

Project Overview

This project involves the creation of an interactive and insightful dashboard using **Power BI** (or any tool you used) to analyze **Costco's sales data**. The main goal is to visualize and explore key sales metrics across different products, categories, locations, and time periods. The dashboard helps in identifying trends, top-performing categories, customer buying behavior, and geographical performance.

By transforming raw sales data into meaningful visualizations, this dashboard enables business users and stakeholders to make informed decisions based on data-driven insights.

Project Objectives

1. **Analyze overall sales performance** across different time frames (monthly, quarterly, yearly).
2. **Identify top-performing product categories**, subcategories, and individual SKUs.
3. **Compare sales performance across different regions or stores** to highlight high- and low-performing locations.
4. **Evaluate customer purchase behavior** based on order frequency and average order value.
5. **Track key performance indicators (KPIs)** such as Total Revenue, Total Quantity Sold, Average Selling Price, and Profit.
6. **Visualize sales trends over time** to support seasonal forecasting and inventory decisions.
7. **Enable filtering by category, date, region, or product** for customized insights.