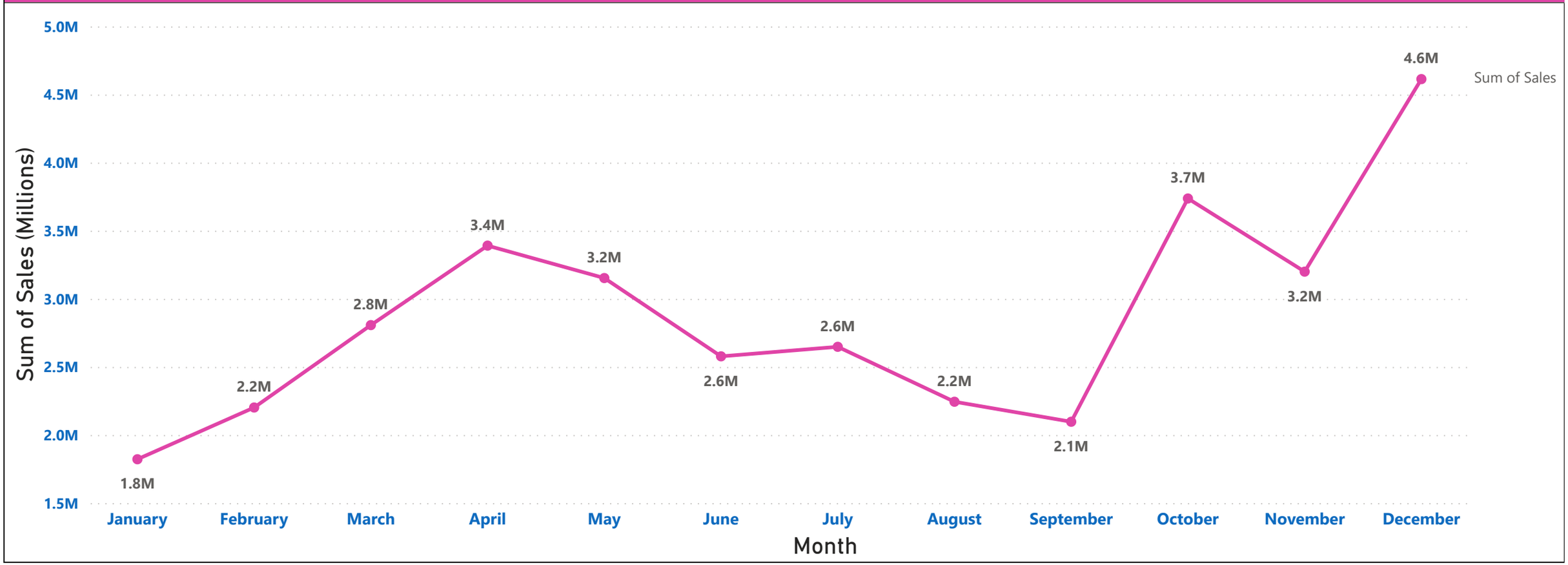
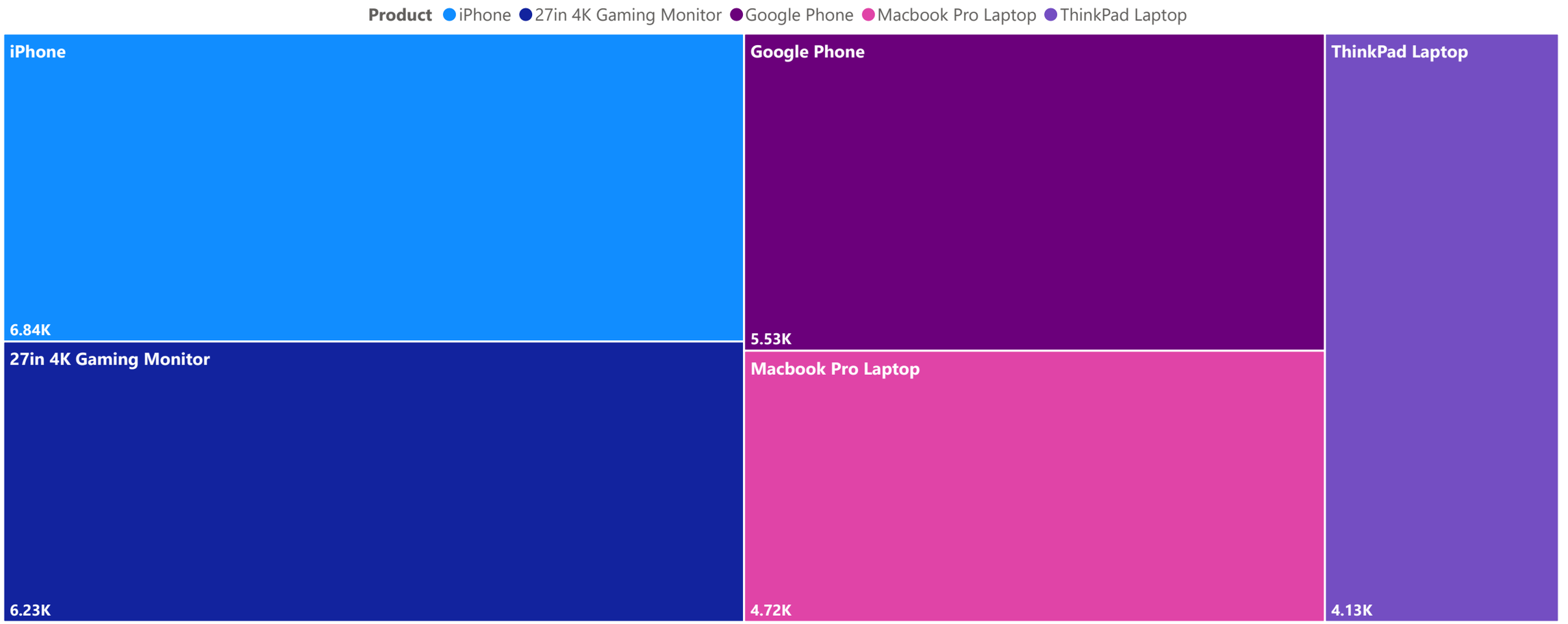
