Sales Performance Dashboard using Power BI

Objective

The main objective of this project is to analyze sales performance and provide a clear view of:

- Total revenue and total quantity sold
- Best-performing product types
- Country-wise quantity distribution
- Monthly revenue trend
- Category-wise revenue contribution
- Sales filtering by Brand, Payment Mode, and Gender

Insights

A) Revenue by Product Type

The dashboard shows revenue contribution by product type:

- **Sneakers: 82K (highest)**
- **Hoodie: 63K**
- **Joggers: 21K**
- **Cap: 14K**
- **T-shirt: 13K**

Insight: Sneakers and Hoodies are the strongest revenue drivers.

B) Total Quantity Sold by Country

Country-wise quantity sold:

- UK: 191
- Canada: 174
- Japan: 170
- Germany: 155
- Australia: 144
- USA: 138
- India: 125

Insight: UK is the top market in terms of quantity sold.

C) Revenue by Month

Monthly revenue trend:

- January: 23K
- February: 25K
- March: 32K (highest)
- April: 17K (lowest)
- May: 29K
- June: 20K
- July: 26K
- August: 20K

Insight: Sales peaked in March and May, while April had the weakest performance.

D) Revenue by Category

Revenue share by category:

- Casual: 54.4K (28.2%)
- Streetwear: 53.7K (27.8%)
- Limited Edition: 45.3K (23.5%)
- Sportswear: 39.7K (20.6%)

Insight: Casual and Streetwear categories together contribute more than 55% of total revenue.

Filters / Slicers Used

The dashboard includes slicers for interactive analysis:

- **Brand** (Adidas, Nike, Puma, Supreme, etc.)
- **Payment Mode** (Card, Cash on Delivery, UPI, Wallet)
- **Gender** (Men, Women, Unisex)

This allows users to explore sales patterns for specific segments.

Recommendations

1. **Increase inventory and promotions for Sneakers and Hoodies**
2. **Focus marketing efforts in UK, Canada, Japan (top quantity markets)**
3. **Investigate why sales dropped in April (pricing, seasonality, stock issues)**
4. **Expand Casual and Streetwear collections since they generate maximum revenue**
5. **Use slicers to find which payment mode and brand performs best and optimize campaigns accordingly**