**Sales Performance Dashboard Report**

**Objective**

The primary goal of this dashboard is to analyze sales performance across different states, regions, sales methods, and retailers. It provides key insights into total sales, profitability, and trends over time, allowing for data-driven decision-making.

**Key Insights**

1️⃣ **Overall Performance**

* **Total Sales:** **$122.8M**
* **Total Profit:** **$48.41M** (**39.42% profit margin**)
* **Total Units Sold:** **2.54M**

2️⃣ **Sales by State**

* **New York leads** with **$10.6M** in sales, followed by California (**$8.9M**) and Florida (**$7.8M**).
* The **lowest-performing states** are **Minnesota ($0.9M) and Nebraska ($0.7M)**, which might indicate low market penetration or demand.

3️⃣ **Sales Trends Over Time**

* **Sales peaked in July and December**, suggesting seasonal trends.
* A drop in sales was observed in **February and October**, highlighting potential areas for promotional campaigns.

4️⃣ **Regional Sales Distribution**

* **Northeast has the highest contribution (29.93%)**, followed by the Midwest and South.
* **West region has the lowest sales share (13.58%)**, which may require further investigation.

5️⃣ **Sales by Method**

* **Online sales dominate (36.62%)**, followed by In-store (33.01%) and Outlet sales (30.37%).
* A **strong online presence** contributes significantly to revenue.

6️⃣ **Retailer Performance**

* **West Gear, Foot Locker, and Sports Direct** are the top-performing retailers.
* **Kohl’s, Walmart, and Amazon** show lower sales, possibly due to competitive pricing or product availability.

**Solution & Recommendations**

🔹 **Boost Sales in Low-Performing States:** Focus on targeted marketing and promotions in Minnesota and Nebraska to increase market share.

🔹 **Investigate Seasonal Trends:** Since sales peak in July and December, plan inventory and marketing campaigns accordingly to maximize profits.

🔹 **Enhance Online Sales Strategy:** Since online is the top-performing channel, consider expanding digital marketing efforts to further increase conversions.

🔹 **Retailer Performance Analysis:** Conduct a deeper dive into why some retailers are underperforming—adjust pricing, product mix, or partnerships if needed.

**Conclusion**

This Power BI dashboard provides a **clear, data-driven overview** of sales performance. By acting on the insights gained, businesses can optimize their strategies, improve sales distribution, and maximize profitability.