



Sales Overview Analysis

By Soumyaranjan Nayak

Project Steps

1

Data Preparation

Gather requirements, connect and clean data.

2

Analysis

Model data, process, and perform DAX calculations.

3

Visualization

Design background, layout charts, develop dashboard.

4

Insights

Generate valuable insights from the data.

5

Recommendations



Business Requirements

Dynamic Metrics

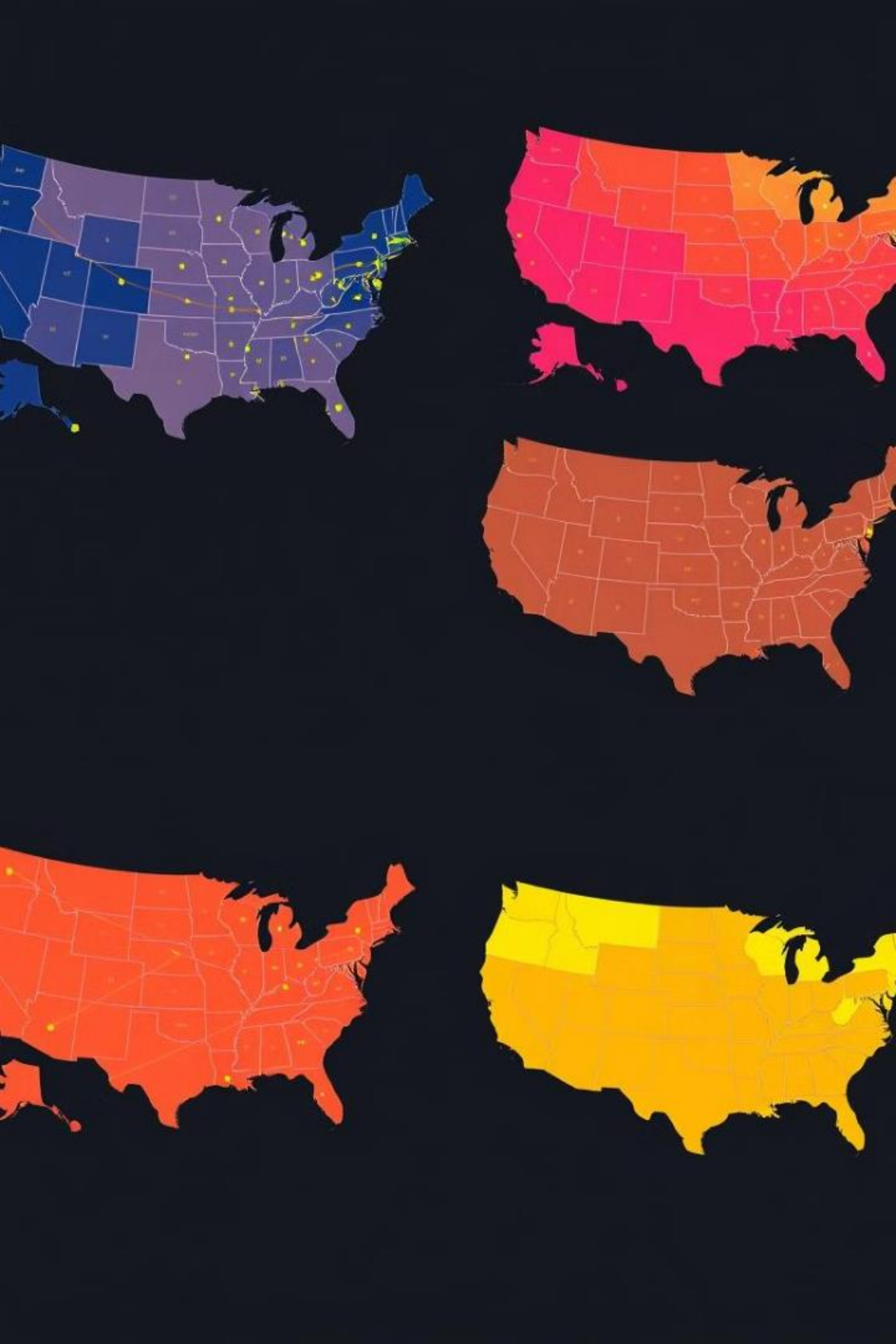
Track Sales, Profit, Quantity across four regions wise and Category wise.

