

# PISHON ENTERPRISES

.....SHOPPING MADE EASY



# Our Concern

As a Data Scientist, create a comprehensive sales dashboard for Pishon Enterprises, a sales company, using Power BI. The dashboard should provide insights into sales performance, customer behavior, and product trends, enabling data-driven decision-making.

## KEY TASKS

### Dashboard Components:

#### ➤ - Sales Performance:

- - Total sales revenue
- - Sales by region
- - Sales by product category
- - Sales trend over time

#### ➤ - Customer Insights:

- - Customer segmentation
- - Customer lifetime value
- - Average order value
- - Customer retention rate

#### ➤ - Product Trends:

- - Best-selling products
- - Product category performance
- - Product seasonality

# Pishon Sales Performance

Sales

Demography

470.53K

Total Sales

61.62K

Total Profit

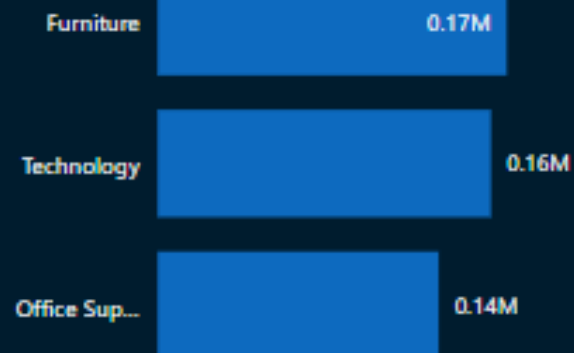
2,102

Total Orders

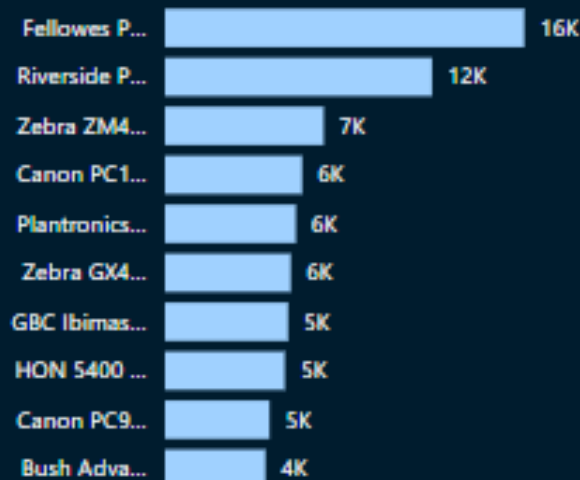
13.10%

Profit Margin%

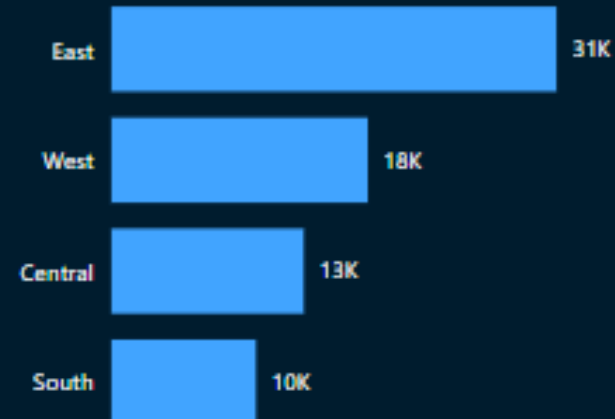
Sales by Category



Top 10 Products

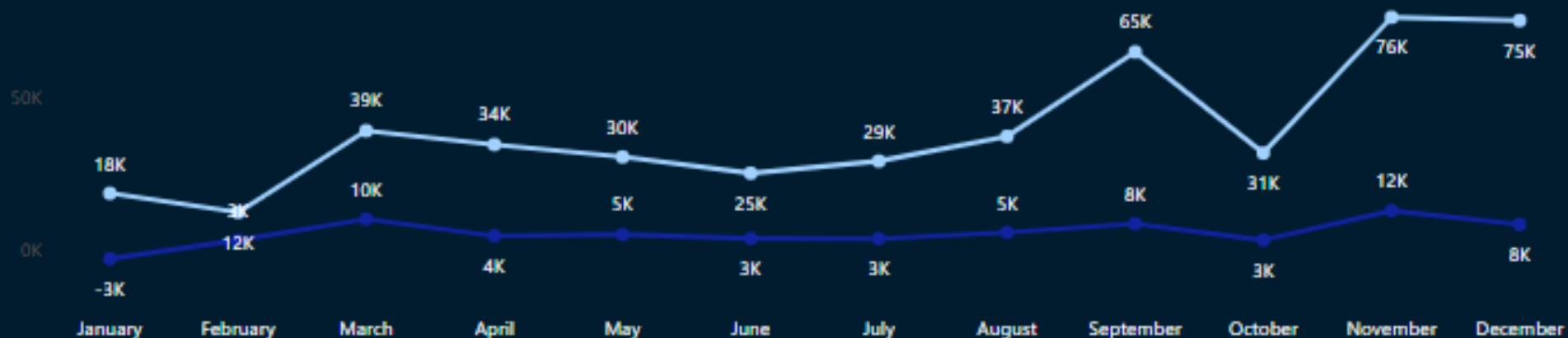


Sales by Region



Sales/Profit Trend

● Total Sales ● Total Profit

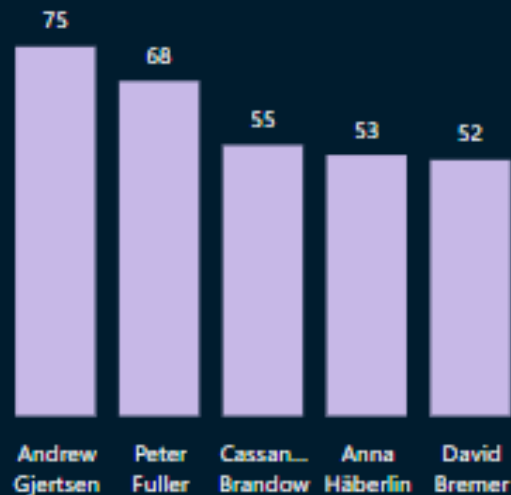


## Pishon Demography Performance

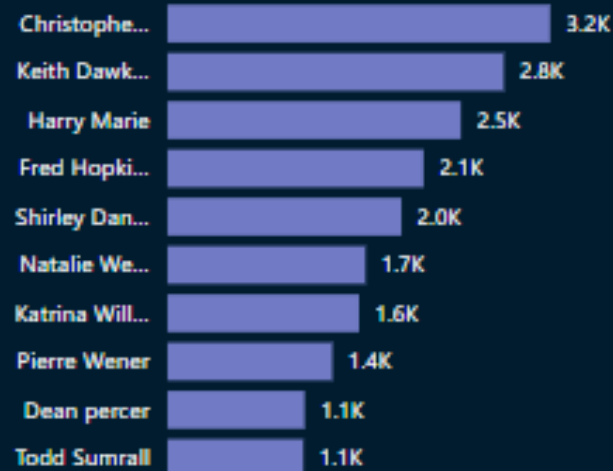
Sales

Demography

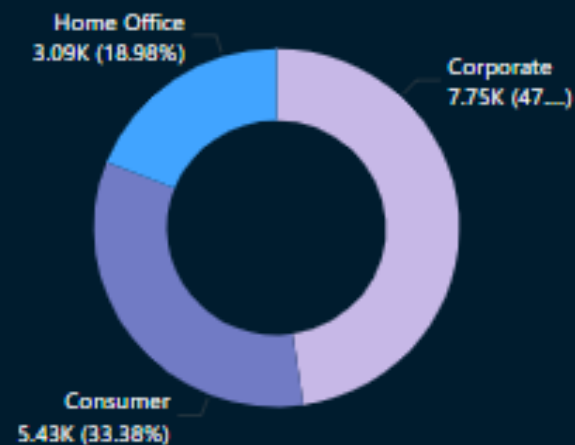
### Top 5 Active Customers



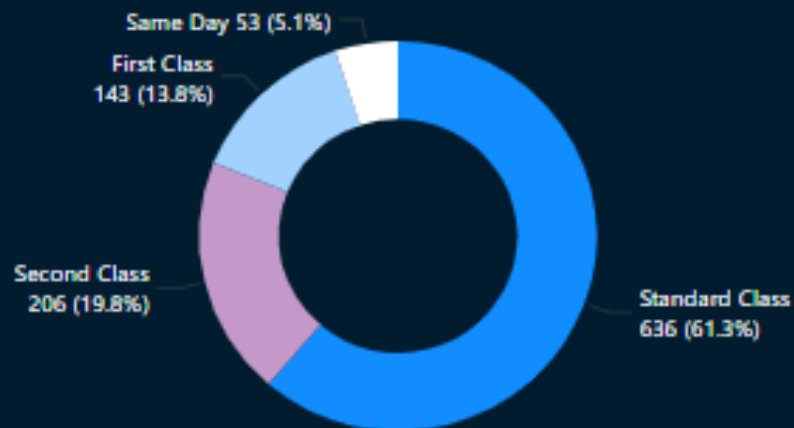
### Top 10 Profitable Customers



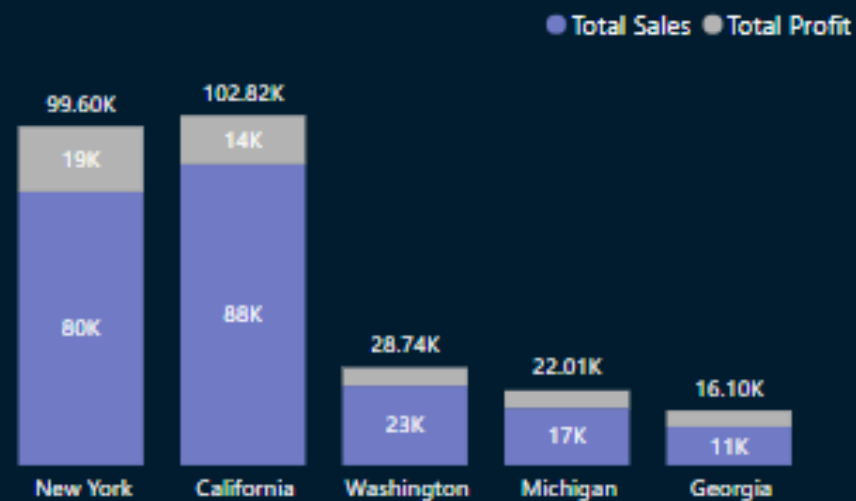
### Profit by Customer Segment



### Preferred Ship Mode



### Top 5 States by Profit



573

