**Footwear Sales Performance Dashboard**

**Skills:**SQL, Power BI, Data Visualization

**Business Problem:**A retail chain needed to identify top-performing products and cities, plus analyze sales trends (2022–2024) to optimize inventory and marketing spend.

**Data Sources:**

* sales.csv (Revenue, units sold, store/month/year)
* product.csv (Product ID, model, cost)
* store\_cities.csv (Store locations)

**Analysis Steps:**

1. Top Products & Cities:

* Joined sales + product data, ranked products by revenue (SQL).
* Calculated city-level revenue contribution for top 5 products.

1. YoY & Seasonal Trends:

* Aggregated monthly sales by year, identified peak seasons.

**Key Findings:**

* Doe Runner\_F generated the highest revenue (€32K), with 53% from Istanbul.
* Sales peaked in June–August (summer) and December (holidays).
* 2023 revenue grew 15% YoY, but 2024 growth slowed to 5%.

**Business Recommendations:**

* Double down on Istanbul for top products (53% of Doe Runner\_F sales).
* Run promotions in Q2 (pre-summer) to boost sluggish spring sales.