# DATA ANALYST INTERNSHIP

**Task 8: Dashboard Design**

**Objective:** Create a basic interactive dashboard that shows sales performance by product, region, and month.

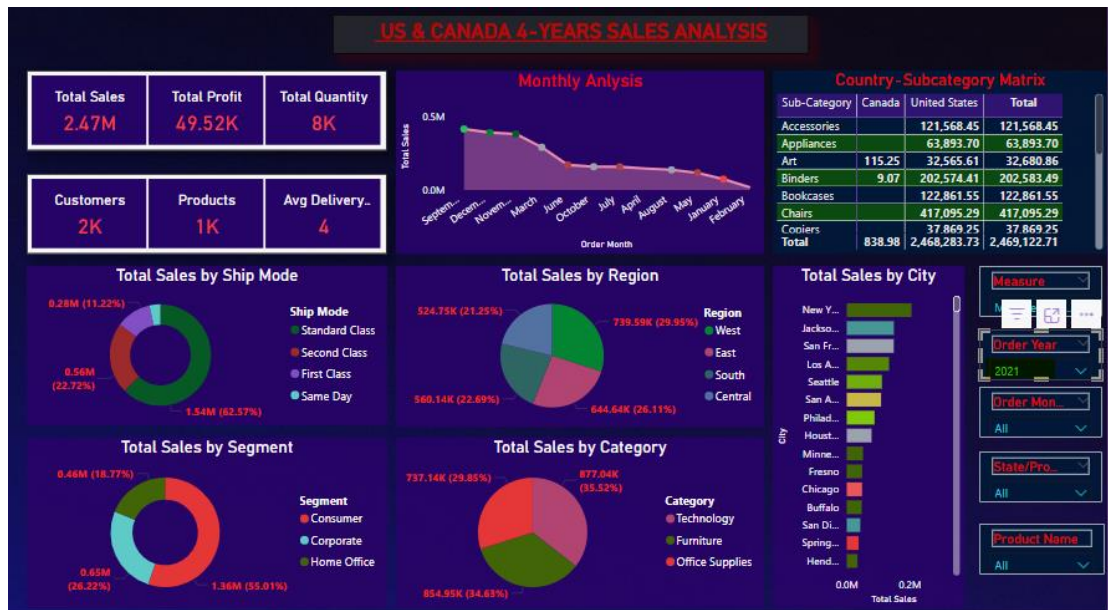**Tools**: **Power BI**

**Dataset**: USA Sales Dataset (2021-2024)

**Dashboard:**



**Insights:**

**Yearly Insights:**

**Year:2021**

**Total Sales: 2.47M USD**

**Total Profit: 49.52k USD**

**Highest Sales: In September 2021 in West Region**

<mark>Year:2022</mark>



**Total Sales: 2.39M USD**

**Total Profit: 61. 58k USD**

**Highest Sales: In December 2022 in East Region**
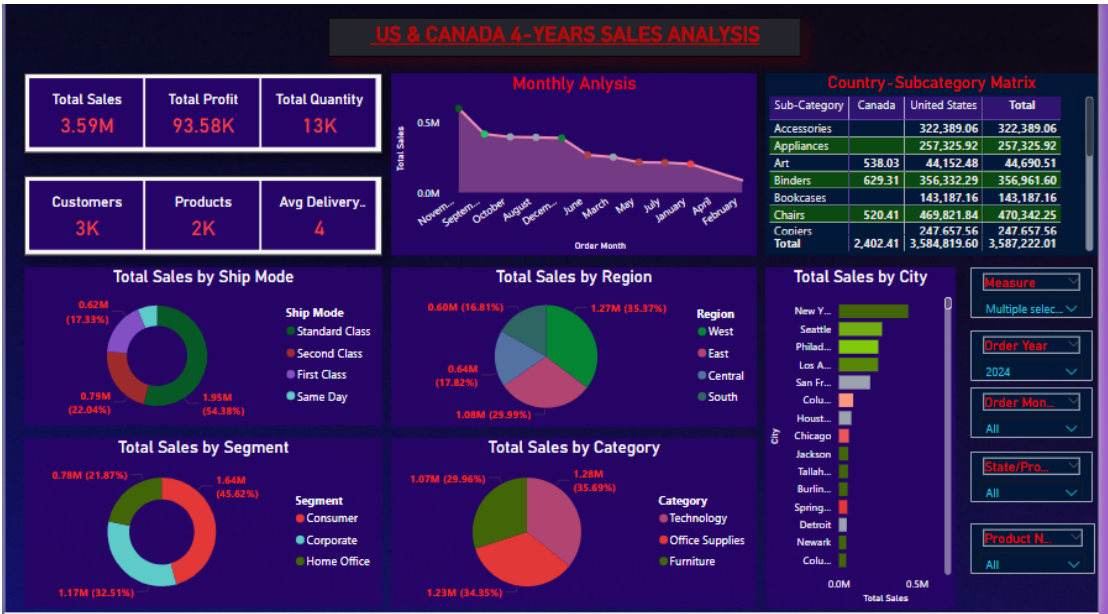
**Year: 2023**



Total Sales: 3.05M USD

Total Profit: 81.92k USD

Highest Sales: In December 2023 in West Region

**Year: 2024**

**Total Sales: 3.59M USD**

**Total Profit: 93.5k USD**

**Highest Sales: In November 2024 in West Region**

**Conclusion:**

**Sales is mainly happened and most revenue earned in the time period of November and December (Quarter 3) and dominated in West Region.**

**Other Insights:**

**Highest Sales in all 4 years (2021-2024): New York City**

**Revenue generating Segment is: Consumer**

**Customers are Preferring Shipping Mode: Standard Class**

**Except 2022, Technology category is the leading category in sales and revenue.**

**Business Decision:**

| Focus Area | Strategy | Expected Outcome |
|---|---|---|
| **Peak Season (Q4)** | Boost marketing & inventory | 20% higher sales |
| **West Region** | Expand distribution & promotions | 15% regional growth |
| **Technology Category** | New product launches | 25% segment growth |
| **Shipping Optimization** | Free shipping thresholds | Higher AOV (Average Order Value) |

| Focus Area | Strategy | Expected Outcome |
|---|---|---|
| **NYC Market** | Flagship store/influencer collabs | Brand dominance |
| **Low Seasons (Q1-Q2)** | Early-year discounts | 10% sales increase |
| **Profit Margins** | Bulk procurement & upselling | 5-8% higher profits |

Based on the **sales and profit insights (2021-2024)**, here are **data-driven business decisions** to **improve sales throughout the year** and **maximize profitability**:

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1. Focus on Peak Sales Periods (Q3 & Q4 – Nov & Dec)

✅ **Action Plan:**

- **Increase marketing spend** (digital ads, discounts, loyalty programs) in **October-December** to capitalize on high-demand months.
- **Stock inventory aggressively** in **West & East regions** (highest sales zones).
- **Run flash sales & bundle offers** (e.g., "Black Friday Tech Deals") to boost revenue.

