Target vs Actual
Sales Dashboard

Agenda

About the Project

- 🚀 Built a Power BI Dashboard to analyze Sales & Profitability.
- 📊 Compared Target vs. Actual Sales, tracked Profit Margins, and studied Discount Impact.
- 🖥️ Designed 4 Pages: Home, Overview, Detailed Analysis & Discount Effectiveness.
- 🔑 Showcased skills in SQL, DAX, Data Modeling & Visualization.

Project Objective

🎯 To design an interactive Power BI Dashboard that :
- Compares Target vs. Actual Sales & Profitability
- Analyzes performance across Country, Category & Time
- Evaluates the impact of discounts on profit margins
- Provides business-ready insights for data-driven decisions

Mission

To transform raw sales data into meaningful insights through interactive dashboards.

Vision

To empower businesses with data-driven decision-making for growth and profitability.

Data Preparation & Tools

- Cleaned & transformed data using SQL / Power Query
- Removed duplicates & handled missing values
- Standardized columns and ensured data consistency
- Built relationships between fact & dimension tables

Goal # 1
Cleaned & Transformed
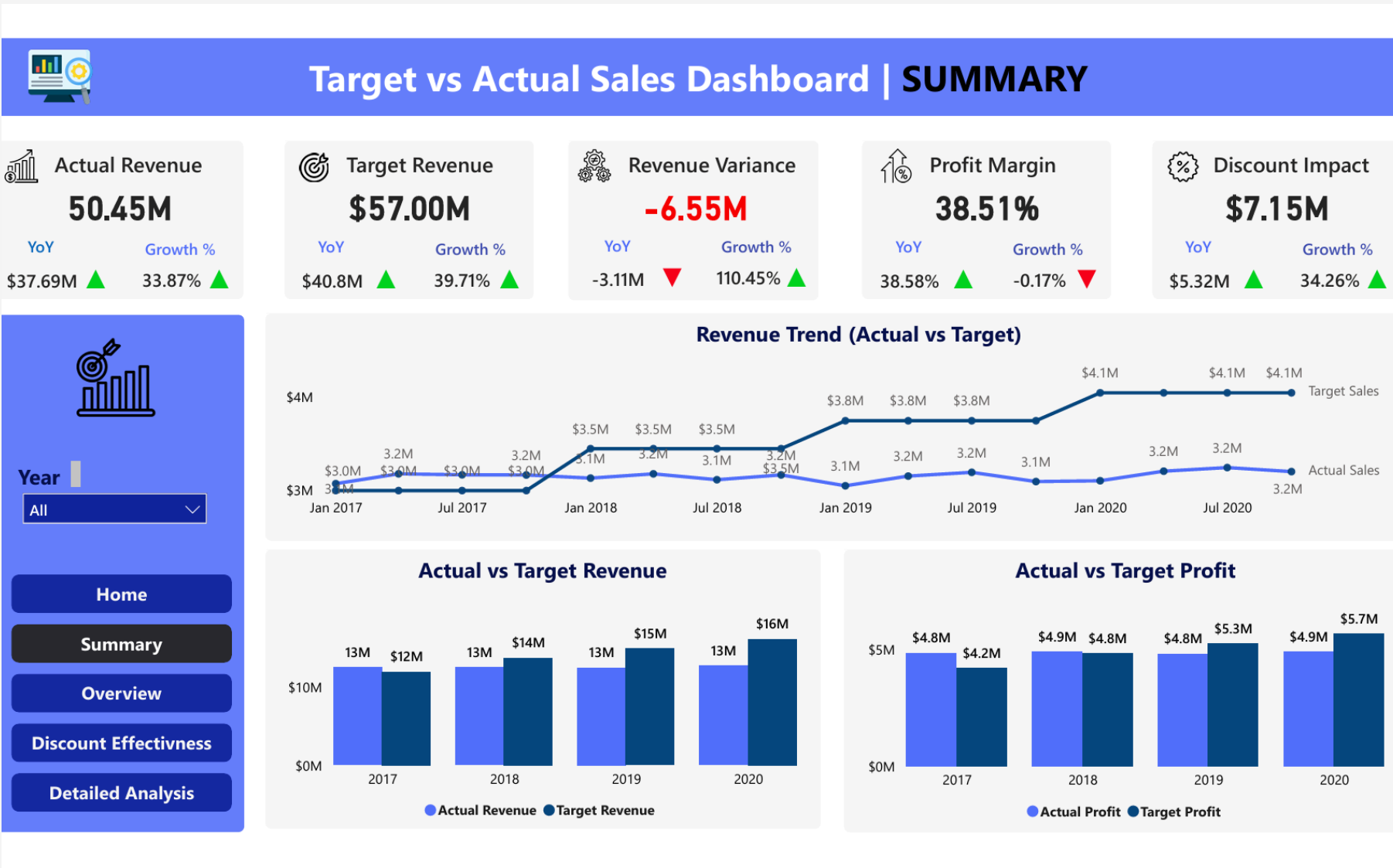
Goal # 2
Accurate Insights

