Executive Summary

This Power BI report provides an in-depth analysis of sales performance, product profitability, and purchasing trends. Key insights include the top and bottom-performing products by sales, profit, and quantity sold, sales trends over time, and an interactive comparison of sales metrics. The report also explores discount categories, order volumes, and geographical sales distribution.

Key Insights

1. Top and Bottom 5 Products by Sales

- **Top 5 Products by Sales:**
    1. Apple iPhone 14
    2. Apple MacBook Air
    3. Sony Bravia 55-Inch TV
    4. Samsung Galaxy S21
    5. HP Pavilion Laptop
- **Bottom 5 Products by Sales:**
    1. Tupperware Lunch Box
    2. L'Oreal Shampoo
    3. Nivea Body Lotion
    4. Colgate Toothpaste
    5. Dave Shop Pack

2. Top and Bottom 5 Products by Quantity Sold

- **Top 5 Products by Quantity Sold:**
    1. Apple iPhone 14
    2. Raymond Suit
    3. Fossil Smartwatch
    4. Zara Casual Shirt
    5. IFB Microwave Oven
- **Bottom 5 Products by Quantity Sold:**
    1. Nivea Body Lotion
    2. Tupperware Lunch Box
    3. Milton Thermos Flask
    4. FabIndia Kurta
    5. Borosil Glass Set

3. Top and Bottom 5 Products by Profit

- **Top 5 Products by Profit:**

1. Apple iPhone 14
2. Apple MacBook Air
3. Sony Bravia 55-Inch TV
4. Samsung Galaxy S21
5. HP Pavilion Laptop

- **Bottom 5 Products by Profit:**
    1. Tupperware Lunch Box
    2. L'Oreal Shampoo
    3. Nivea Body Lotion
    4. Dave Shop Pack
    5. Colgate Toothpaste

4. Sales Trends Over Time

- Sales trends exhibit a **seasonal pattern** with notable peaks in **quarterly and annual sales cycles**.
- Daily and monthly fluctuations highlight consumer demand variations, with **higher sales in festive seasons and promotional periods**.

5. Sales and Profit Relationship

- **Linear correlation** observed between sales and profit.
- Higher sales generally lead to higher profits, reinforcing a direct dependency.

6. Sales and Profit Comparison Between Two Periods

- The interactive comparison allows users to analyze sales, profit, and quantity sold between any two selected periods, offering actionable insights into seasonal and promotional impacts.

7. Discount Analysis

- The **average discount offered per category** is clearly visualized to assess the impact of pricing strategies on sales and profitability.

8. Total Number of Orders

- The total number of orders recorded: **3,510**

9. Sales Breakdown by City

- Sales performance across different cities highlights **regional demand variations**, enabling targeted marketing and supply chain optimizations.

Conclusion

This Power BI report provides a comprehensive view of sales performance and product profitability, empowering businesses to make data-driven decisions. The linear relationship between sales and profit, combined with detailed product and time-based analysis, ensures that key stakeholders can optimize pricing, inventory, and marketing strategies efficiently.