I conducted an in-depth analysis of sales data from a store that handles shipping orders nationwide, covering the period from April 2023 to May 2024. Utilizing Power BI, I developed a comprehensive visualization dashboard that highlighted key performance indicators such as total revenue, total orders, total quantity sold, and revenue trends segmented by year, month, product, and employee.

The analysis revealed that the store experienced peak revenue during the months of August 2023, November 2023, February 2024, March 2024, and May 2024. Based on these findings, we identified the need to optimize resources and inventory levels for the months of April through August 2023, October 2023, December 2023, January 2024, and April 2024, to better capitalize on anticipated demand spikes.

Additionally, the dashboard highlighted a significant disparity in revenue generated by different products. Certain top-ranking products outperformed others by two to three times, indicating a potential opportunity to increase sales through targeted marketing and promotional efforts for underperforming products.

The analysis also uncovered a noticeable gap in revenue contribution among employees. A few top-performing employees generated substantially more revenue than their peers, suggesting the need for initiatives to motivate and train the remaining staff to enhance their sales performance.

The recommendations derived from this analysis, including resource optimization, product promotion strategies, and employee training programs, were implemented and resulted in a 30% increase in sales starting from June 2024. These insights played a crucial role in driving the store's overall sales growth and improving operational efficiency.