer segmentation, behavior analysis, supply chain, food safety and compliance of the customers



GOAL: The primary goal of this Power BI dashboard is to offer a holistic view of the publishing company's operations. It will provide actionable insights to optimize food sales. Improve sales distribution strategies, and identify opportunities for growth and efficiency

PROBLEM STATEMENT



INSIGHT & RECOMMENDATIONS: The Power BI dashboard will generate valuable insights into the Trends Customer Segmentation, Seasonal Variations , Product Performance Analysis, most selling food it will recommend effective discount strategies to boost food sales and customer engagement.



REPORT & PRESENTATION: A detailed report describing the data sources, data modeling methodologies and data cleansing processes used in creating the Power BI dashboard. The report will include the insights and use the dashboard for decision-making. The presentation will showcase the key findings, visualizations, and actionable recommendations derived from the dashboard's analysis

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SIGNIFICANCE

- VALUABLE INSIGHT
- IMPROVEMENT FOCUS
- EVALUATION OF EFFECTIVENESS
- TREND IDENTIFICATION
- COMPREHENSIVE UNDERSTANDING

SUPERSTORE SALES DASHBOARD

TOTAL ORDERS

51K

TOTAL REVENUE

\$12.64M

TOTAL PROFIT

1.47M

TOTAL RETURNS

1173

TOTAL QTY SOLD

178K

YEAR

2011

2012

2013

2014

SALES/PROFIT TREND OVER TIME



CATEGORY

Office Supplies

19.00K

Technology

8.35K

Furniture

8.20K

SEGMENT

Home Office

18.27%

Corporate

30.25%

Consumer
51.48%

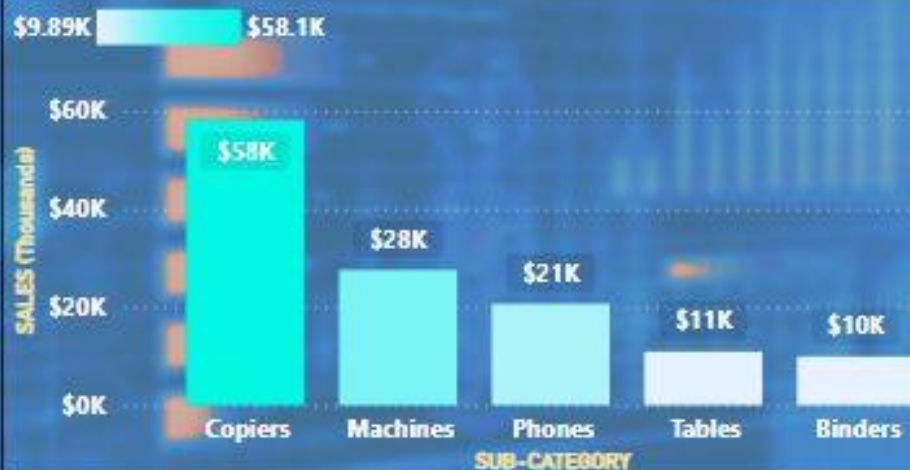


Consumer

Corporate

Home Office

SUM OF SALSE by SUB-CATEGORY



SALES BY COUNTRY

