

Sales & Customer Analytics Dashboard (Power BI)

1. Project Overview

This project analyzes sales, quantity, costs, and customer behavior using an interactive Power BI dashboard. The objective is to derive clear numerical insights that help business stakeholders understand performance at a glance.

2. Key KPIs (Overall Performance)

KPI	Value
Total Sales	307.64K
Total Quantity Sold	5,510 units
Average Customer Rating	6.97

3. Branch-wise Sales Analysis

Branch	Total Sales
C	105K (Highest)
A	101K
B	101K

📌 Insights:

- Branch C is the top-performing branch, generating 105K, which is ~4K higher than other branches.

- Branches A and B show equal performance at 101K.
- Sales difference between the highest and the lowest branch = ~4K.

4. Product Line-wise Sales Analysis

Product Line	Total Sales
Food & Beverages	56K (Highest)
Sports & Travel	55K
Electronic Accessories	54K
Fashion Accessories	54K
Home & Lifestyle	54K
Health & Beauty	49K (Lowest)

5. Sales vs COGS by Product Line

Product Line	Sales	COGS
Food & Beverages	53K	53K
Sports & Travel	53K	53K
Electronic Accessories	52K	52K
Fashion Accessories	52K	52K
Home & Lifestyle	51K	51K
Health & Beauty	47K	47K

7. Customer Demographics (Gender)

Product Line	Quantity Sold
Electronic Accessories	~1,000 units (Highest)
Food & Beverages	~980 units
Sports & Travel	~950 units
Home & Lifestyle	~920 units
Fashion Accessories	~900 units
Health & Beauty	~850 units (Lowest)

7. Customer Demographics (Gender)

Product Line	Quantity Sold
Electronic Accessories	~1,000 units (Highest)
Food & Beverages	~980 units
Sports & Travel	~950 units
Home & Lifestyle	~920 units
Fashion Accessories	~900 units
Health & Beauty	~850 units (Lowest)

8. Monthly & City-wise Cost Analysis (Table)

📌 Highest monthly COGS observed:

- January – Naypyitaw (Branch C): ~38.5K

 **Lowest monthly COGS observed:**

- February – Yangon (Branch A): ~28.4K
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9. Business Summary (With Numbers)

- Top Branch: Branch C (105K sales)
 - Top Product Line: Food & Beverages (56K sales)
 - Lowest Product Line: Health & Beauty (49K sales)
 - Highest Quantity Category: Electronic Accessories (~1,000 units)
 - Balanced Customer Base: Male (50.1%) vs Female (49.9%)
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10. Conclusion

This dashboard provides clear numerical evidence to support business decisions. By identifying highest and lowest performers across branches, products, and customers, the report enables targeted strategy improvements and highlights key revenue drivers.