

# Retail Sales Performance Dashboard - README

## Project Overview

This project is a **Retail Sales Performance Dashboard** built using **Power BI**. The dashboard provides insights into key retail sales metrics, sales trends over time, and brand performance.

## Features & Insights

The dashboard includes the following key sections:

### 1. Key Performance Indicators (KPIs)

- **Total Sales:** €49.3M
- **Gross Profit Margin:** 58%
- **Cost of Goods Sold (COGS):** €20.9M
- **Markup:** 135.5%
- **Average Sales of 1 Store:** €161.1K
- **SMA (Sales Moving Average):** €1.4M

### 2. Filters & Date Selection

- Users can filter data by **Month & Year**.
- A date range selector (01/01/2022 - 31/12/2024) allows users to analyze trends over different time periods.
- Quick filters for **Last Month** and **All months except last month**.

### 3. Sales by Month & Year

- A bar chart showing monthly sales trends over time (from Jan 2022 to Jul 2024).
- Helps in identifying seasonal patterns and revenue growth.

### 4. Sales by Continent

- A pie chart displaying sales distribution by region.
- Asia accounts for 58.87% of total sales, followed by other continents.

### 5. Sales by Brand

- A horizontal bar chart showing sales performance across different brands.
- Top-performing brands include **Fabrikam**, **Contoso**, and **Adventure Works**.

## Tools & Technologies Used

- **Power BI** for data visualization.
- **DAX (Data Analysis Expressions)** for calculations.
- **Data Sources:** Retail sales data from Excel

## How to Use

1. **Open the Power BI Dashboard (.pbix file).**
2. **Interact with filters** to adjust the view based on time period or region.
3. **Hover over charts** to see detailed sales figures.
4. **Analyze brand performance** to identify top-selling brands.

## Future Improvements

- Integrate **real-time data updates**.
- Add **predictive analytics** using Power BI AI features.
- Include more granular **customer segmentation analysis**.

## Contact Information

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This README serves as a guide for understanding and utilizing the Power BI Retail Sales Performance Dashboard effectively.