🔷 **Power BI Project Showcase: People’s Store Sales Dashboard** 🔷  
📊 Built an end-to-end interactive dashboard to analyze sales, profit, and performance across various dimensions using Power BI.

👀 **Dashboard Highlights:**  
✔️ **Total Sales:** 1.57M  
✔️ **Quantity Sold:** 22K  
✔️ **Profit Generated:** 175.26K  
✔️ **Avg Delivery Duration:** 4 Days

📌 **Key Insights:**  
🔹 **Segment-Wise Sales:**

* 🛒 Consumer: 48.09%
* 🏢 Corporate: 32.55%
* 🏠 Home Office: 19.35%

🔹 **Top Payment Methods:**

* 💳 COD: 42.62%
* 🌐 Online: 35.38%
* 💳 Cards: 21.99%

🔹 **Top Performing States:**

* California, New York, Texas led the way in overall sales.

🔹 **Category Leaders:**

* 🗂️ Office Supplies topped sales with 0.64M, followed by Technology and Furniture.

🔹 **Shipping Mode Efficiency:**

* Standard Class was the most used, accounting for 0.33M in sales.

🔹 **Time-Based Trends:**

* Clear spikes observed in Q4 across 2019–2020.
* Added sales forecasting visual to support decision-making.

🧠 This dashboard helped simulate business insights, forecast trends, and analyze performance across states, categories, and time periods — all with slicers, cards, and interactive visuals.

🛠️ Tools Used:

* Power BI
* SQL Server (for data source)
* DAX for custom measures
* Power BI Forecast visual