Goal # 3
Business Growth

Dashboard Pages

- 🏠 Home Page
- 📊 Overview
- 🌍 Detailed Analysis
- 💡 Discount Effectiveness

Dashboard Pages

🏠 Home Page
📊 Overview
🌎 Detailed Analysis
💡 Discount Effectiveness

Target vs Actual Sales Dashboard | DISCOUNT EFFECTIVNESS

	Actual Revenue		Target Revenue		Revenue Variance		Profit Margin		Discount Impact
	50.45M		**$57.00M**		**-6.55M**		**38.51%**		**$7.15M**
YoY	Growth %	YoY	Growth %	YoY	Growth %	YoY	Growth %	YoY	Growth %
$37.69M ▲	33.87% ▲	$40.8M ▲	39.71% ▲	-3.11M ▼	110.45% ▲	38.58% ▲	-0.17% ▼	$5.32M ▲	34.26% ▲

Year
All

Category
All

Home

Summary

Overview

Discount Effectiveness

Detailed Analysis

Discount Impact on Sales Trend
● Elite ● Premium ● Standard

3K

2K

2017   2018   2019   2020

Discount Impact on Profit

ID	Cost Price	Sales Price	Discount	Discount %
1	$18,75,600	27,45,525.00	$3,80,475	12.02
2	$17,82,800	26,38,084.00	$3,70,391	12.33
3	$15,35,200	33,59,800.00	$4,78,200	12.50
4	$6,65,500	10,97,317.00	$1,67,133	13.19
5	$22,32,750	37,91,126.00	$5,25,524	12.27
6	$35,42,500	59,45,429.00	$7,85,321	11.77
7	$68,09,125	1,03,23,565.00	$15,02,810	12.70

Discount Impact by Category
● Premium ● Elite ● Standard

$1.92M (26.88%)

$2.94M (41.11%)

$2.29M (32.01%)

Category Revenue (After Discounts)

20M

4M
10M   3M   3M   3M
7M   4M   4M
5M   4M   3M   3M   3M
0M
0   5   10   15   20   25   30   35

● Elite ● Premium ● Standard

Target vs Actual Sales Dashboard | DETAILED ANALYSIS

	Actual Revenue		Target Revenue		Revenue Variance		Profit Margin		Discount Impact
	50.45M		**$57.00M**		**-6.55M**		**38.51%**		**$7.15M**
YoY	Growth %	YoY	Growth %	YoY	Growth %	YoY	Growth %	YoY	Growth %
$37.69M ▲	33.87% ▲	$40.8M ▲	39.71% ▲	-3.11M ▼	110.45% ▲	38.58% ▲	-0.17% ▼	$5.32M ▲	34.26% ▲