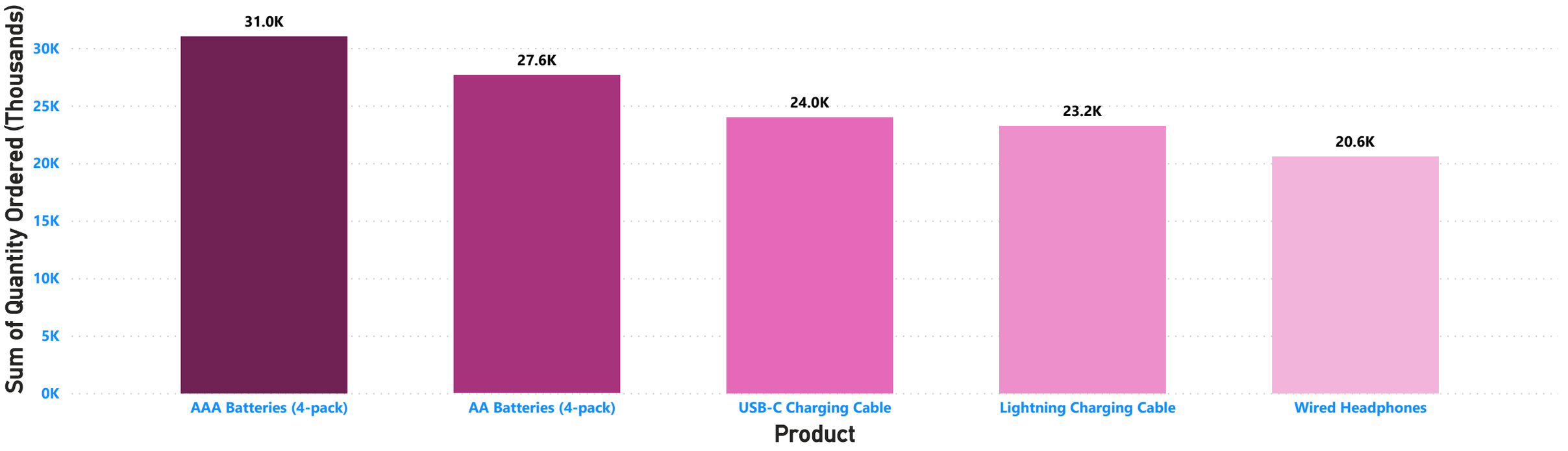
SALES BY MONTH



