

SALES DATA

PowerBI

Project



GitHub



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Overview

- The sales data analysis highlights key performance trends across various dimensions.
- November has the highest sales, while February and January show low performance, suggesting the need for targeted promotions. The Technology category excels in both sales and profit, while Office Supplies underperform, indicating opportunities for bundling and marketing.
- Geographically, California and New York City lead in sales, whereas North Dakota and Abilene require focused marketing efforts to improve performance. Profitability trends show December yielding the highest profit and January the lowest, emphasizing the need for better inventory management.
- Delivery options, particularly Same Day, show low sales despite faster service, pointing to potential promotional opportunities. Overall, the insights reveal strengths and weaknesses in the sales strategy, guiding actionable solutions to enhance performance and customer satisfaction.



Introduction

In this project, I designed a Power BI dashboard to analyze and visualize comprehensive Sales data. The goal was to transform raw data into actionable insights, focusing on key metrics such as total sales, profit trends, top-performing categories, and operational performance. By breaking down data across cities, states, regions, and product categories, the dashboard provides a clear view of business performance and identifies opportunities for growth and optimization. This project reflects my ability to leverage data analytics and visualization tools to support informed decision-making and enhance business strategy.





About Me

In this project, I effectively utilized Sales data to design a robust and interactive Power BI dashboard. By analyzing trends across multiple dimensions-time, geography, and product categories, I transformed raw data into actionable insights. The dashboard reveals key metrics such as total sales, profit trends, and top-performing sub-categories while also uncovering operational efficiencies through shipping mode analysis. My approach focuses on delivering data-driven solutions that empower businesses to optimize performance, identify growth opportunities, and enhance customer satisfaction.

This work reflects my expertise in data analytics, visualization, and storytelling turning complex datasets into meaningful business insights.



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"Sales data isn't just numbers—it's the story of your business. Analyze it, act on it, and watch growth follow."

Criteria-1 Analysis: Total Sales By Month, By Category, By City, By State:

01



Analysis-1

In this Sales Data November Month has the **Highest** Sale & February Month has the **Lowest** Sale.

02



Analysis-2

In this Sales Data **Technology** Category has the **Highest** sale & **Office Supplies** Category has the **Lowest** sale.



03



Analysis-3

In this Sales Data **California** State has the **Highest** Sale & **North Dakota** State has the **Lowest** Sale

04



Analysis-4

According to this Sales Data **New York City** has the **Highest** sale & **Abilene City** has the **Lowest** sale.



Criteria-2 Analysis: Total Profit By Month, By Category, By City, By State:

01



Analysis-1

In this Sales Data December Month has the **Highest** Profit & January Month has the **Lowest** Profit.

02



Analysis-2

In this Sales Data Technology Category has the **Highest** Profit & Furniture Category has the **Lowest** Profit.



03



Analysis-3

In this Sales Data California State has the **Highest** Profit & Texas State has the **Lowest** Profit.

04



Analysis-4

According to this Sales Data New York City has the **Highest** Profit & Philadelphia City has the **Lowest** Profit.



Criteria-3 Analysis: Top 5 Sub Categories By Sales Amount, By Profit, By Sales Quantity:

01



Analysis-1

In this Sales Data **Sub Category-Phones** has the **Highest Profit** & **Sub Category-Tables** has the **Lowest Profit**.

02



Analysis-2

In this Sales Data **Sub Category-Phones** has the **Highest Sale** & **Sub Category-Binders** has the **Lowest Sale**.

03



Analysis-3

In this Sales Data **Sub Category-Binders** has the **Highest Quantity** & **Sub Category-Table** has the **Lowest Quantity**.



Criteria-4 Analysis: Total Sales Trend By City:



Analysis

The sales trend analysis by City reveals that **New York** leads with the **Highest sales**, indicating strong market demand or better business penetration. On the other hand, **Abilene** records the **Lowest sales**, highlighting potential underperformance or limited market reach.



Criteria-5 Analysis: A pie chart of Total Sales by Region:



Analysis

The analysis shows that the **West Region** has the **Highest sales**, meaning it performs the best. On the other hand, the **South Region** has the **Lowest sales**, which suggests there's room to improve and increase sales in that area.



Criteria-6 Analysis: Average Delivery Time By Shipping Mode:



Analysis

In this sales data, **Standard Class** has the longest average delivery time of **5 days**, followed by **Second Class** with **3 days** and **First Class** with **2 days**. **Same Day** delivery offers the fastest service with **0 days**, ensuring immediate delivery. This analysis highlights how delivery speed varies by shipping mode, with faster options providing better customer service but likely at higher costs.





INSIGHTS & SOLUTIONS

INSIGHTS:

- **Monthly Sales Performance:**

November has the highest sales, while February records the lowest sales.

- **Category-Wise Sales:**

Technology leads with the highest sales, and Office Supplies has the lowest sales.

- **State-Wise Sales:**

California tops with the highest sales, whereas North Dakota records the lowest sales.

- **City-Wise Sales:**

New York City has the highest sales, and Abilene has the lowest sales.

- **Monthly Profit Performance:**

December shows the highest profit, while January records the lowest profit.

- **Category-Wise Profit:**

Technology delivers the highest profit, and Furniture has the lowest profit.