📊 Detailed Product Sales & Profit Analysis

| ID	Category	Product_Name	Year	Cost Price	Sales Price	Actual Sales	Target Sale	Profit	Avg Discount %	Profit Margin %
4	Standard	Prod D	2019	1,52,500.00	2,89,750.00	2,49,219.00	15,00,000.00	$96,719	13.86	38.82%
4	Standard	Prod D	2020	1,64,500.00	3,12,550.00	2,75,321.00	16,20,000.00	$1,10,821	12.10	40.26%
4	Standard	Prod D	2018	1,65,750.00	3,14,925.00	2,70,285.00	13,80,000.00	$1,04,535	14.14	38.68%
4	Standard	Prod D	2017	1,82,750.00	3,47,225.00	3,02,492.00	12,00,000.00	$1,19,742	12.70	39.59%
10	Premium	Prod J	2019	2,70,000.00	5,04,000.00	4,38,690.00	15,00,000.00	$1,68,690	12.91	38.45%
10	Premium	Prod J	2018	2,98,500.00	5,57,200.00	4,87,130.00	13,80,000.00	$1,88,630	12.20	38.72%
10	Premium	Prod J	2020	3,02,250.00	5,64,200.00	5,02,110.00	16,20,000.00	$1,99,860	11.47	39.80%
10	Premium	Prod J	2017	3,43,500.00	6,41,200.00	5,54,120.00	12,00,000.00	$2,10,620	13.31	38.01%
3	Standard	Prod C	2020	3,44,400.00	8,61,000.00	7,42,025.00	16,20,000.00	$3,97,625	13.57	53.59%
3	Standard	Prod C	2017	3,70,000.00	9,25,000.00	8,14,975.00	12,00,000.00	$4,44,975	12.15	54.60%
3	Standard	Prod C	2019	3,95,400.00	9,88,500.00	8,74,550.00	15,00,000.00	$4,79,150	11.62	54.79%
2	Standard	Prod B	2019	4,11,200.00	6,93,900.00	6,01,646.00	15,00,000.00	$1,90,446	13.21	31.66%
2	Standard	Prod B	2018	4,12,400.00	6,95,925.00	6,05,426.00	13,80,000.00	$1,93,026	13.17	31.89%
1	Standard	Prod A	2020	4,21,500.00	7,02,500.00	6,22,950.00	16,20,000.00	$2,01,450	11.11	32.34%
3	Standard	Prod C	2018	4,25,400.00	10,63,500.00	9,28,250.00	13,80,000.00	$5,02,850	12.74	54.17%
8	Premium	Prod H	2017	4,34,500.00	8,69,000.00	7,62,235.00	12,00,000.00	$2,28,735	13.21	43.07%
Total				3,10,25,050.00	5,76,02,850.00	5,04,54,365.00	5,70,00,000.00	$1,94,29,315	12.42	38.51%

Key Insights

📌 **Target Achievement:** Overall sales achieved ~92% of the target.

📌 **Profitability:** Elite category generated the highest profit margins, while Standard lagged behind.

📌 **Regional Performance:** The United States led in sales volume, but margins were stronger in select countries.