Total Customer

7,979

Total Quantity Sold

1,038

Total Unique Orders

\$821.2

Average sales per Customer

# SUMMARY

- Sales Performance:

- - Positive sales trend with a profit margin of 13.10%
- - California branch generated highest revenue (\$88.4K)
- - New York branch achieved highest profit margin (\$19.8K)

Product Performance:

- Technology products led with highest profit margin (20.58%)
- - Furniture had lowest profit margin (1.8%)
- Corporate segment contributed highest profit (47.6%)

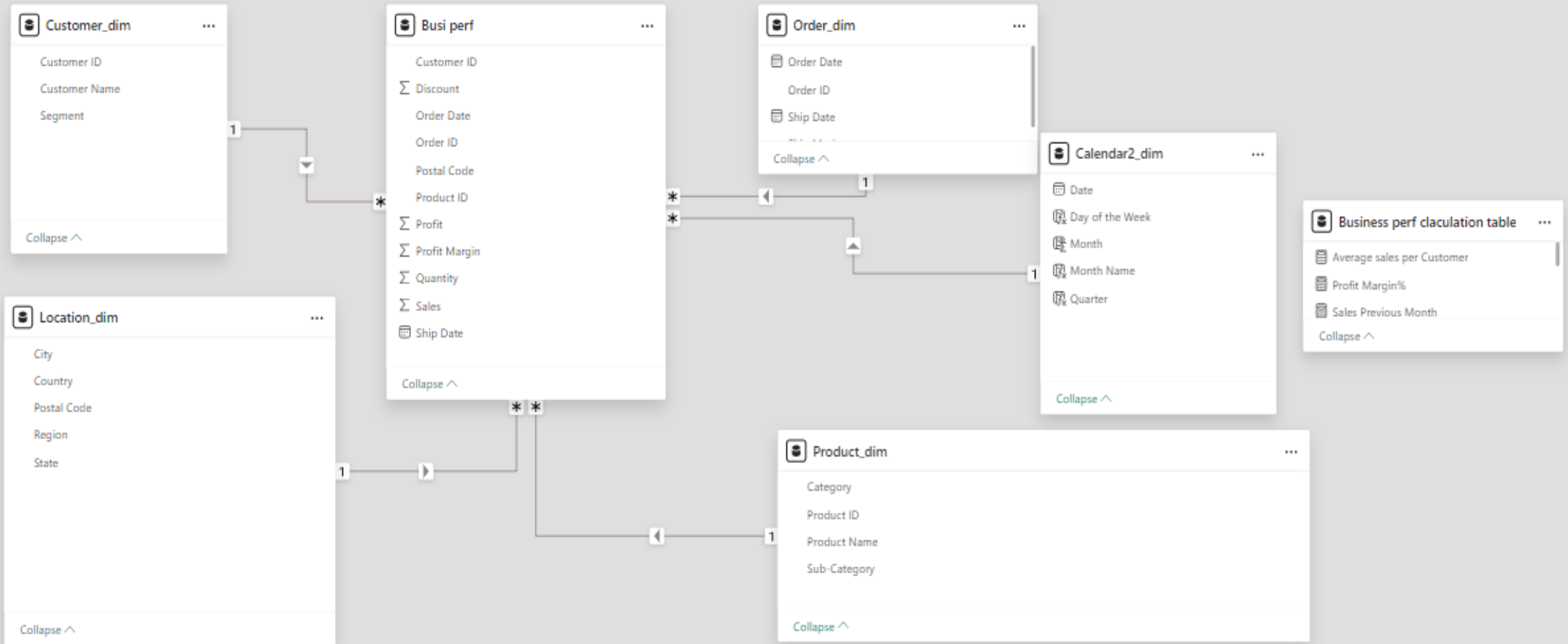
Seasonal Trends:

- Sales declined sharply in October but peaked in November

Recommendations:

- Invest more in technology and office supplies for business growth and sustainability

# DATA MODELING



**Thank you**