

Sales Report Analysis Dashboard

- **Project Overview**

This Power BI dashboard analyzes company sales data, allowing users to explore performance trends across **salespersons, products, countries, and order statuses**. It provides a consolidated view of revenue, order volume, and fulfillment efficiency.

- **Dataset**

Source: Excel file include columns :

Salesperson, Product, Country, Order Date, Amount, Boxes, Order Status

- **Key Insights & Features**

- Total sales and revenue trends
 - Top-performing products and salespersons
 - Country-wise sales distribution
 - Order status tracking (completed, pending, canceled)
 - Monthly & quarterly performance breakdowns
 - Interactive slicers and drill-downs
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- **Tools & Techniques**

- Power BI Desktop
- Data modeling (relationships, star schema)
- DAX measures (sales calculations, rankings)
- Data cleaning & transformation (Power Query)

Dashboard Preview :-

File Home Help Table tools

Name: data

Manage relationships New Quick measure New measure column New table Mark as date table

Structure Relationships Calculations Calendars

Sales Person **Product** **Country** **Date** **Amount** **Boxes** **Order Status**

Brian Boise	Orange Choco	UK	03 January 2023	6882.75	861	Delivered
Brian Boise	Choco Coated Almonds	UK	04 January 2023	12080.25	930	Delivered
Brian Boise	Smooth Silky Salty	UK	13 January 2023	11515.5	1646	Delivered
Brian Boise	Fruit & Nut Bars	UK	19 January 2023	12199.5	452	Delivered
Brian Boise	Drinking Coco	UK	24 January 2023	5332.5	667	Delivered
Brian Boise	After Nines	UK	02 February 2023	4612.5	385	Delivered
Brian Boise	50% Dark Bites	UK	03 February 2023	45922.5	219	Delivered
Brian Boise	Smooth Silky Salty	UK	08 February 2023	1554.75	223	Delivered
Brian Boise	Manuka Honey Choco	UK	15 February 2023	14733	819	Delivered
Brian Boise	Choco Coated Almonds	UK	20 February 2023	3429	286	Delivered
Brian Boise	Baker's Choco Chips	UK	10 March 2023	5530.5	326	Delivered
Brian Boise	Baker's Choco Chips	UK	17 March 2023	7962.75	399	Delivered
Brian Boise	Smooth Silky Salty	UK	22 March 2023	3705.75	337	Delivered
Brian Boise	Peanut Butter Cubes	UK	22 March 2023	47182.5	215	Delivered
Brian Boise	50% Dark Bites	UK	07 April 2023	2907	146	Delivered
Brian Boise	Fruit & Nut Bars	UK	19 April 2023	14145.75	616	Delivered
Brian Boise	Drinking Coco	UK	27 April 2023	5742	442	Delivered
Brian Boise	Organic Choco Syrup	UK	04 May 2023	2475	131	Delivered
Brian Boise	Fruit & Nut Bars	UK	18 May 2023	8185.5	293	Delivered
Brian Boise	99% Dark & Pure	UK	08 June 2023	3901.5	170	Delivered

Data Search: data

Table: data (4,998 rows)



