📊 SALESPULSE BI – BUSINESS INSIGHTS DASHBOARD

PROJECT OVERVIEW

In this project, I developed a comprehensive Power BI dashboard, *SalesPulse BI*, to help a fictional retail company, **Adventure Works**, gain actionable insights from their sales data. The dashboard provides a clear, interactive view of sales performance, customer demographics, and product trends using structured Excel (CSV) datasets.

- This project simulates a real-world business scenario where a client requests insights to make data-informed decisions. Below are key business questions that were answered using the dashboard:

BUSINESS QUESTIONS & INSIGHTS

1. **How is the company's overall revenue performance compared to the budget?**
    1. The Revenue Performance KPI visual shows total revenue, budget, and the variance—highlighting that actual sales ($22.2M) exceeded the budget ($21.1M), indicating positive growth.
2. **Which product categories and lines are generating the most revenue?**
    1. A combination of donut charts and bar charts show that **Bikes** contribute over 95% of total sales, with **Mountain** and **Road bikes** as the top-performing product lines.
3. **What are the top-selling individual products?**
    1. A ranked bar chart reveals that six variants of Mountain Bikes consistently lead in sales, each with over $1.3M in revenue.
4. **How do sales trends vary by month throughout the year?**
    1. The monthly line graph compares total sales vs. budget, identifying peak months (e.g., June and December) and budget overperformance.

5. Which countries and customers are driving the most revenue?

Sales by Customer Country and Customer Name visuals show that the **United States and Australia** lead in revenue, and individual customers like **Jordan Turner** are high-value contributors.

6. How do sales differ by customer gender?

The gender-based pie chart indicates a nearly even split, helping inform marketing and customer engagement strategies.

7. What products are currently active and in which countries?

A detailed table lists products by subcategory, sales amount, status, and country—helping in stock planning and regional targeting.

