

Sales & Profit Dashboard

Built in Power BI

This project provides a comprehensive Power BI dashboard analysing sales and profit performance across countries, product categories, and customer segments. The dashboard enables business users to quickly explore revenue trends, profitability, and regional performance variations using an interactive date hierarchy.

■ Key Insights

- **Geographic Performance:** Sales distribution across countries highlights high-performing regions and underperforming markets.
- **Product Analysis:** Certain product categories drive higher profit margins, while others show declining trends.
- **Segment Comparison:** Customer segments contribute differently to revenue and profitability.
- **Time Analysis:** Date hierarchy (Year, Quarter, and Month) enables flexible filtering of results.

■ Tools & Technologies

- Power BI Desktop (Data Modeling, DAX, Interactive Visualizations)
- Power Query (Data Cleaning & Transformation)
- DAX (Custom Measures for Profit, Sales KPIs)
- GitHub (Version control & portfolio sharing)

■ Future Improvements

- Add forecasting visuals for sales prediction.
- Automate refresh with a live database connection.
- Publish to Power BI Service for interactive online access.

■ Connect With Me

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