

# Power BI Sales Dashboard – Project Summary

## Project Overview

This project involves creating a complete Sales Dashboard using Power BI. The dashboard analyzes Sales, Profit, Orders, Quantity, and Returns in detail. It is interactive and allows users to explore data using filters and slicers.

## Project Objectives

- Track Total Sales and Profit
- Analyze Orders and Returns
- Understand Region and Category wise performance
- Analyze Monthly and Yearly trends
- Create a professional business dashboard

## Data Modeling

- Sales\_Fact
- Returns\_Fact
- Date\_Dim
- Product\_Dim
- Customer\_Dim
- Region\_Dim

## DAX Measures Created

- Total Sales
- Total Profit
- Total Orders
- Total Quantity
- Total Returns
- Sales YTD
- Sales YOY %
- Return Rate

## Visualizations Used

- KPI Cards (Profit, Orders, Quantity, Returns)
- Bar Chart – Sales by Product

- Line Chart – Sales Trend by Month/Year
- Donut Chart – Sales by Category
- Pie Chart – Sales by Region
- Stacked Column Chart – Profit by Month & Category
- Matrix Table – Year wise comparison
- Map Chart – Region wise performance

## **Filters & Slicers**

- Region slicer
- Category slicer
- Date slicer

## **Design & Formatting**

- Professional dark theme
- Consistent color combination
- Clean layout
- Proper titles and labels
- Easy readability

## **Learning Outcome**

- Understood Power BI data modeling
- Practiced DAX calculations
- Built interactive dashboards
- Improved data visualization skills