

Budget Sales Analysis



INTERNSHIP DONE UNDER



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INTRODUCTION

- **Purpose:** Analyzing sales data and budget performance for AdventureWorks products.
- **Tool Used:** Power BI for data visualization and analysis.

Details of the Data Set

- **Dataset:** AdventureWorks_Database
- **Columns:**
- **ProductKey:** Unique identifier for products.
- **OrderDate:** Date when the order was placed.
- **ShipDate:** Date when the order was shipped.
- **CustomerKey:** Unique identifier for customers.
- **PromotionKey:** Key associated with promotional activities.
- **SalesTerritoryKey:** Key for sales territories.
- **SalesOrderNumber:** Unique order number.
- **SalesOrderLineNumber:** Line number of the order.

Details of the Data Set

- **OrderQuantity:** Quantity of products ordered.
- **UnitPrice:** Price per unit.
- **TotalProductCost:** Total cost of the product.
- **SalesAmount:** Total sales amount.
- **TaxAmt:** Tax amount.
- **StandardCost:** Standard cost of the product.
- **List Price:** List price of the product.
- **diff std cost:** Difference between standard cost and sales amount.
- **diff list price:** Difference between list price and sales amount.

Details of the Data Set

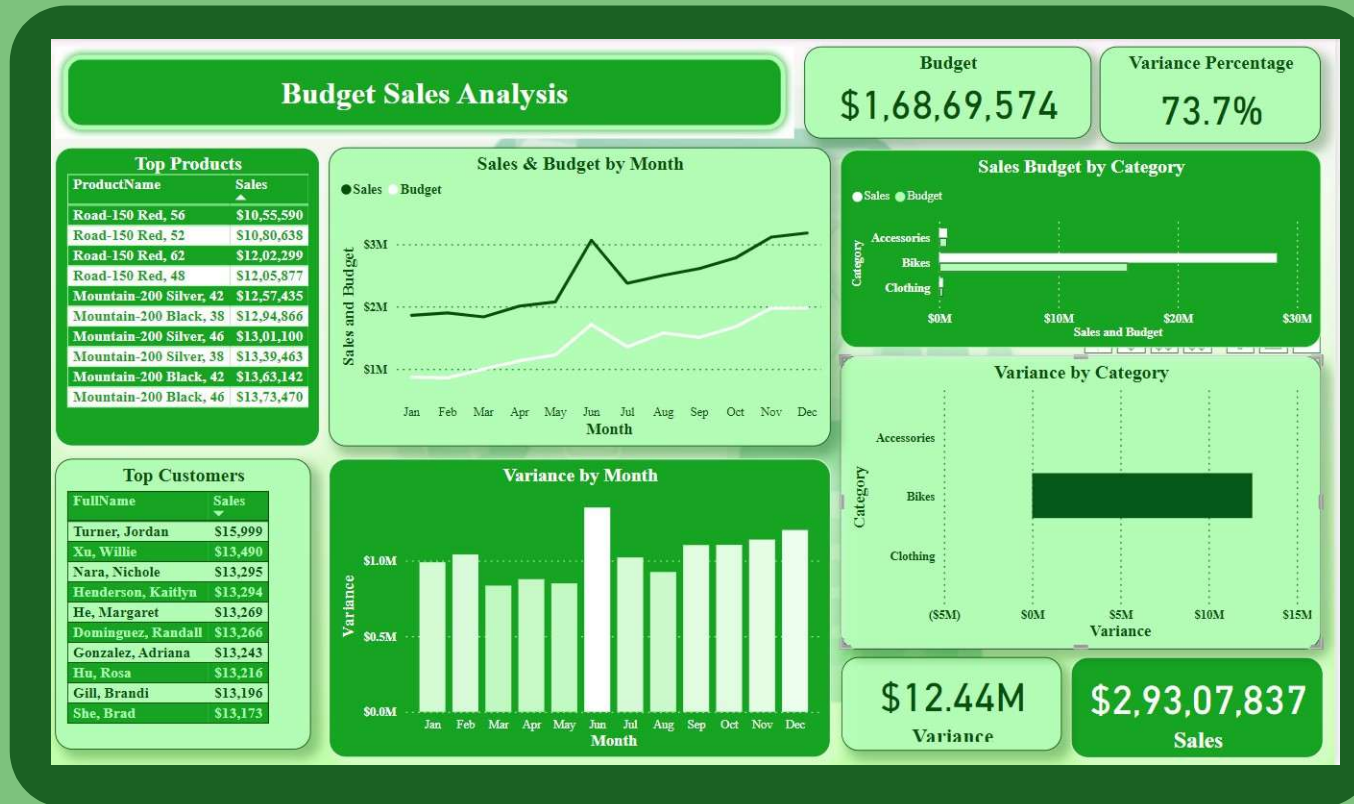
- **Dataset:** Budget
- **Columns:**
- **Category:** Product category.
- **Subcategory:** Product subcategory.
- **ProductName:** Name of the product.
- **Jan-Dec, 2016:** Monthly sales figures for each product.