Sales Overview

Year: 2020 | 2021 | 2022

Month: Apr | Aug | Dec | Feb | Jan | Jul | Jun | Mar | May | Nov

Adventure Works

Filters

Country: All

City: All

Product Name: All

Product Line: All

Product Category: All

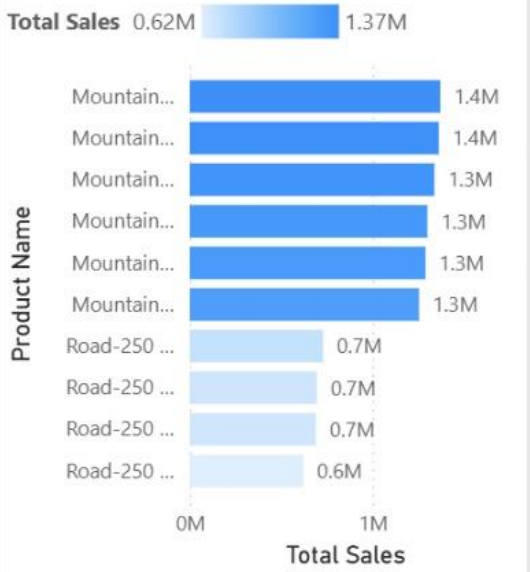
Revenue Performance

$22,239,730

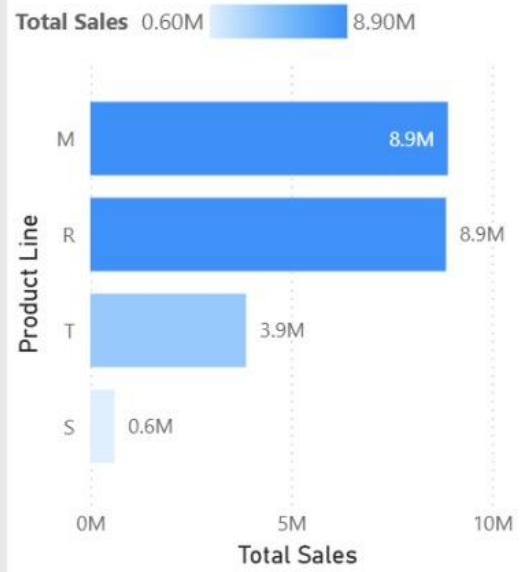
21,100,000.00 ↑ 1,139,730.26 ↑

Total Sales by Product Category

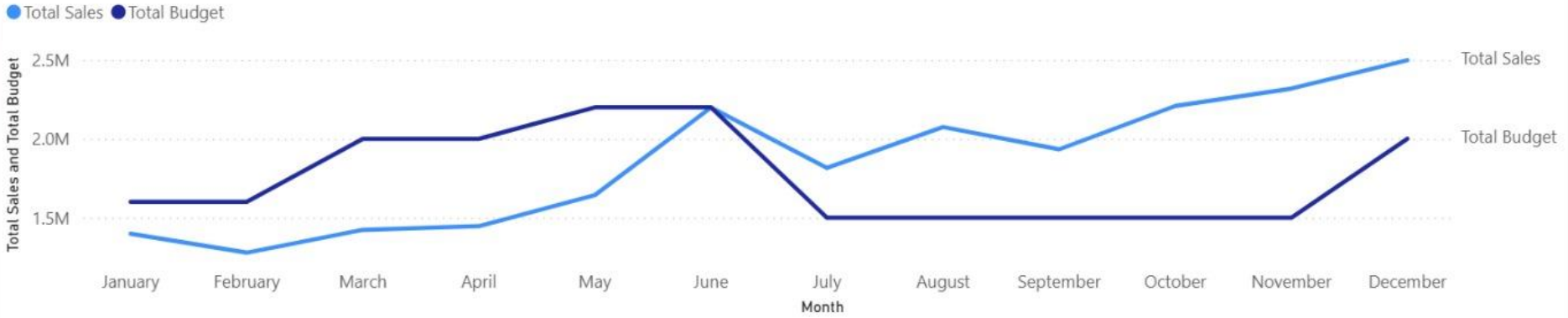
Top 10 Sales by Product Name



Total Sales by Product Line



Revenue Performance by Month



Product Details

Year: 2020 | 2021 | 2022

Month: Apr | Aug | Dec | Feb | Jan | Jul | Jun | Mar | May | Nov

Adventure Works

Filters

Country: All

City: All

Product Name: All

Product Line: All

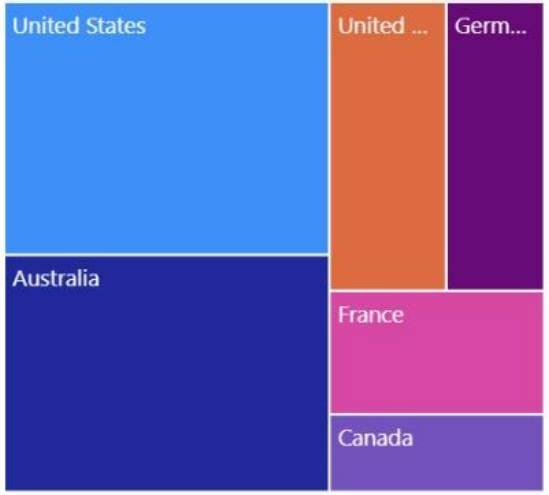
Product Category: All

22,239,730.26
Total Sales

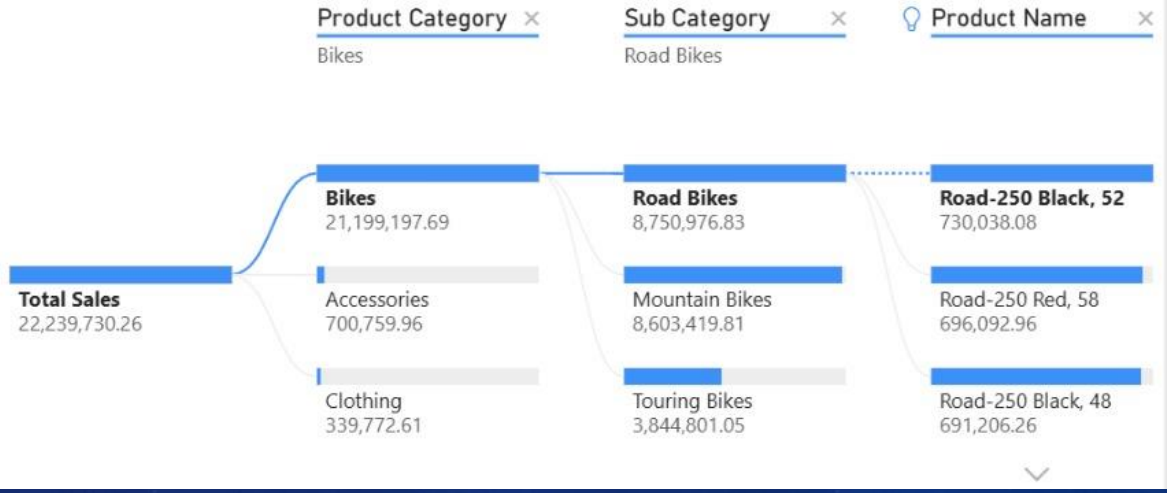
21100000
Total Budget

Sales vs Budget

Total Sales by Customer Country



Top 10 Sales by Product Name



Sub Category	Sales	Product Status	Country
Bike Racks	39,360.00	Current	Australia
Bike Stands	39,591.00	Current	Australia
Bottles and Cages	56,798.19	Current	Australia
Bottom Brackets		Current	Australia
Brakes		Current	Australia
Caps	19,688.10	Current	Australia
Chains		Current	Australia
Cleaners	7,218.60	Current	Australia
Cranksets		Current	Australia
Derailleurs		Current	Australia
Fenders	46,619.58	Current	Australia
Total	**22,239,730.26**	**Current**	**Australia**

