Sales Performance Analysis Dashboard using Power BI

1. The **first step** after getting the sales Excel file:

    Load the sales Excel file into power BI using get data -> Excel; Then open Power Query Editor to clean and review the data (Check data types, change data type of order date as Date).

2. Important of is **data cleaning** in Power BI:
    - It ensures correct data types.
    - Improve the accuracy of result.
    - It removes errors, duplicates, and blank values.
    - Help to convert raw data into meaningful dataset.

3. Columns that should be converted to numeric data type are:
    - Sales
    - Profit
    - Quantity
    - Discount
    - Cost.

4. **Measure** in Power BI:

    This is DAX calculation that perform aggregations like sum, average, percentage, and it changes based on user interaction such as filters and slicers. Do not store data only calculate results.

5. Write a DAX to calculate Total Sales.

    ```
    Total Sales = SUM (SalesData [SalesAmount])
    ```

6. How do you calculate Total Profit?
    ```
    Total profit = SUM (SalesData [Profit])
    ```

7. What is Profit Margin and how is it calculated?

    Profit Margin is nothing but that shows how much profit is earned from total sales.
    ```
    Profit Margin = DIVIDE ([Total profit], SalesData [Total Sales])
    ```

8. **Card** visual will you use to show total sales.

9. Using **Bar chart** we can find the **best-performing region**.

10. Which visual is best for month-wise sales trend?

    Line chart. This is best for trend analysis over time.

DAX Question

11. Total sales: **4M**

Total profit: **549k**

East region generates highest sales. which is **1.31M**

12. Maharashtra state contributes maximum profit of **104k**

13. A. Top 5 products by sales:

Pen

Mobile

Chair

Monitor

Table

B. Sales trend month-wise:

Using **Line chart** we can find sales trend variation across months.

C. Best Performing salesperson:

Ravi; with **1.12M Sales** and **0.15M profit**.

14. Electronics product category is **most profitable** with **205k** profit.