

Project 1: Sales Performance Dashboard (2024)

Overview:

This Power BI dashboard was built using a sample retail sales dataset to practise analysing sales performance and presenting insights in a clear, decision-focused way.

Key Questions the Dashboard Answers:

- 1) How does revenue and unit sales trend across the year?
- 2) Which months perform best and worst?
- 3) Which states contribute the most to total revenue?
- 4) Is revenue growth driven more by volume or pricing?

What I Did:

- 1) Cleaned and modelled sales data for consistent time and revenue analysis
- 2) Created measures for total revenue, total units sold, and average price per unit
- 3) Built interactive visuals with product-level slicers for easy filtering

Key Findings

- ✓ Total annual revenue of **\$6.28M** from **12.47M units sold**
- ✓ Clear seasonal trends, with stronger performance mid-year and toward year-end
- ✓ Revenue is concentrated in a small number of states, led by California, New York, and Florida
- ✓ Low average unit price (**\$0.48**) indicates a high-volume sales model

How This Helps Decision-Making

- ✓ Highlights strong and weak sales periods
- ✓ Identifies top-performing regions