

✓ Step 1: Upload Raw Data

Please upload the **raw data file** (Excel, CSV, or similar). It should include at least the following columns:

- Date
 - Product/Item
 - Sales Amount
 - Cost Price
 - Selling Price or Revenue
 - Quantity Sold
 - Region/Store (optional)
-

✓ Step 2: Power BI Dashboard Structure (Once Data Is Uploaded)

In Power BI, we will create:

Dashboard Elements:

1. **KPI Cards** for:
 - Total Sales
 - Total Profit or Loss
 - Annual Growth %
 - Best Selling Product
 2. **Monthly Sales Trend** (Line chart)
 3. **Profit/Loss by Month** (Bar chart)
 4. **Category-wise Sales/Profit** (Pie or Donut chart)
 5. **Year-over-Year Comparison** (Column chart)
 6. **Filters/Slicers**:
 - Date Range
 - Product
 - Region (if applicable)
-

✓ Step 3: Key Calculations

In Power BI using DAX:

► Total Sales:

```
DAX
CopyEdit
Total Sales = SUM('SalesData'[Revenue])
```

► Total Cost:

```
DAX
CopyEdit
Total Cost = SUM('SalesData'[Cost])
```

► Profit or Loss:

```
DAX
CopyEdit
Profit/Loss = [Total Sales] - [Total Cost]
```

► Profit Margin %:

```
DAX
CopyEdit
Profit Margin % = DIVIDE([Profit/Loss], [Total Sales])
```

► Annual Growth %:

```
DAX
CopyEdit
Annual Growth % =
VAR LastYear = CALCULATE([Total Sales],
SAMEPERIODLASTYEAR('SalesData'[Date]))
RETURN
DIVIDE([Total Sales] - LastYear, LastYear)
```

► Monthly Sales:

Use a line chart with:

- Axis: Month-Year
- Value: Total Sales

✔ Step 4: Final Report Summary (Example Template)

■ Mahadev Sales Report Summary (2024):

Metric	Value
Total Sales	₹ X,XX,XXX
Total Profit	₹ X,XX,XXX
Annual Growth	XX% ↑
Best Month	March 2024
Lowest Sales Month	July 2024
Best-Selling Product	Product A

Insights:

- Sales grew steadily in Q2 and Q4.

- Margins improved after price adjustments in mid-year.
- Losses occurred during off-season months (June–August).