**Power BI Sales Report Analysis**

**Introduction:**

This project involved the analysis of sales data using Power BI, with a focus on creating an interactive and insightful report. The report consists of four main pages: Overview, Region, Product, and Employees.

**Project Overview:**

The primary goal was to provide a comprehensive overview of key sales metrics, regional performance, product insights, and employee contributions.

**Key Findings:**

1. **Overview:**

- Total sales by channels, order quantity by product, total sales by region, and top 5 employees are detailed in the Overview page.

- Refer to the report for a detailed summary.

1. **Sales by Region:**

- California leads in sales with $17.3 million, followed by Texas with $8.3 million and Illinois with $6.5 million.

1. **Product Insights:**

- Most ordered product categories: Accessories, Platters, and Collectibles.

- Peak season sales: July for Collectibles and November for Accessories.

1. **Employee Performance:**

- Top-performing employees in Total sales:

- Adam Hernandez: $3,261,359

- Donald Reynolds: $3,346,569

- Todd Roberts: $3,242,525

**Insights:**

The Power BI report provides valuable insights into sales distribution, regional performance, product preferences, and the impactful contributions of key employees.

**Visuals:**

**Challenges:**

One challenge I faced during this project was figuring out how to make buttons in Power BI to link different pages of the report. It took some time to learn, but once implemented, it made the report interactive and easy to navigate. This feature enhances the user experience by allowing effortless movement between different sections of the report.

**Call-to-Action:**

For a hands-on exploration of the interactive Power BI sales report, access the live report. [Link](https://drive.google.com/drive/folders/1weV1IGclnisEhdzq6JbMy8zPlhWxDybJ?usp=drive_link)

**Contact Information:**

For inquiries or collaboration opportunities, please contact:

- Coumba COULIBALY

- Email: coumbacoulibaly09@gmail.com

- LinkedIn: [www.linkedin.com/in/coumba-coulibaly](http://www.linkedin.com/in/coumba-coulibaly)