



FINANCIAL ANALYSIS

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OBJECTIVE

To explore sales performance, profitability, and discount trends across countries, products, and segments using Power BI, enabling better business decision-making through interactive visualizations.





- Analyzed a comprehensive sales dataset using Power BI to derive actionable business insights.
- Transformed raw data into interactive visual dashboards for intuitive analysis.



Data included multiple dimensions such as:

- Segments, Countries, Products
- Discount Bands, Manufacturing and Sales Prices
- Time Periods (monthly, yearly)



- Focused on key performance metrics:
 - Total Sales, Profit, Units Sold, Discounts
- Enabled monitoring of trends across time and geographical regions.

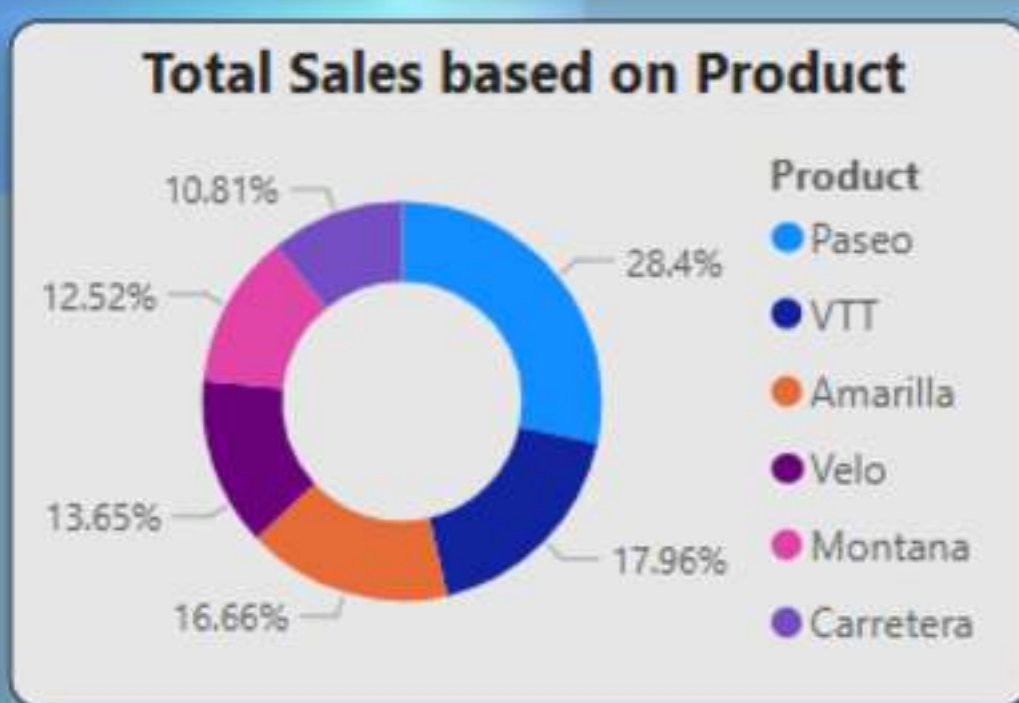
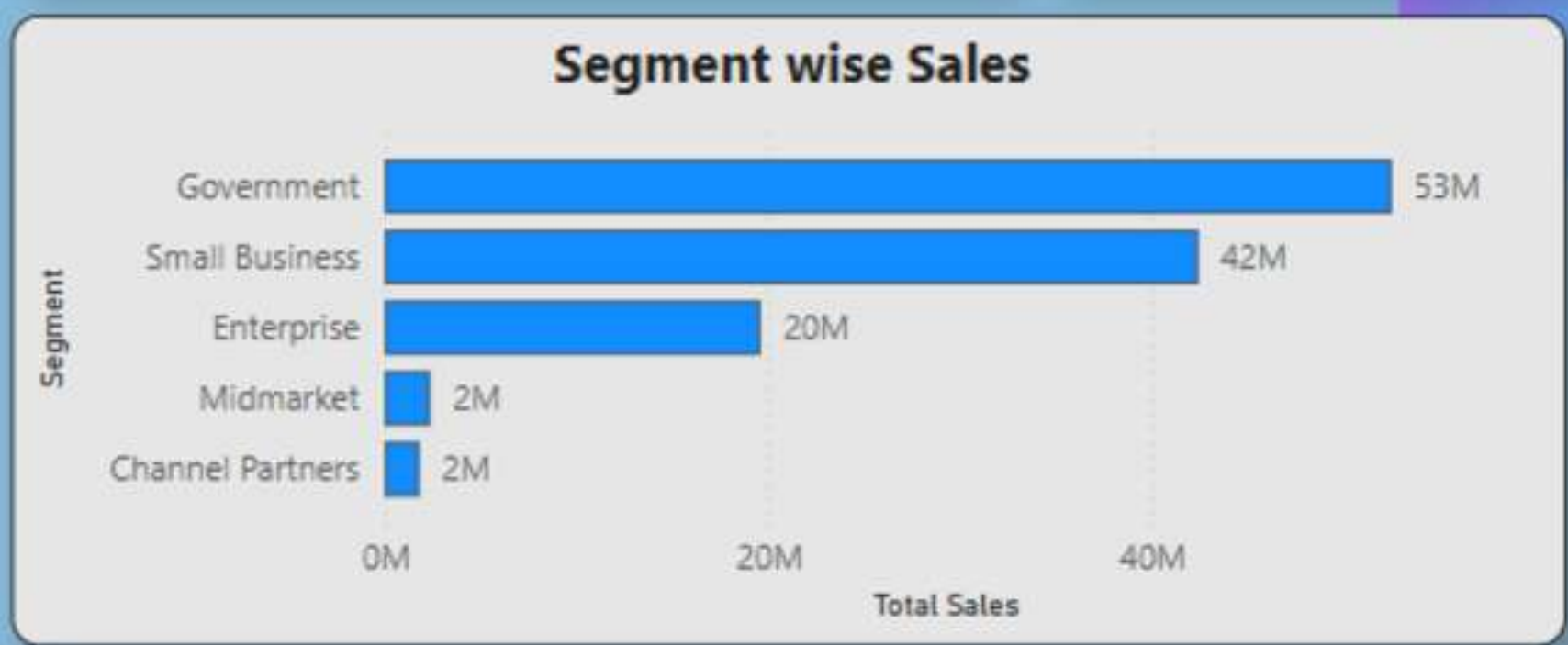
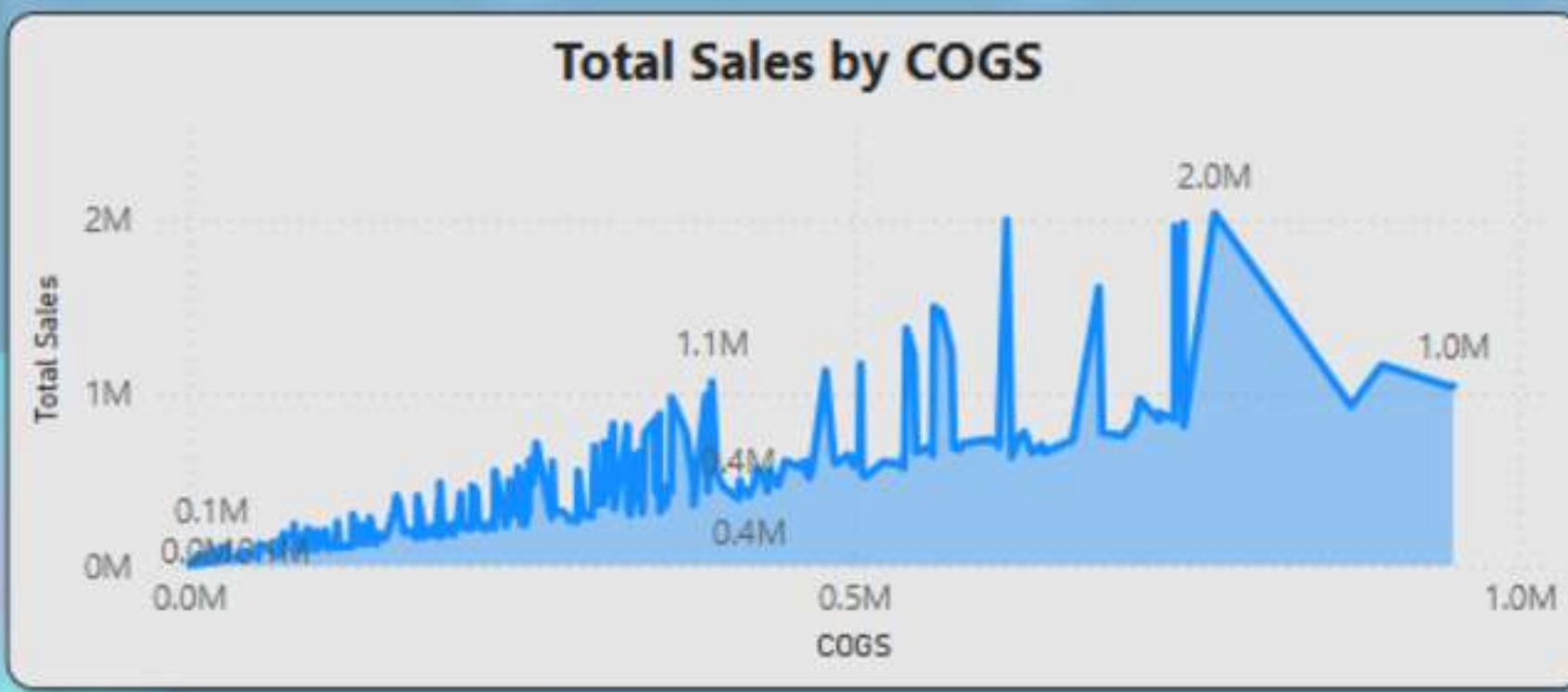
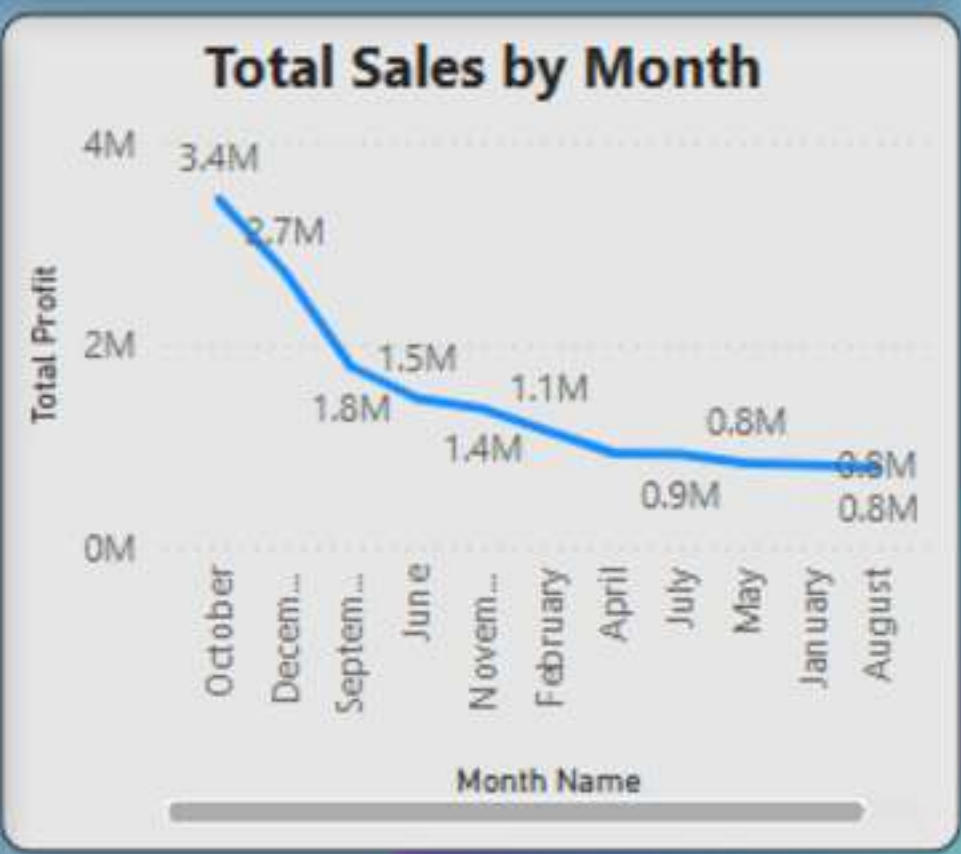
PROJECT OVERVIEW