📌 **Discount Impact:** Discounts boosted sales but reduced profit margins by ~8%, highlighting a trade-off.
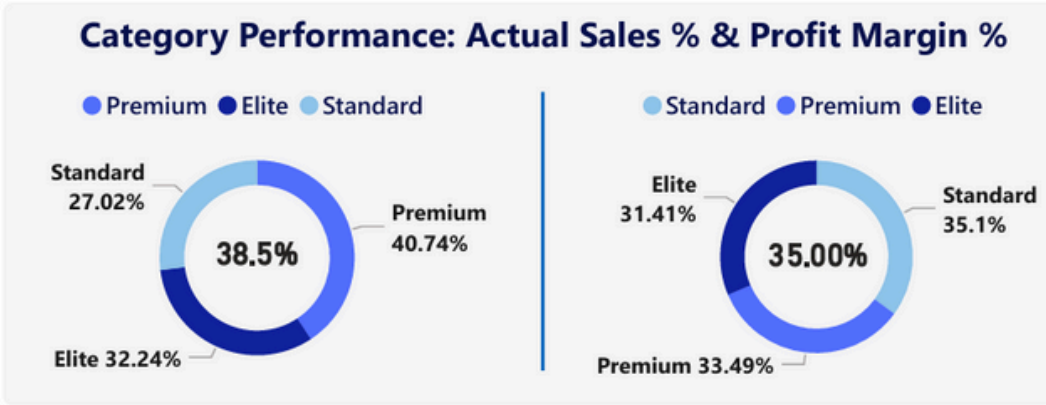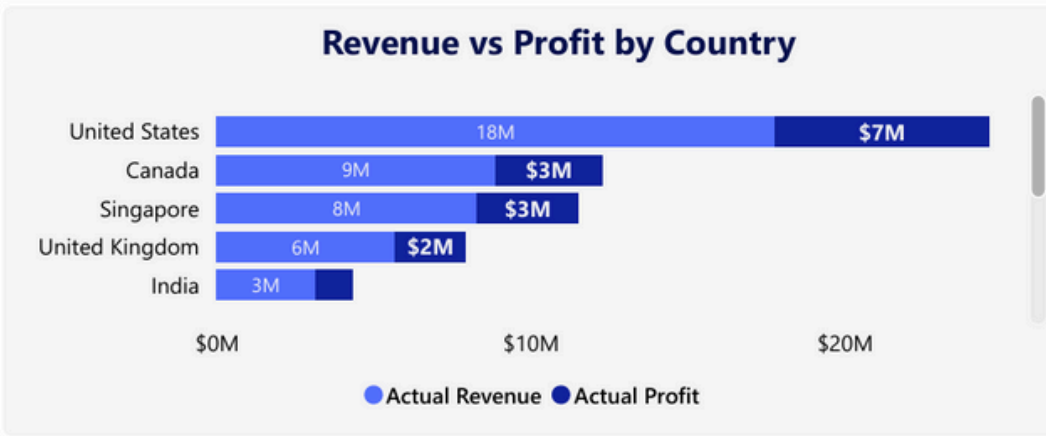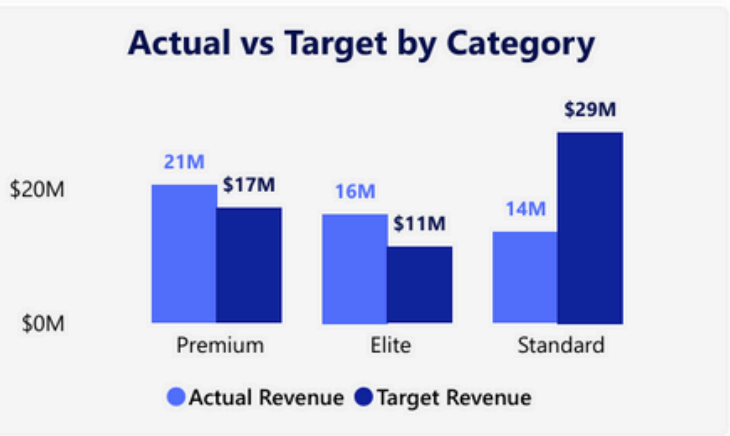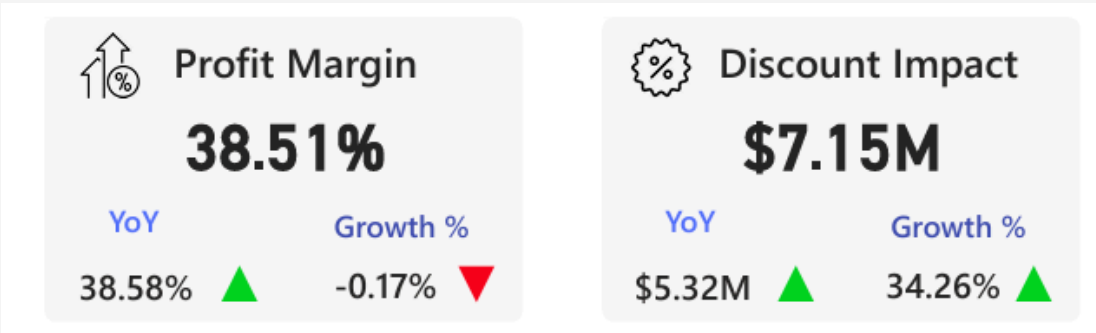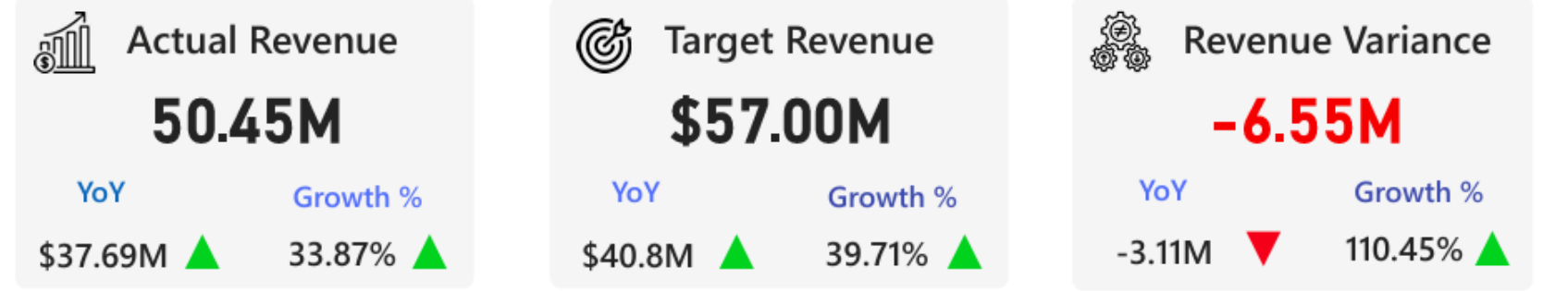
Skills Demonstrated

