"In my internship, I worked on a sales analysis and forecasting project for a retail company, presented through an interactive Power BI dashboard. The project involved analyzing sales data to provide actionable insights and forecasting future trends.

The dashboard comprises two key parts: sales performance and sales forecasting. In the performance dashboard, I visualized metrics like total orders, sales, profit, and average shipping days. I broke down sales by region, payment mode, customer segment, and shipping modes. Key insights include identifying the West region as the highest contributor to sales and 'Standard Class' as the most frequently used shipping mode. Additionally, I analyzed monthly sales and profit trends to identify seasonal spikes and dips.

The second part involved a 15-day sales forecast using Power BI's forecasting tools, which revealed upcoming sales patterns. I utilized time-series analysis to predict sales trends by state, enabling the identification of high-performing states like California and highlighting opportunities in lower-performing states.

Through this project, I honed my skills in data modeling, DAX formulas, and visual storytelling to present insights in a clear, decision-oriented format. The insights provided could help stakeholders optimize supply chains, adjust marketing strategies, and improve profitability."