FINANCIAL ANALYSIS DASHBOARD

Total Sales
119M

No. of items
700

Unit Sold
1M



Discount Band

High

Low

Medium

None

Product

All

Country

Canada

France

Germany

Mexico

United States of America

KEY INSIGHTS

1. Sales & Profit Trends

- Sales show consistent monthly growth with peak in Q4.
- Profits follow similar trend but are affected by discount bands.
- Sales Year to date and Year over year growth support business momentum.
- Certain months (e.g., December) reflect seasonal spikes

KEY INSIGHTS

1. Segment & Product Insights

- Government segment yields the highest profit margins.
- Carretera and Montana are the top-selling products.
- Discounts have variable impact based on segment and product.
- Units sold vary by region, indicating localized preferences.

KEY INSIGHTS

1. Geographic Performance

- Canada, Germany, and France lead in sales and profit.
- Country-level breakdown reveals regional strengths.
- Custom visuals help spot sales concentration zones.
- Enables targeted marketing and resource allocation.

RECOMMENDATIONS

- Optimize Discount Strategies:
Analyze which discount bands yield high sales but low profit margins, and adjust offers to balance volume with profitability.
- Leverage High-Profit Segments:
Prioritize marketing and resource allocation toward the Government and Midmarket segments, which consistently show higher profit margins.
- Focus on Top-Performing Products:
Products like Carretera and Montana drive significant revenue—consider expanding inventory or bundling them with slower-moving items.

RECOMMENDATIONS

- Regional Sales Expansion:
Countries like Canada, Germany, and France consistently perform well—explore further market penetration or promotional campaigns in these regions.
- Monitor Cost of Goods Sold (COGS):
Keep an eye on rising COGS, especially for high-volume products, to protect profit margins.
- Use Sales Trend Forecasting:
Continue leveraging Power BI's time intelligence features (like YTD, YoY growth) to proactively forecast demand and manage inventory.



**THANK
YOU**