Elevating Sales and Budget Analysis with Power BI!

Project Focus: Sales and Budget Analysis

In this data-driven odyssey, I navigated tasks from meticulous data cleaning and robust modeling to executing complex calculations and harnessing advanced DAX features within Power BI.

Key Achievements:

Data Cleaning: Unraveling the potential of raw data through meticulous cleaning, ensuring accuracy in every data point.

Data Modeling: Creating a robust data model to facilitate seamless relationships and optimize analytical capabilities.

Complex Calculations: Leveraging the power of DAX (Data Analysis Expressions) for intricate calculations, including Total Sales, Budget, Variance, and Variance Percentage.

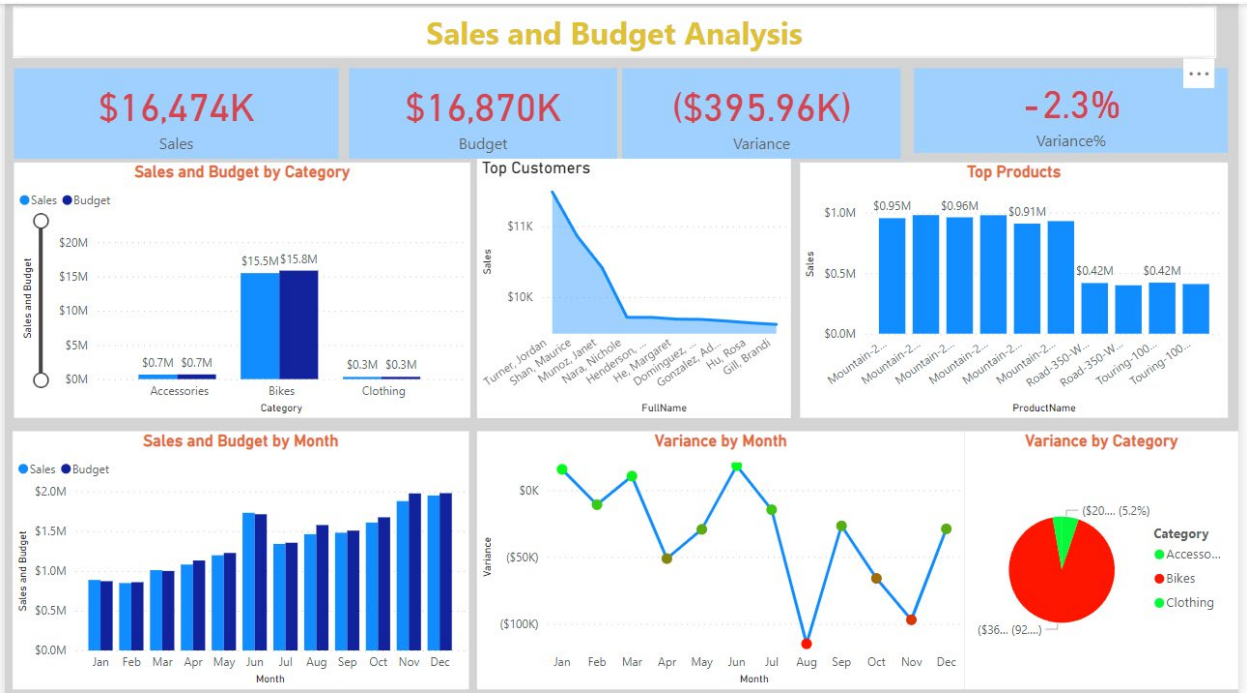
Advanced DAX Features: Unleashing the potential of advanced DAX functions to extract meaningful insights and facilitate dynamic reporting.

Insights Unveiled:

Total Sale, Budget, Variance, Variance %: Providing a holistic view of performance metrics to guide strategic decision-making.
Sales and Budget by Category: A deep dive into category-wise performance for targeted optimization.
Best Customer and Best Product List: Identifying key customers and top-performing products for personalized marketing strategies.
Sales and Budget by Month: Monthly performance insights for adaptive forecasting and planning.
Variance by Month and Variance by Category: Pinpointing areas of success and improvement to refine future strategies.
Empowering KPIs:

Customer-Centric Metrics: Highlighting the best customer and tailoring strategies to enhance customer relationships.
Product Performance Metrics: Identifying top products for focused marketing and sales efforts.
Monthly Variance Analysis: Understanding monthly fluctuations to adapt and optimize operations.
This project transcends data analysis; it's about empowering businesses with actionable insights to thrive in a dynamic market.

Link: https://github.com/Tipusultan199/Sales-and-Budget-Analysis-Using-Power-BI/tree/main



Report on Manhattan Pizza Sales Data Analysis

Introduction:

I am excited to present the findings of a recent data analysis project focused on pizza sales in Manhattan. Leveraging my proficiency in SQL and Power BI, I conducted an in-depth analysis to extract valuable insights from the dataset. The following report provides a summary of the key achievements and discoveries.

A. Key Performance Indicators (KPIs):

Total Revenue: Examined the overall revenue generated from pizza sales.
Average Order Value: Computed the average value of each order.
Total Pizzas Sold: Determined the total quantity of pizzas sold.
Total Orders: Counted the total number of unique orders.
Average Pizzas Per Order: Calculated the average number of pizzas per order.

B. Trends Analysis:

Daily Trend for Total Orders: Explored the variations in total orders across different days.
Monthly Trend for Orders: Investigated the monthly trends in total orders.

C. Sales Distribution:

Percentage of Sales by Pizza Category: Analyzed the distribution of sales across different pizza categories.
Percentage of Sales by Pizza Size: Explored the sales distribution based on pizza sizes.

D. Pizza Performance Metrics:

Top 5 Pizzas by Revenue: Identified the top-performing pizzas in terms of revenue.
Top 5 Pizzas by Quantity: Highlighted the best-selling pizzas based on quantity sold.
Top 5 Pizzas by Total Orders: Uncovered the most popular pizzas by the total number of orders.

Link: https://github.com/Tipusultan199/Pizza-Sells-Report-using-Power-BI-and-SQL