Sales DATA

MONTHLY
STATUS REPORT

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5. Export & share project

DD

Project Objective

To develop a comprehensive Sales Data Monthly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze operations effectively.

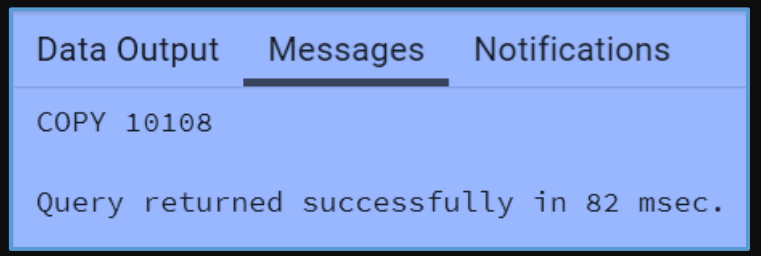
Download Data

GitHub: https://github.com/divyanshusenger/Sales-Big-Data/blob/main/Complex%20Sales%20Data%20Dashboard.pdf

https://github.com/divyanshusenger/Credit-Card-Financial-Report/blob/main/Second%20Page.pdf

Import data to SQL database

1. Prepare xlsx file
2. Create tables in SQL
3. import xlsx file into SQL
4. Scenarios question



NOTE: Find all SQL queries & project

DAX Queries

```
AverageDilySales = DIVIDE(SUM('Complex Sales Data'[Sales_Amount]), DISTINCTCOUNT('Complex Sales Data'[Date]),0)

CustomerSegmentPercentage =
    DIVIDE(
        SUM('Complex Sales Data'[Sales_Amount]),
        CALCULATE(
            SUM('Complex Sales Data'[Sales_Amount]),
            ALL('Complex Sales Data'[Customer_Segment])
        )
    ) * 100

Monthlygrowthrate = DIVIDE([MonthlySales] - [PreviousMonthSasles],[PreviousMonthSasles]) *100

PreviousMonthSasles = CALCULATE(SUM('Complex Sales Data'[Sales_Amount]), DATEADD('Complex Sales Data'[Date] ,-1, Month))
```

DAX Queries

```
SalesContributionPercentage =
    DIVIDE(
        SUM('Complex Sales Data'[Sales_Amount]),
        CALCULATE(SUM('Complex Sales Data'[Sales_Amount]), ALL('Complex Sales Data'[Region]))
    ) *100


)
```

Project Insights- Week 12 (1st Jan-31st Dec 2022)

WoW change:

- Total Revenue Over the year increased by
- product C has the highest sales (6.39M).
- The South region recorded the highest sales (6.33M).
- The majority of customer preferences were attributed to Wholesales, contributing a significant 12.62M in sales.
- The majority of customer preferences were attributed to Online Shoping, contributing a significant 12.62M in sales.

Overview YTD:

- Overall revenue is 25.05M
- Average Daily Sales is 68.52K.
- Total transaction amount is 46M
- **Sales improved from 12.32M in the first half of the year to 12.69M in the second half, reflecting growth.**
- Correlation regional, customer Segment,

Tasks:

1. **Data Import and Preparation**:
   - Import the provided `complex_sales_data.xlsx` into Power BI.
   - Clean and transform the data as needed (e.g., ensure date formats are correct, handle any missing values).
2. **Data Visualization**:
   - **Overall Sales**:
     - Create a line chart to show the total sales amount over the year.
     - Use a bar chart to compare the total sales amount of each product.
   - **Monthly Sales Trends**:
     - Create a line chart to show the monthly sales trends for each product.
     - Use a stacked column chart to display the monthly sales breakdown by product.
   - **Regional Sales Analysis**:
     - Create a map visualization to show sales distribution across different regions.
     - Use a bar chart to compare sales amounts by region and sales channel.
   - **Customer Segment Analysis**:
     - Create a pie chart to show the sales distribution by customer segment.
     - Use a bar chart to compare sales amounts by customer segment and product.

3. **DAX Calculations**:
    - Calculate the total sales amount for each product.
    - Calculate the average daily sales amount for each product.
    - Calculate the monthly sales growth rate for each product.
    - Calculate the sales contribution percentage of each region and customer segment.
4. **Interactive Report**:
    - Add slicers to filter the data by product, region, sales channel, and customer segment.
    - Create a summary page with key metrics such as total sales, average daily sales, top-selling products, and top-performing regions.
    - Add tooltips to provide additional information on hover for each visualization.
5. **Advanced Analysis**:
    - **Sales Forecasting**:
        - Use time series analysis to forecast future sales trends for each product.
        - Create a line chart to visualize the forecasted sales trends.
    - **Correlation Analysis**:
        - Analyze the correlation between sales amounts and other variables (e.g., region, sales channel, customer segment).
        - Provide insights and recommendations based on the analysis.

6. **Insights and Recommendations**:

- Analyze the visualizations and identify key insights (e.g., which product has the highest sales, regional sales trends, customer segment preferences).
- Provide recommendations based on the analysis (e.g., focus on high-demand products, optimize sales strategies for different regions and customer segments).

Deliverables:

- A Power BI report file (.pbix) with all the visualizations and calculations.
- A brief summary document highlighting the key insights and recommendations.