Filtering

Allow year filtering and metric switching.

Comparisons

Include previous year's sales for context.



Regional KPI Requirements

Central Region

Display metrics, allow selection, show previous year.

East Region

Include bar sparkline with average line.

South Region

Dynamic selection between Sales, Profit, Quantity.

West Region

Monthly data visualization for trend analysis.

SALES OVERVIEW DASHBOARD | By Region

By Region

Sales

profit

Qty

By Category

2021

2022

2023

2024

Central

Sales

103K

PY Sales: 484.44K



East

Sales

156K

PY Sales: 484.44K



South

Sales

71K

PY Sales: 484.44K



West

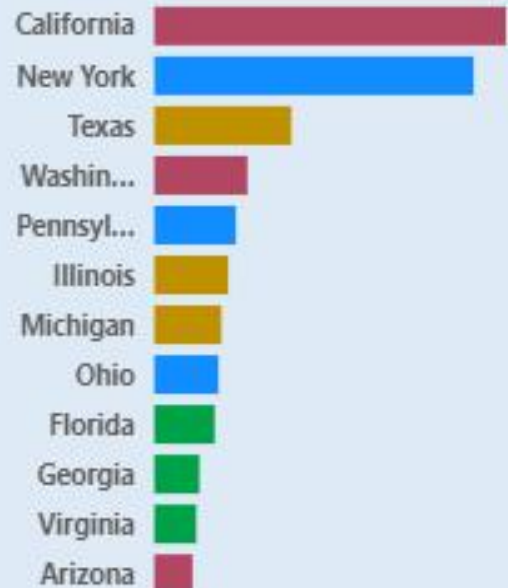
Sales

140K

PY Sales: 484.44K



Sales



Current Year & Previous Year Metrics

Region	CY Sales	PY Sales	YoY Sales	CY Profit	PY Profit	YoY Profit	CY Qty	PY Qty	YoY Qty
Central	102.87K	103.84K	▼ -1%	11.72K	0.54K	▲ 2072%	1815	1726	▲ 5%
East	156.45K	128.87K	▲ 21%	21.05K	17.04K	▲ 24%	2399	2009	▲ 19%
South	71.36K	103.85K	▼ -31%	8.32K	11.88K	▼ -30%	1344	1336	▲ 1%
West	139.97K	147.88K	▼ -5%	20.49K	20.07K	▲ 2%	2438	2533	▼ -4%
Total	470.65K	484.44K	▼ -3%	61.58K	49.52K	▲ 24%	7996	7604	▲ 5%

