

# Sales Performance & Customer Insights Dashboard

An interactive business intelligence dashboard designed to analyze **sales performance, customer behavior, and product trends** across regions and categories.

This project provides actionable insights through dynamic filtering, KPI tracking, and visual analytics to support data-driven decision-making.

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## Key Features

-  **Sales by Region** – Geographic visualization of revenue distribution
-  **Monthly Sales Trend** – Time-series analysis of sales performance
-  **Top 10 Products** – Best-performing products by sales
-  **Sales by Category** – Revenue comparison across Technology, Furniture, and Office Supplies
-  **KPI Cards** –
  - Total Sales
  - Total Profit
  - Total Orders
-  **Interactive Filters** –
  - Region slicer (Central, East, South, West)
  - Category slicer
  - Order date range selector

## Insights Delivered

- Technology category generates the highest revenue
- Clear seasonal sales patterns across months
- Product-level contribution to overall performance
- Regional sales distribution visualization

## Project Objective

To transform raw sales data into a structured and interactive dashboard that enables stakeholders to:

- Monitor performance metrics
- Identify high-performing products
- Analyze profitability trends
- Make strategic business decisions

## Conclusion

This project demonstrates:

- Strong **SQL querying skills**
- Data cleaning & transformation
- Business insight generation
- Interactive dashboard creation using **Power BI**