🛠️ Technical Skills

- Power BI 📊→ Data Modeling, DAX Measures, Interactive Dashboards
- SQL ⚡ → Data Cleaning, Transformation, Querying
- Excel 📄 → Initial exploration & validation

📊 Analytical Skills

- KPI Design & Measurement (Sales, Profitability, Discounts)
- Data Storytelling & Insight Generation
- Business Analysis (Sales Performance, Discount Impact)

💡 Professional Skills

- Problem Solving through data-driven approach
- Project Documentation (README, Presentation)
- Dashboard Presentation & Reporting

Learning Outcomes

✅ Strengthened skills in Power BI, DAX, and SQL for real-world analytics

✅ Learned how to design multi-page interactive dashboards with smooth navigation

✅ Improved ability to create and track business-focused KPIs

✅ Enhanced data storytelling skills by translating numbers into insights

✅ Gained confidence in building end-to-end analytics projects (Data → Dashboard → Insights)
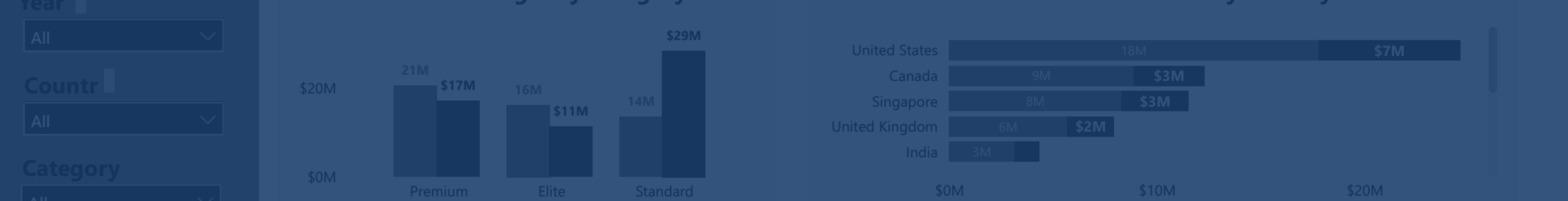
Conclusion

📌 This project demonstrates how Power BI can transform raw sales data into actionable business insights.

📌 The dashboard provides a clear view of Target 🎯 vs. Actual Sales, Profitability, and Discount Impact.

📌 Insights gained can help businesses make data-driven decisions to improve performance and profitability.

📌 The project strengthened my technical, analytical, and storytelling skills in end-to-end data analytics.

Connect
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🌐 **GitHub**
https://github.com/gauravsevatkar3012-web/Target-Vs-Actual-Sales-Dashboard