SALES OVERVIEW DASHBOARD | by Category

By Region

Sales

profit

Qty

By Category

Select all

2021

2022

2023

2024

Furniture

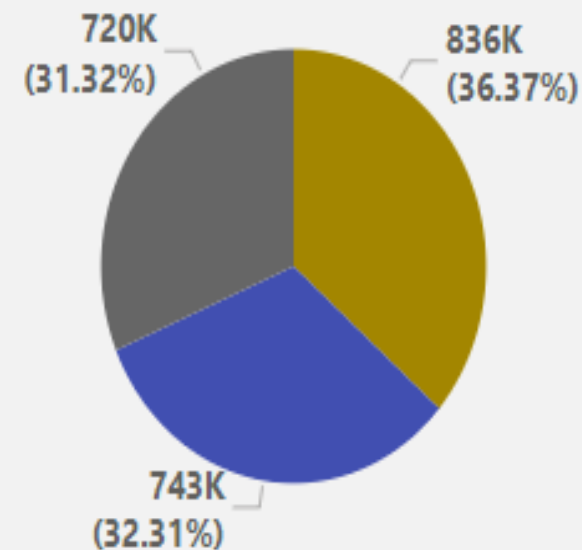
Office Supplies

Technology

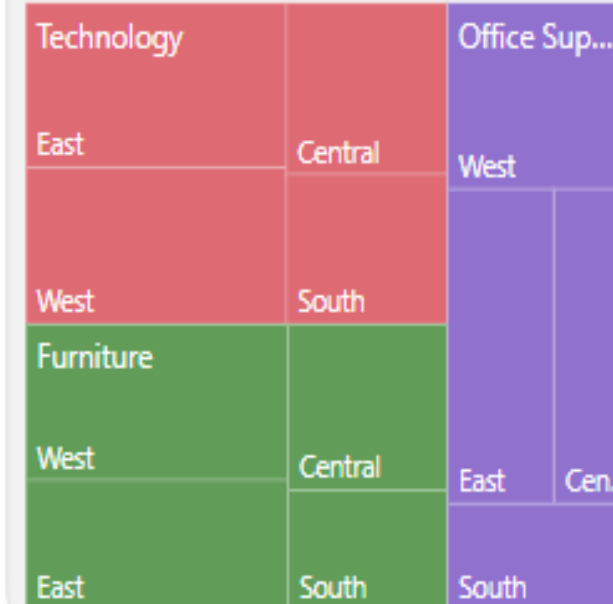
Canada

United States

Sales by Category

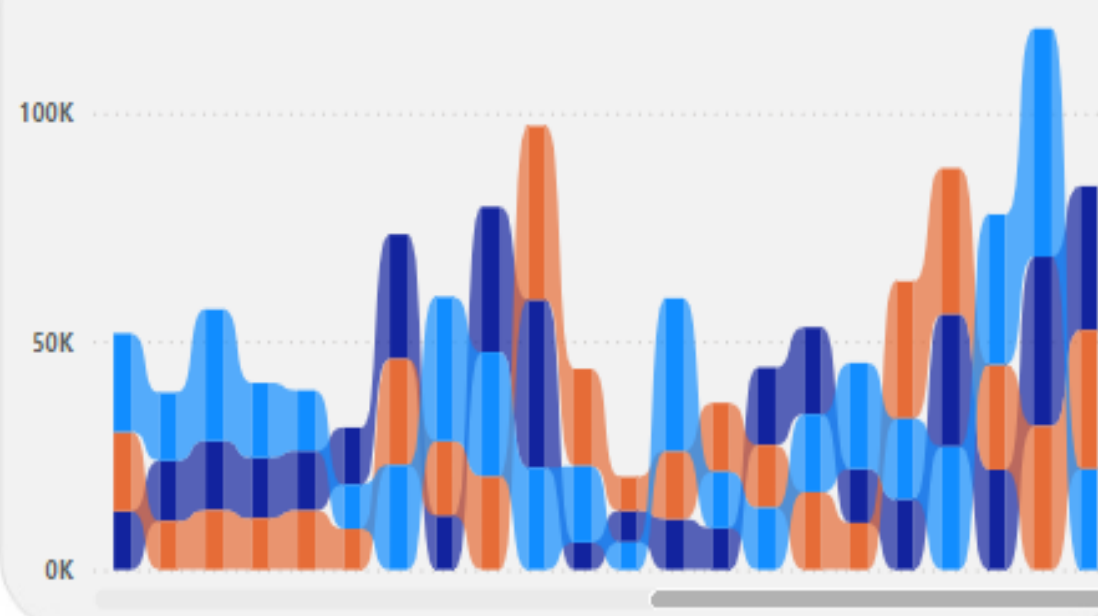


Sales by Category and Region

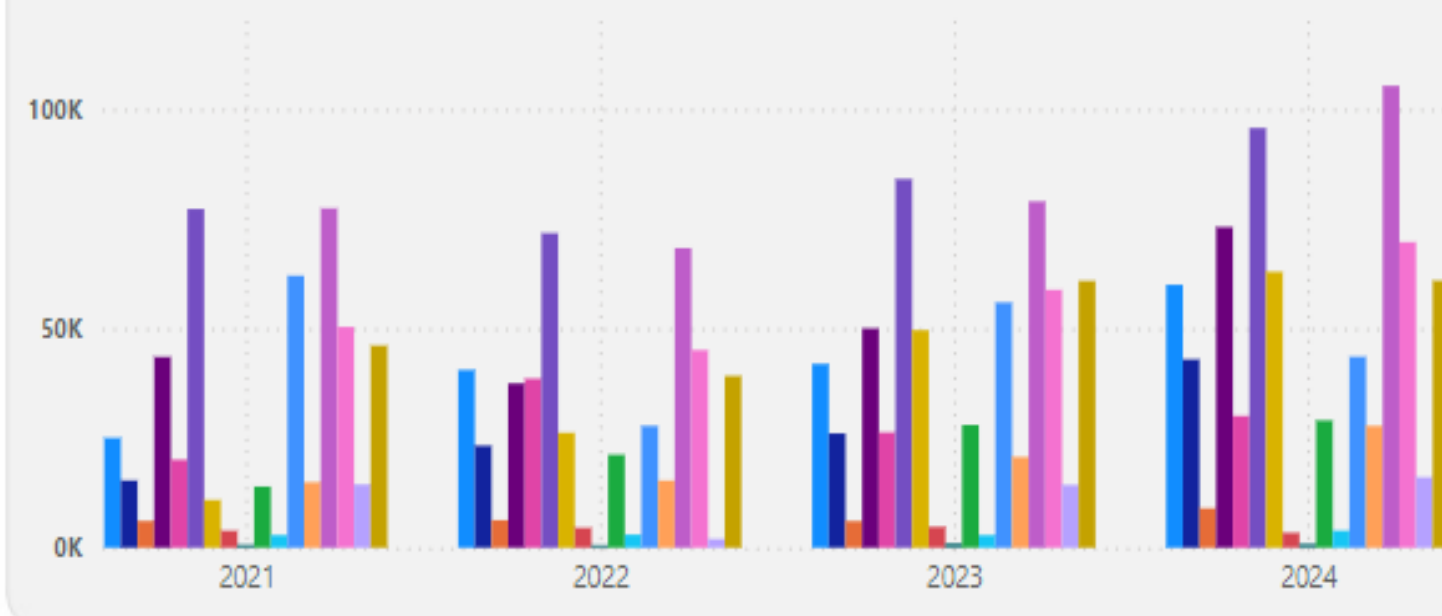


	Region	Total Qty	Total Sales	Total profit
Central		8780	5,01,240	39,706
	Furniture	1827	1,63,797	-2,871
	Office Supplies	5409	1,67,026	8,880
	Technology	1544	1,70,416	33,697
East		10730	6,80,477	91,725
	Furniture	2270	2,09,005	2,987
	Office Supplies	6518	2,06,498	41,277
	Technology	1942	2,64,974	47,462
South		6209	3,91,722	46,749
	Furniture	1291	1,17,299	6,771
	Office Supplies	3800	1,25,651	19,986
	Technology	1918	1,48,772	19,992
Total		37985	22,98,897	2,86,599

Sales by Year, Quarter, Month and Category



Sales by Year and Sub-Category



Key Insights

1. Technology has the highest sales across the categories and contributing significantly to the total revenue.
2. East region showing higher overall volume and profit compared to others.
3. There are seasonal sales spikes in specific months for each region. This trend can help identify peak sales months and optimize marketing and inventory strategies.
4. Year-over-year comparisons reveal trends and growth patterns. For example, while the East region has shown strong growth, the South region has seen fluctuations, indicating potential challenges in that market.
5. Certain regions and categories show negative profit margins, indicating potential cost or pricing issues. For example, Office Supplies in Central shows losses, which could be due to higher operational costs or lower margins.
6. Technology consistently generates higher profits, making it a critical category for revenue growth.
7. States like California and New York are major contributors to sales, suggesting strong market penetration and customer base in these regions. Smaller states show lower engagement, providing room for growth.

Recommendations

1. Focus marketing efforts in regions with high potential but underperformance, such as the South region. Tailored promotions or pricing strategies can help improve sales here.
2. Leverage peak sales months for high-performing regions by implementing seasonal campaigns, possibly focusing on Technology, which already has high demand.
3. Address negative profit margins in specific regions and categories, such as Office Supplies in the Central region. Evaluate operational costs, supplier contracts, or pricing strategies to improve profitability.
4. Given Technology's strong performance, consider expanding the product line or increasing stock levels for this category, especially during high-demand periods.
5. For regions with lower sales or profits, optimize inventory to match demand better, reducing overhead costs.
6. Use dynamic filtering to drill down into specific year, quarter, or month performance, enabling better demand forecasting.
7. Since certain states have higher sales figures, replicate successful sales and marketing strategies from these high-performing states in similar but underperforming areas.

Thank you