Main Key Performance Indicators (KPIs)

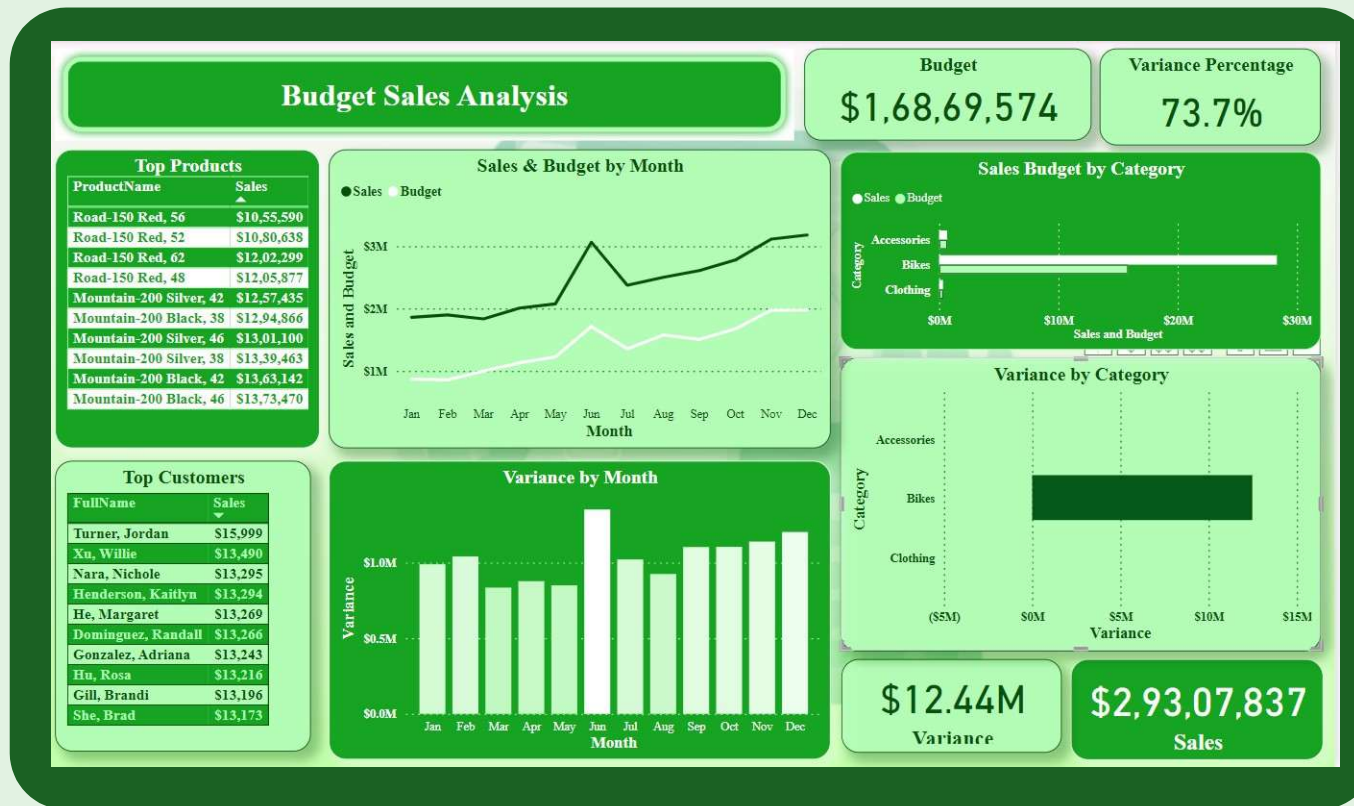
Key Metrics:

- Total Sales Revenue.
- Profit Margins.
- Sales Trends by Category and Subcategory.
- Budget vs. Actual Sales.

Mock-Up Dashboard



Dashboard Design



Thank You

