Sales Performance Analysis Report

This report presents an in-depth **Sales Performance Analysis** conducted using Power BI. The analysis uses historical sales data to uncover performance trends across multiple regions and time periods. Interactive visualizations help stakeholders make data-driven decisions to enhance sales strategies and improve profitability.

Key Points: Analyzed sales data from 2014 to 2017. Compared performance between East and West regions. Identified top-performing categories such as Technology and Furniture. Visualized key metrics including Profit, Sales, Quantity, and Discount. Used multiple Power BI visualizations such as pie charts, line graphs, treemaps, and bar charts.

Key Features of the Dashboard: Dynamic Filtering: Users can switch between regions and years (2014–2017). **Profitability Insights:** Tracks profit margins and highlights areas of growth. **Sales Trend Analysis:** Line charts show monthly and yearly fluctuations in sales. **Category and Segment Visualization:** Easy comparison between Furniture, Technology, and Office Supplies. **Performance by Ship Mode and Segment:** Donut charts summarize delivery and customer segmentation performance.

Explanation of Key Terminology: Profit: The financial gain after deducting all costs. **Sales:** The total revenue generated from transactions. **Quantity:** The number of units sold. **Discount:** The percentage or amount deducted from the original price. **Category:** Represents product groupings such as Technology, Furniture, and Office Supplies. **Segment:** Customer classification such as Consumer, Corporate, and Home Office. **Ship Mode:** The delivery method used — Standard, First Class, or Second Class.

Dashboard 1 (2016, East)

SALES ANALYSIS DASHBOARD

2014 | 2015 | **2016** | 2017

Central | South
East | West

| 20.1K Profit | 180.7K Sales | 2839 Quantity | 109.4 Discount | 766 (0 – 1532) |

Sales by Category
- Technology 72K
- Office Sup... 62K
- Furniture 46K

Sales by Month

Monthly Sales & Quantity Totals
- Sum of Sales
- Sum of Quantity

Sales and Profit

Category Profits Summation
- 1.4K (7.01%)
- 7.2K (35.86%)
- 11.5K (57.13%)
Category: Office Supplies • Technology • Furniture

Treemap Analysis: Category Sales Summation
- Technology 72.50K
- Office Supplies 61.80K
- Furniture 46.39K

Sales by Ship Mode
- 24.28K (13.44%)
- 25.46K (14.09%)
- 120.93K (66.93%)
Ship Mode: Standard Class • First Class • Second Class

Sales by Segment
- 33.47K (18.53%)
- 53.3K (29.5%)
- 93.92K (51.98%)
Segment: Consumer • Corporate • Home Office

Sales by Quarter
- 65.7K (36.36%)
- 24.8K (13.71%)
- 52.2K (28.87%)
- 38.1K (21.06%)
Order Date ... : Qtr 1 • Qtr 2 • Qtr 3 • Qtr 4

Products (Top 10)	Sum of Sales
Hon Deluxe Fabric Upholstered Stacking Chairs, Rounded Back	3,684.10
Hon 4700 Series Mobuis Mid-Back Task Chairs with Adjustable Arms	2,563.06
Hewlett Packard LaserJet 3310 Copier	6,839.89
GBC Ibimaster 500 Manual ProClick Binding System	2,967.82
GBC DocuBind P400 Electric Binding System	4,355.17
Cubify CubeX 3D Printer Double Head Print	4,499.99
Canon imageCLASS 2200 Advanced Copier	8,399.98
Bady BDG101FRU Card Printer	3,999.95
Total	**51,309.80**

Dashboard 2 (2017, West)

SALES ANALYSIS DASHBOARD

2014 | 2015 | 2016 | **2017**

Central | South
East | **West**

| 43.8K Profit | 250.1K Sales | 4270 Quantity | 115.2 Discount | 1095 (0 – 2190) |

Sales by Category
- Technology 96K
- Office Sup... 82K
- Furniture 72K

Sales by Month

Monthly Sales & Quantity Totals
- Sum of Sales
- Sum of Quantity

Sales and Profit

Category Profits Summation
- 2.7K (6.17%)
- 19.0K (43.34%)
- 22.1K (50.49%)
Category: Office Supplies • Technology • Furniture

Treemap Analysis: Category Sales Summation
- Technology 95.96K
- Office Supplies 82.46K
- Furniture 71.71K

Sales by Ship Mode
- 20.11K (8.04%)
- 45.4K (18.15%)
- 54.28K (21.7%)
- 130.34K (52.11%)
Ship Mode: Standard Class • First Class • Second Class

Sales by Segment
- 56.59K (22.62%)
- 107.15K (42.84%)
- 86.39K (34.54%)
Segment: Consumer • Corporate • Home Office

Sales by Quarter
- 79.8K (31.91%)
- 50.9K (20.36%)
- 45.0K (17.99%)
- 74.4K (29.75%)
Order Date ... : Qtr 1 • Qtr 2 • Qtr 3 • Qtr 4

Products (Top 10)	Sum of Sales
Logitech P710e Mobile Speakerphone	2,574.90
Hon 94000 Series Round Tables	2,665.62
Hewlett Packard LaserJet 3310 Copier	5,279.91
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	5,083.96
Fellowes PB300 Plastic Comb Binding Machine	3,724.70
Cubify CubeX 3D Printer Double Head Print	4,799.98
Chromcraft Round Conference Tables	2,788.64
Canon Imageclass D680 Copier / Fax	3,359.95
Canon imageCLASS 2200 Advanced Copier	13,999.96
Total	**47,277.58**

Conclusion:

The Power BI dashboard effectively illustrates regional and yearly sales performance. It enables quick insights into profit trends, top-selling categories, and customer segmentation. Such analysis empowers businesses to make strategic decisions for boosting future sales and optimizing operations.