

POWER BI TRAINING

DAY 4 INTERPRETATION

This dashboard provides a **comprehensive sales performance analysis of Sports Tech Products** across **products, payment methods, and Indian states**. It helps stakeholders understand:

- Which **products generate the highest sales**
- How **customers prefer to pay**
- **Regional sales distribution** across states
- Product performance trends and demand patterns

The dashboard integrates multiple visualizations to support **data-driven decision-making** for sales strategy, inventory planning, and regional marketing.

1. Sum of Sales by Product

Chart Type: Pie Chart

Which Sports Tech products contribute the most to total sales revenue?

Interpretation:

- Sales are **fairly distributed across products**, indicating a **diversified product portfolio**.
- **External Hard Drive, Printer, Smartphone, Desktop PC, and Smartwatch** are among the top revenue contributors.
- **Headphones** contribute the least sales, suggesting either lower demand or lower pricing.
- No single product dominates sales, reducing dependency risk on one product category.

Key Insight:

★ The business benefits from balanced product performance, allowing room for cross-selling and bundled offers.

2. Sum of Quantity by Payment Type and Product

Chart Type: Clustered Column Chart (Small Multiples)

How does product demand vary across different payment methods?

Interpretation:

- **UPI and Debit Cards** show higher quantities across most products, reflecting modern digital payment adoption.
- **Cash usage is lower**, especially for high-value items like Desktop PCs.
- **External Hard Drives and Cameras** show strong demand across all payment methods.
- Credit Cards are moderately used, mainly for mid-to-high-priced products.

Key Insight:

✦ Digital payments dominate product purchases, emphasizing the need for seamless online and UPI-based transactions.

3. Sum of Sales and Sum of Quantity by State

Chart Type: Filled Map (Geographic Map)

Which Indian states contribute the most to sales and product quantity?

Interpretation:

- **Sales are spread across India**, with stronger contributions from economically active states.
- Large states with higher urbanization show higher sales and quantities.
- Uniform shading indicates **consistent nationwide market reach**.

Key Insight:

✦ Sports Tech products have strong pan-India demand, enabling scalable expansion strategies.

4. Sum of Sales by State

Chart Type: Treemap

Which states generate the highest sales revenue?

Interpretation:

- States such as **Telangana, Tamil Nadu, Kerala, Gujarat, and Uttar Pradesh** contribute significantly.
- Smaller northeastern states contribute less but still show market presence.
- Sales are not overly concentrated in one region.

Key Insight:

✦ Regional sales are well-balanced, but high-performing states can be targeted for premium product launches.

5. Count of Product by Payment Type

Chart Type: Donut Chart

Which payment method is most frequently used by customers?

Interpretation:

- **Cash and Net Banking** are the most used payment methods.
- **UPI and Debit Cards** closely follow, showing a strong digital shift.
- Credit Card usage is slightly lower but still significant.

Key Insight:

✦ Multiple payment options are essential; removing any major option could negatively impact sales volume.

6. Sum of Sales by Product (Trend View)

Chart Type: Line Chart

How do sales compare across different products?

Interpretation:

- **External Hard Drives** generate the highest sales.
- Sales gradually decline across products like **Printers, Smartphones, Desktop PCs, and Smartwatches.**
- **Headphones** show the lowest sales trend.

Key Insight:

✦ Inventory and marketing efforts should prioritize high-performing products while reassessing low-performing ones.

- **Database Server:** MySQL
- **Database Name:** Sports Tech Products
- **Data Source:** Transactional sales data including products, states, quantities, payment types, and revenue