



# ANALYSIS OF CHRISTMAS SALES AND TRENDS



Total Sales Transactions

10000

Sum of Total Sales

1.65M

Black Friday

First Event

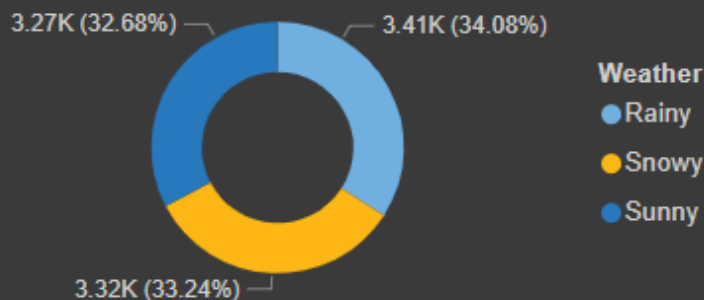
Customer satisfaction



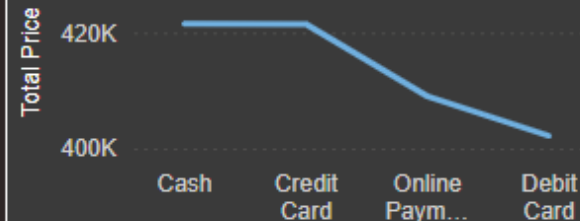
Category

- ☐ Clothing
- ☐ Decorations
- ☐ Electronics
- ☐ Food
- ☐ Toys

Return flags by Weather



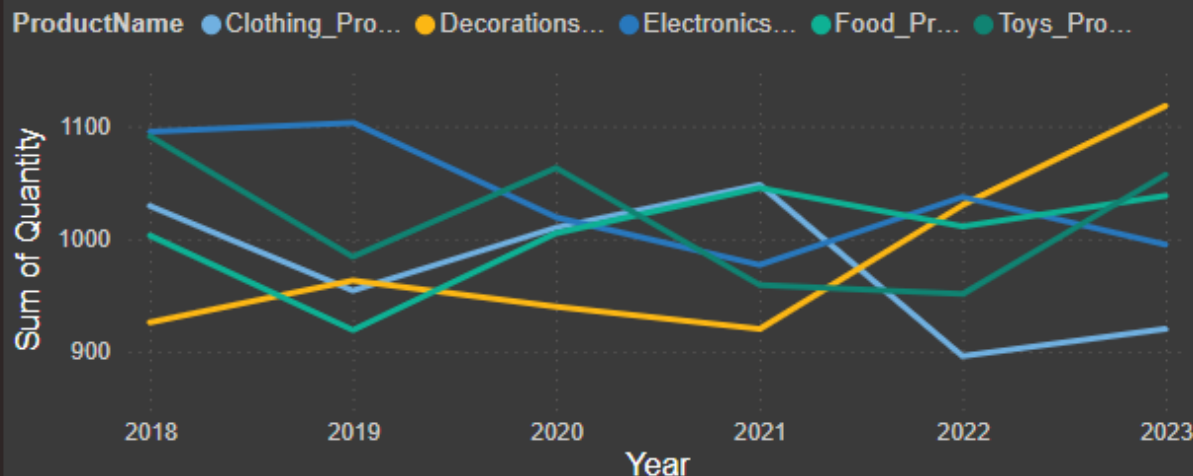
Total Price by Payment Type



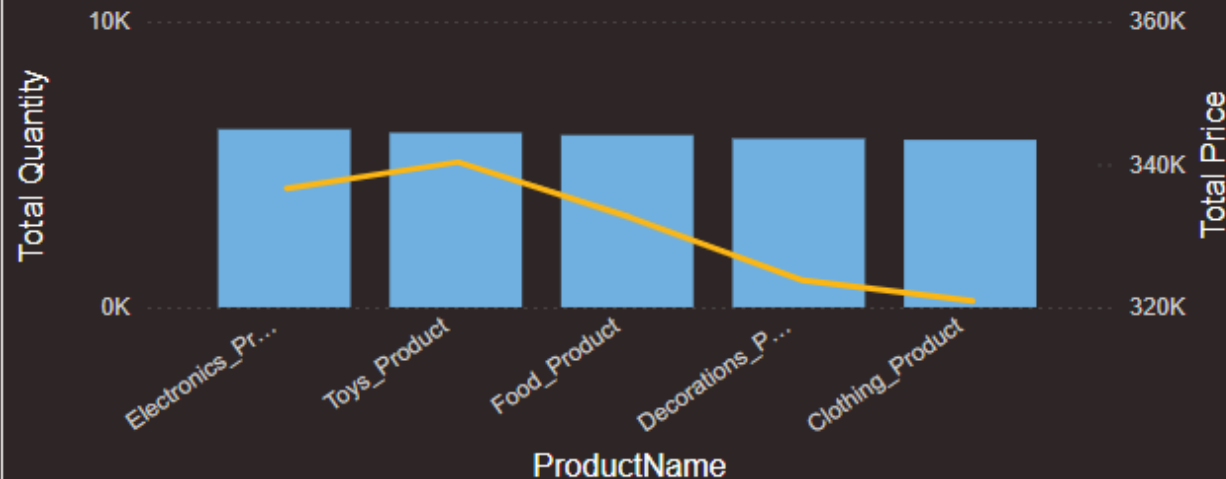
Events

- ☐ Black Friday
- ☐ Christmas Market
- ☐ None

Product Demand Over the Years



Total Quantity and Total Price by ProductName





# Christmas Sales & Trends – Power BI Dashboard

- ▶ This Dashboard is created for a Monthly data visualization Challenge hosted by ONYX DATA. I Participated In this competition to enhance my data storytelling skills using powerbi



# Dataset Overview

## Content:

- Source: Onyx Data Challenge – Monthly dataset
- Records: 10,000+ transactions
- Columns included: Product Category, Date, Quantity, Sales, Weather, Payment Type, Events
- Objective: Analyze Christmas sales patterns, return behavior, and customer trends



## *What This Dashboard Reveals*

- Total sales: **1.65M** from **10,000 transactions**
- Categories like **Electronics** and **Clothing** dominated sales
- **Black Friday** was the highest-performing event
- **Weather impacts** return rates — **Rainy & Snowy** days showed higher returns
- **Customer satisfaction** scored low (avg: 2.98 out of 5.97)
- Cash and credit card were the preferred payment methods



# *What I Learned From This Project*

- Hands-on with **Power BI's interactive visuals**
- Experience using **DAX**, slicers, and tooltips
- Used **bookmarks and formatting** to enhance storytelling
- Developed end-to-end dashboard design

# Submission & Acknowledgement

- Submitted to **Onyx Data Challenge** [\[onyxdata.co.uk\]](https://onyxdata.co.uk)
- “This project was completed independently for educational and portfolio purposes.”



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