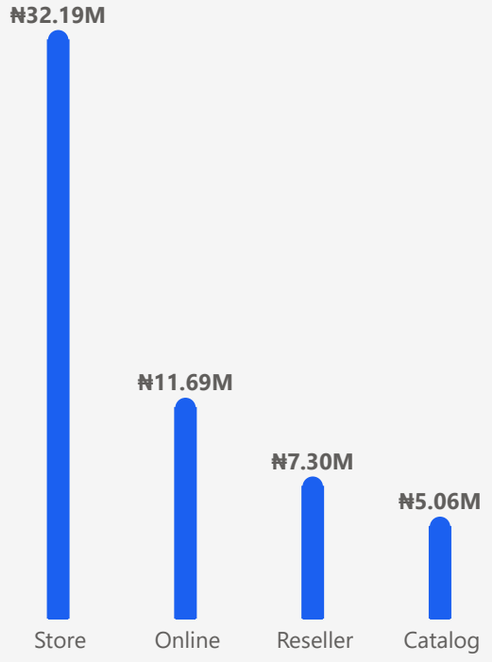
Zone: All | State: All | Year: All

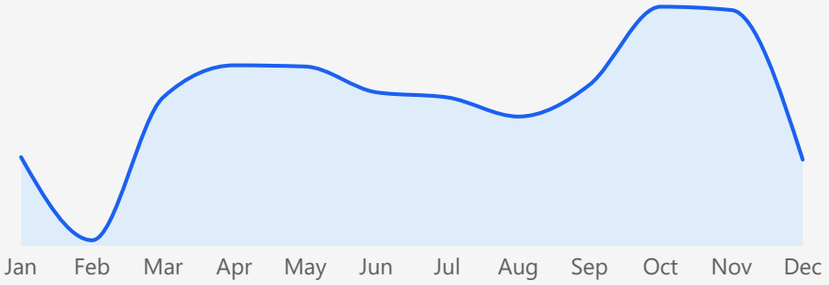
Emmanuel Anowai
Data Analyst

Total Sales	Sales YTD	Sales QTD	Total Profit	Profit Margin %
₦56M	₦16M	₦3.23M	₦32.45M	57.68%

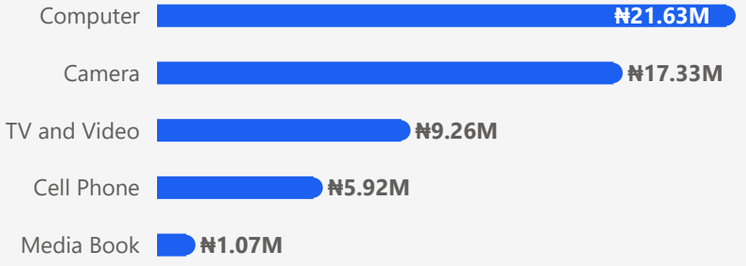
Sales by Channel



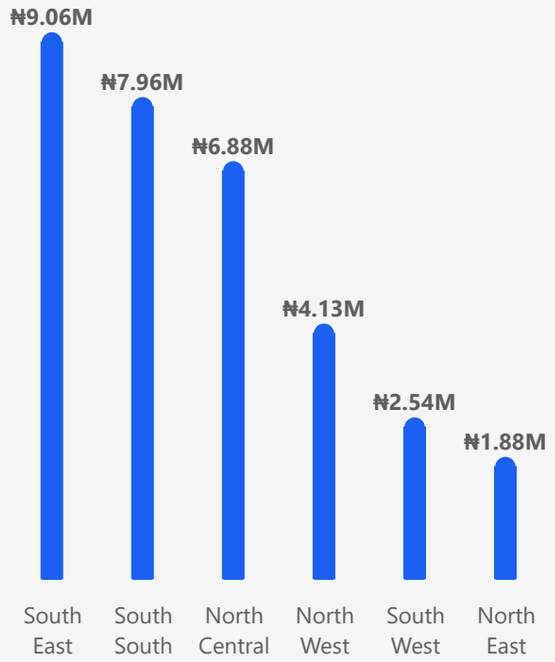
Sales Trend Over Time



Top 5 Product Category by Sales



Profit by Zone



📊 ELECTRONIC SALES PERFORMANCE ANALYSIS

Tool: Microsoft Power BI
Prepared by: Emmanuel Anowai
Role: Data Analyst

1. PROJECT OVERVIEW

This project analyzes an electronic sales dataset to evaluate **sales performance, profitability, and trends over time** across different **channels, product categories, and geographical zones**.
The objective is to:

- Track sales performance using **time intelligence metrics**
- Identify **high-performing and underperforming segments**
- Provide **data-backed recommendations** to improve profitability and growth

2. DATA DESCRIPTION

The dataset contains **transaction-level sales records** with the following key fields:

- Order Date
- Sales Amount
- Unit Cost
- Quantity
- Channel (Store, Online, Reseller, Catalog)
- Product Category & Subcategory
- Zone / State

Each row represents a **single sales transaction**.

3. DATA PREPARATION & MODELLING

3.1 Data Cleaning
The following transformations were applied:

- Corrected data types for dates, numeric, and categorical fields