Customer Details

Year: 2020 | 2021 | 2022

Month: Apr | Aug | Dec | Feb | Jan | Jul | Jun | Mar | May | Nov

Adventure Works

Filters

Country: All

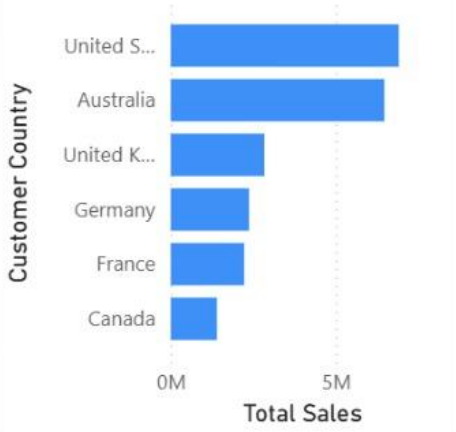
City: All

Product Name: All

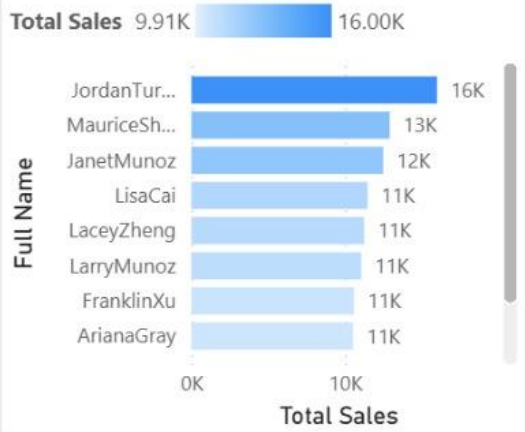
Product Line: All

Product Category: All

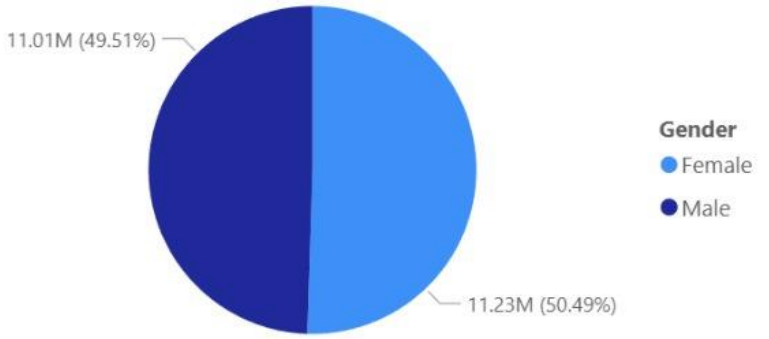
Total Sales by Customer Country



Top 10 Sales by Customer Name



Total Sales by Gender



Customer Country	Australia		France		Germany		United Kingdom	
Full Name	Total Sales	Earliest DateFirstPurchase	Total Sales	Earliest DateFirstPurchase	Total Sales	Earliest DateFirstPurchase	Total Sales	Earliest Da
AdrianaGonzalez			9,664.43	Friday, May 24, 2019				
AliciaShen			9,458.18	Saturday, January 18, 2020				
ArianaGray			10,528.63	Sunday, November 22, 2020				
BradShe			9,594.92	Wednesday, May 29, 2019				
BrandiGill			9,617.37	Tuesday, January 29, 2019				
ColeStewart			9,390.53	Monday, January 13, 2020				
ColleenGoel			9,421.91	Monday, March 09, 2020				
DominiquePrasad			9,330.20	Thursday, December 10, 2020				
FranciscoSara			9,586.37	Sunday, May 19, 2019				
FranklinXu					10,585.87	Thursday, October 17, 2019		
FrankVazquez			9,523.00	Tuesday, March 17, 2020				
GabriellaCollins			9,695.73	Thursday, January 02, 2020				
Total	**16,488.09**	**Wednesday, January 29, 2020**	**273,427.41**	**Tuesday, January 29, 2019**	**10,585.87**	**Thursday, October 17, 2019**	**3,072.33**	**Wednesda**