I am super excited to share a recent project - A superstore sales analysis report created with Power BI, featuring two years worth of data. Dive into the world of sales analytics and explore the power of data-driven insights.

**Project Objective:** To contribute to the success of a business by utilizing data analysis techniques ,specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

**Skill:** Microsoft Power Query, Microsoft Power BI, Microsoft Excel, DAX, Business Analysis.

**Power BI techniques:**  
Load & Connect  
Table Operation  
DAX Utilization  
Visual Storytelling

**Task Done:**

Import Dataset from Excel to Power BI Desktop.

Did data cleaning process like unnecessary column removal, changed data type, replacing error value.

Created a separate Sales forecasting table using SUMMARIZE DAX function.

Used efficient and suitable visuals to represent Insights.

Used slicer and filter to make reports more dynamic and interactive.

It will help to do forecasting based on last 2 years historical data.

**Dataset Overview:**22 cloumns,6000 records.

Includes order Id, order date, ship date, customer name, ship mode, payment mode etc.

**Tool Used:** Power BI

**Insights:**

Most of the payment happened through COD. if we have card details then we can run some additional offer on those credit cards or debit cards. Most of the sales happen in west region and state wise California contributing highest sales. Most of the sales happen through consumer. Highest Month on month sales happens in December. Highest profit will see in the month of October and December. Most of the sales happen by category wise is office supplies and sub category wise it is Chair. Total sales amount is 341K and Total order is 5.2 K. Total Profit is 27.5K and Avg Ship timing is 4 day.