Sales Performance Dashboard Project Report

Tools Used: Power BI, SQL, Excel

Project Duration: October 2025

Dataset Size: 50,000+ Sales Transactions

1. Introduction

This project focuses on designing and developing an interactive Sales Performance Dashboard using Power BI to analyze large-scale sales transaction data. The dashboard enables tracking of revenue trends, regional performance, product category insights, and customer metrics to support data-driven decision-making.

2. Objectives

- Analyze 50,000+ sales records to identify revenue trends
- Monitor regional and product category performance
- Calculate Year-over-Year (YoY) growth and moving averages
- Measure customer retention rate
- Automate data cleaning and transformation process
- Provide actionable business insights

3. Methodology

3.1 Data Extraction (SQL)

Used SQL queries to extract relevant tables, perform joins, aggregations, remove duplicates, and handle missing values.

3.2 Data Transformation (Power Query)

Cleaned inconsistent values, standardized formats, merged multiple sources, and developed an automated ETL pipeline reducing manual processing time by 40%.

3.3 Data Modeling (Power BI)

Created relationships using a star schema model and optimized performance for handling large datasets.

3.4 DAX Calculations

Implemented advanced DAX measures including Total Revenue, YoY Growth %, Moving Average, Profit Margin %, and Customer Retention Rate, improving reporting efficiency by 25%.

4. Dashboard Features

- KPI Cards: Total Sales, Total Profit, Growth Percentage
- Revenue Trend Line Chart
- Regional Performance Map
- Product Category Breakdown
- Customer Retention Metrics
- Interactive Filters (Region, Category, Date)

5. Key Insights

- Identified underperforming regions with declining YoY growth.
- Detected seasonal revenue patterns.
- Highlighted top-performing product categories.
- Identified customer retention gaps in specific regions.

6. Business Impact

The project reduced reporting time by 25% and manual data processing by 40%, enabled faster decision-making, and improved transparency of sales performance metrics.

7. Conclusion

The Sales Performance Dashboard successfully transformed raw sales data into meaningful business insights. By leveraging Power BI, SQL, and Excel, the project delivered an automated, scalable, and efficient analytics solution.