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2. Strengthen Dominance in the West Region

✅ **Action Plan:**

- **Expand distribution centers** in the West (e.g., California, Texas) to reduce delivery times.
- **Partner with local retailers** for offline sales growth.

- **Offer region-specific promotions** (e.g., "West Coast Tech Fest").

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3. Leverage New York City (Top-Performing Market)

☑ **Action Plan:**

- **Open a flagship store** or **pop-up experience centers** in NYC.
- **Collaborate with influencers** in NYC to drive brand awareness.
- **Exclusive NYC-only deals** (e.g., "NYC Tech Week Discounts").

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4. Push the Technology Segment (Leading Category)

☑ **Action Plan:**

- **Introduce new tech products** (smart home devices, wearables) to attract buyers.
- **Offer extended warranties** or free tech support to increase perceived value.
- **Run B2B tech partnerships** (corporate bulk purchases).

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5. Optimize Shipping Strategy (Standard Class Preference)

☑ **Action Plan:**

- **Negotiate better rates with logistics partners** to maintain low-cost shipping.
- **Offer free Standard Class shipping** above a certain order value (e.g., "$50+ free shipping").
- **Test faster shipping options** (e.g., "2-Day Express at no extra cost") for high-margin products.

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6. Boost Underperforming Quarters (Q1 & Q2 – Jan to Jun)

☑ **Action Plan:**

- **Launch "Early Year Sales"** (e.g., "New Year Tech Refresh") to stimulate demand.
- **Introduce subscription models** (e.g., "Quarterly Tech Upgrades") for recurring revenue.
- **Target corporate clients** (Q1 budgets) with bulk purchase discounts.

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7. Improve Profit Margins (Sales Up, But Profits Lagging)

☑ **Action Plan:**

- **Reduce procurement costs** by bulk-buying high-demand items.
- **Upsell high-margin accessories** (e.g., cases, warranties) at checkout.
- **Optimize logistics** (reduce returns, improve packaging efficiency).

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8. Expand Consumer Segment (Highest Revenue Generator)

☑ **Action Plan:**

- **Personalized email campaigns** for repeat buyers (e.g., "Recommended for You").
- **Launch referral programs** ("Refer a Friend, Get $10 Off").
- **Enhance customer support** (live chat, quick refunds) to improve retention.

# Thank You