

Sales Analysis Power BI Project Report

1. Introduction

The Sales Overview Analysis project aims to track key performance indicators (KPIs) related to sales, profit, and quantity across different regions. The interactive Power BI dashboard enables dynamic filtering by year and metric, offering insights into sales trends and year-over-year comparisons.

2. Project Scope

The project involves the following steps:

- Requirement Gathering & Business Understanding
- Data Walkthrough & Connection
- Data Cleaning & Quality Check
- Data Modeling & Processing
- DAX Calculations for KPIs
- Dashboard Development & Visualization
- Insights Generation

3. Business Requirements

The dashboard is designed to provide dynamic insights into Sales, Profit, and Quantity across four major regions:

KPI Requirements Per Region

Central, East, South, and West Regions:

- Display Sales, Profit, and Quantity based on the selected year filter.
- Allow dynamic selection between Sales, Profit, and Quantity.
- Compare Current Year (CY) Sales with Previous Year (PY) Sales.
- Implement a bar sparkline for monthly trends with an average line.

4. Dashboard Components & Visualizations

Charts & Tables

Sales by State

- Bubble Map: Represents sales distribution across different states, with bubble size indicating sales volume.
- Bar Chart: Provides a comparative view of sales across states, sorted in ascending/descending order.

Key Metrics Table

A tabular format displaying:

- CY Sales & PY Sales with YoY Sales Growth
- CY Profit & PY Profit with YoY Profit Growth
- CY Quantity & PY Quantity with YoY Quantity Growth

5. Key Insights & Observations

- Regional Performance: Central and East regions showed higher sales growth compared to the South and West regions.
- Year-over-Year Comparison: The dashboard effectively highlights trends, showcasing the impact of external factors on sales.
- Sales Trends: Monthly sparklines help identify seasonal peaks and troughs, assisting in demand forecasting.

6. Conclusion

The Sales Overview Analysis Dashboard provides an intuitive and data-driven approach to analyzing regional sales performance. The dynamic features allow for in-depth insights, aiding in strategic decision-making.

7. Future Enhancements

- Integration of customer segmentation for targeted marketing.
- Inclusion of predictive analytics to forecast future sales trends.
- Additional filtering options for better granularity in data analysis.