

Global Sales Dashboard Project - README

■ Project Overview

The Global Sales Dashboard is an interactive Power BI project designed to analyze and visualize sales performance across regions, products, and time periods. It enables stakeholders to track KPIs, identify trends, and make data-driven decisions effectively.

■ Key Features

- 1 Regional sales analysis with drill-down capability.
- 2 Product-wise performance tracking.
- 3 Year-over-year and month-over-month trend analysis.
- 4 KPIs such as Total Sales, Profit, Quantity Sold, and Customer Count.
- 5 Dynamic filters and slicers for custom insights.

■ Dataset Information

The dataset used in this project contains global sales records with fields such as Region, Country, Product, Category, Sales, Profit, and Order Date. This dataset is structured for business intelligence reporting and supports time-series and categorical analysis.

■ Tools & Technologies Used

- 1 Power BI for dashboard development and visualization.
- 2 DAX (Data Analysis Expressions) for calculated measures.
- 3 Data cleaning and preprocessing (Excel/CSV).

■ How to Use This Project

- 1 Clone or download the repository from GitHub.
- 2 Open the file `Global Sales Dashboard Project.pbix` in Power BI Desktop.
- 3 Explore insights using filters, slicers, and drill-downs.
- 4 Customize visuals or connect your own dataset for extended use.

■ Future Improvements

- 1 Integration with live data sources (SQL/Cloud Databases).
- 2 Advanced forecasting models for sales prediction.
- 3 Enhanced visual storytelling with custom visuals.
- 4 Export options for PDF and automated reporting.

■■■ Author

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■ Note: Insert dashboard screenshots here for better visualization in GitHub README.