INSIGHTS:

- **State-Wise Profit:**

California generates the highest profit, whereas Texas records the lowest profit.

- **City-Wise Profit:**

New York City achieves the highest profit, and Philadelphia the lowest profit.

- **Sub-Category Performance:**

- Phones deliver the highest sales and profit, while Tables record the lowest profit, and Binders have the lowest sales.

- Binders sell the highest quantity, while Tables have the lowest quantity sold.

New York City has the highest sales, and Abilene has the lowest sales.

- **Regional Sales Analysis:**

West Region leads with the highest sales, while the South Region has the lowest sales, suggesting room for improvement.

INSIGHTS:

- **Shipping Mode Performance:**
 - Standard Class has the highest sales and the longest delivery time (5 days).
 - Same Day delivery ensures the fastest service with 0 days and records the lowest sales.
- **Segment-Wise Sales:**

Consumer segment has the highest sales, while Home Office records the lowest sales.
- **Total Sales and Profit:**
 - Total Sales: 2.30 Million
 - Total Profit: 286.40 Thousand

Solutions for low performance:

Boost Sales in Low-Performing Months

- **Solution:** Introduce seasonal promotions or limited-time discounts to increase demand.
- **Action:** Introduce bundled offers, run a Valentine's Day or end-of-season sale campaign to attract customers during February or loyalty programs to increase customer engagement.

Underperformance in Office Supplies Category

- **Solution:** Analyze customer demand to determine why sales are low.
- **Action:** Create bundles with Technology products or introduce discounts on frequently purchased supplies.

Low Sales in North Dakota and Abilene

- **Solution:** Launch targeted marketing campaigns and local partnerships.
- **Action:** Offer exclusive regional discounts and explore advertising channels relevant to these areas.

Solutions for low performance:

Low Profit in January

- **Solution:** Focus on inventory and cost optimization to improve margins.
- **Action:** Negotiate supplier discounts early and promote higher-margin products during January to drive profitability.

Leverage Strong Performance in the West Region

- **Solution:** Expand successful sales strategies from the West Region to the South Region.
- **Action:** Analyze the best-performing campaigns in the West and implement targeted initiatives in the South.

Low Sales in the South Region

- **Solution:** Implement successful strategies from the West Region in the South.
- **Action:** Identify customer needs in the South and offer personalized deals and regional promotions.

Solutions for low performance:

Faster Delivery Options for High-Selling Segments

- **Solution:** Promote First Class or Same Day delivery for Technology products to enhance customer satisfaction.
- **Action:** Offer free or discounted Same Day delivery on high-value products to encourage faster purchases.

Poor Performance in the Home Office Segment

- **Solution:** Develop targeted campaigns that address the needs of remote workers and freelancers.
- **Action:** Offer product bundles relevant to home office setups and loyalty discounts for small businesses.

Expand Sales in Underperforming Cities and States

- **Solution:** Identify gaps in product availability or service in low-sales areas.
- **Action:** Launch awareness campaigns or partner with local distributors to increase visibility.

Solutions for low performance:

Low Sales from Same Day Delivery Mode

- **Solution:** Promote free or discounted Same Day delivery to encourage usage.
- **Action:** Offer Same Day delivery as a perk for loyal customers or high-value orders.

Maintain Momentum in High-Performing Cities

- **Solution:** Continue focused marketing efforts in New York and California.
- **Action:** Introduce exclusive offers or VIP programs to retain loyal customers and increase repeat sales.

Texas Showing Lowest Profit

- **Solution:** Identify operational inefficiencies or high costs in Texas.
- **Action:** Streamline shipping processes and reduce unnecessary expenses to improve profitability.

Solutions for low performance:

Maximize Sales in Growing Years (YoY Analysis)

- **Solution:** Capitalize on the sales growth trend in 2016 and 2017 by analyzing what drove this increase.
- **Action:** Replicate successful strategies from those years, especially in product launches and seasonal campaigns.

Monitor and Improve Quarterly Sales Fluctuations

- **Solution:** Perform a detailed quarterly analysis to understand and reduce sales inconsistencies.
- **Action:** Adjust marketing strategies and inventory levels based on quarterly demand patterns.

Philadelphia City with Lowest Profit

- **Solution:** Investigate product mix and pricing strategies in Philadelphia.
- **Action:** Focus on promoting high-margin products and introducing localized offers to boost profits.



Summary

- This sales data analysis highlights key trends and areas for improvement within the business. November is identified as the peak month for sales, while February and January are the weakest months, suggesting a need for targeted marketing campaigns during these periods. The Technology category stands out with robust sales and profitability, whereas the Office Supplies category lags behind, indicating a potential for bundled promotions.
- Regionally, California and New York City are the strongest performers, while North Dakota and Abilene require strategic initiatives to enhance their sales figures. The analysis reveals that Same Day delivery, despite being a fast option, has low sales, indicating potential for increased promotion. Overall, the findings point to several actionable strategies aimed at enhancing sales performance and profitability across various categories and regions.
- Additionally, I have developed a 15-day sales forecast based on historical sales data and order dates, which will help us anticipate future sales and make informed business decisions.



THANK YOU

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