Maximizing Sales Growth: A Comprehensive Analysis of Electronic Sales Strategies and Results

Intro

The purpose of this report is to demonstrate the use of Power BI for analyzing sales data for Sample Sales. The Electronic Store has been experiencing growth in recent years and is looking for ways to optimize its sales operations. Power BI provides a powerful data visualization and exploration platform that can help the company make data-driven decisions.

Data Source:

The data source for this report is the sales record of Sales. The Sales Record contains sales transactions from the beginning of the year to the end . The data includes sales by product as well as other relevant information such as date, price, and location.

Data Preparation:

The first step in analyzing the sales data was to import the data into Power BI. This was done by connecting to the database and selecting the relevant tables. The data was then cleaned and transformed to ensure that it was in the correct format for analysis.

Data Visualization:

The data was then visualized using Power BI's powerful data visualization tools. The following are some of the key visualizations that were created

Sum of the Total Sales By month: This visualization shows the sum of sales price by month it provides insights Into which month has the best sales in the year. So the Store manager can keep the product in stock this month to gain sales and customer convenience. That can lead to great customer relationships.

The number of sales by State: This visualization shows the number of sales by the city in a state so the businessman can know which state is facing an issue to get sales.

Total by city: This visualization shows The sales by city which provide insights about which city has the best sales in the state. So the store owner can focus on that specific city and advertise the store in the city and get feedback from the customer to improve the product.

Number of sales by order time: This visualization shows In which time frame the customer has ordered the most of the products. So the business owner can advertise the products in that time frame which can

lead to the sales of that product and get more eyes of potential customers and help to save capital which i esplanade for Advertising.

Name of Product sold Together: This Visualization shows which product sold together so the store manager or the individual managing the store can place the product together which can lead to more sales in a specific Story of a city or state.

Number of Sales By the Product : This Visualization shows which product sold the most in stores. Which can help the Businessman keep up the supply of that product across stores.