TOP 5 PRODUCT BY SALES COUNT



TOP 5 BEST SELLING PRODUCTS



TOP 5 CITIES BY SALES

WEEKLY SALES DISTRIBUTION BY WEEKDAY

Apply all slicers

MONTH

- [ ] Select all
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] December

PRODUCT

- [ ] Select all
- [ ] 20in Monitor
- [ ] 27in 4K Gamin...
- [ ] 27in FHD Monit...
- [ ] 34in Ultrawide ...
- [ ] AA Batteries (4-...
- [ ] AAA Batteries (

CITY

All

DAY

All

34,492.04K

REVENUE

209.08K

SALES QTY

58.83%

PROFIT MARGIN

SALES DASHBOARD

MONTH
- Select all
- January
- February

DAY
All

PRODUCT
- Select all
- 20in Monitor
- 27in 4K Gamin...

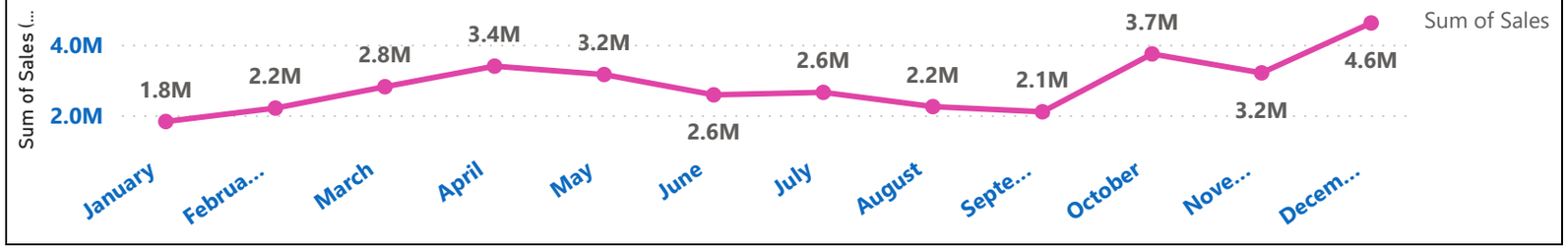
CITY
All

34,492.04K
REVENUE

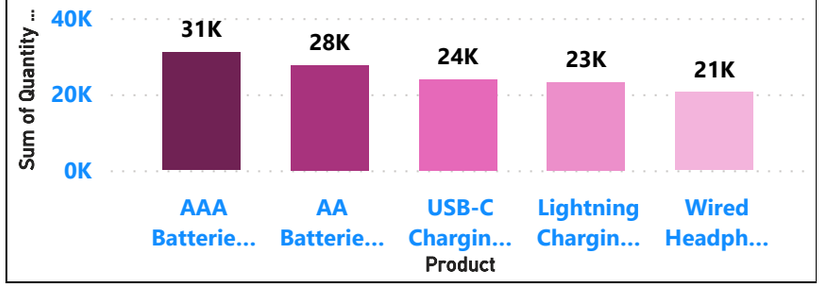
209.08K
SALES QTY

58.83%
PROFIT MARGIN

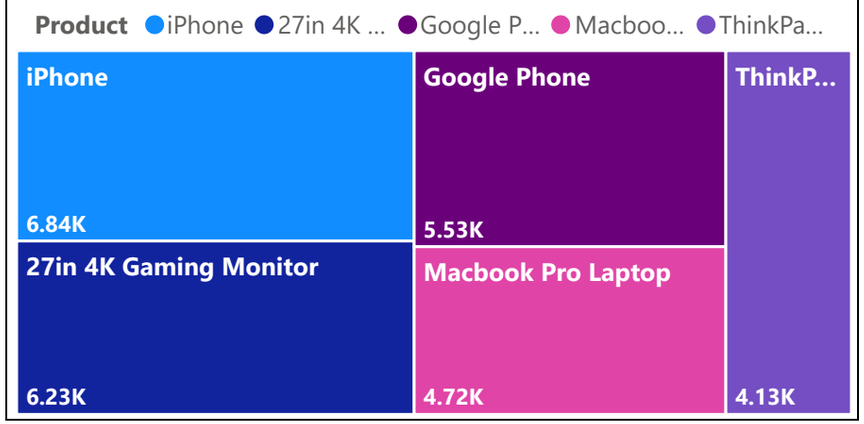
SALES BY MONTH



TOP 5 BEST SELLING PRODUCTS

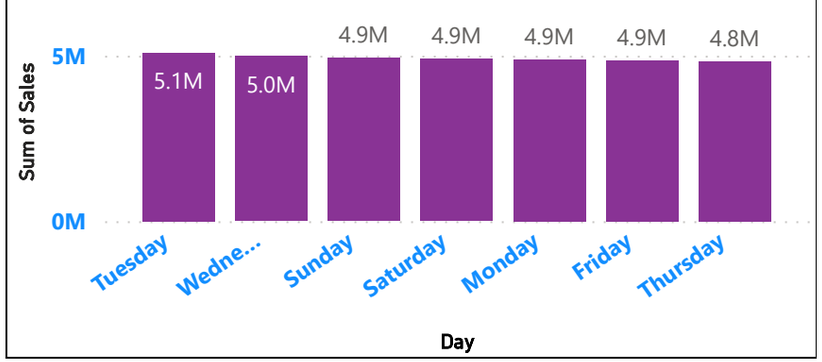


TOP 5 PRODUCT BY SALES COUNT



TOP 5 CITIES BY SALES

WEEKLY SALES DISTRIBUTION BY WEEKDAY



PROJECT NAME : Sales Data Analysis

OBJECTIVE : Analyze sales data to identify trends, top-selling products, and revenue metrics for business decision-making.

TOOL USED : Power BI, Microsoft Excel

KEY INSIGHTS :

- The line chart illustrates the sales trend over time reveals that the highest recorded sales revenue occurred in December, reaching 4.6M.
- The tree map visually represent the best- selling products, with iphone, 27inch 4k Gaming Monitor, Google Phone, MacBook Pro Laptop, and Thinkpad Laptop standing out as top performers.
- The stacked bar chart, when analysed by quantity ordered, reveals the top 5 best- selling products as AAA Batteries(4-pack), AA Batteries(4-pack), USB-C Charging Cable and Lightning Charging Cable.
- The map pinpoint the top 5 revenue generating cities (San Francisco, Los Angeles, Atlanta, Boston, New York City), Offering insights for focused expansion and marketing Initiatives.
- The column chart displaying weekly sales distribution shows that Tuesday has the highest sales, indicating an opportunity to boost sales on specific weekdays.

RECOMMENDATION :

- Given the highest sales in December, consider planning special promotions and marketing campaign during the holiday season to maximize revenue and continue to use data analytics tools for real-time insights and to adapt strategies based on changing trends.
- Act on feedback from customers and employees to drive continuous improvement and enhance customer satisfaction.