

Product Sales Analysis Dashboard – Power BI

Introduction

This Power BI dashboard provides a detailed Product Sales Analysis, offering insights into total sales, customer distribution, regional performance, and sales trends across different products and channels. The interactive dashboard enables businesses to track key performance metrics and optimize sales strategies.

Key Insights & Features

1. Total Sales Overview – Displays overall revenue generated.
2. Total Customers – Shows the total number of unique customers.
3. Total Sales by Region – Analyzes sales performance across different geographic regions.
4. Total Sales by Sales Channel – Compares sales from different channels (e.g., online vs. offline).
5. Total Sales by Product Name – Identifies best-selling and least-performing products.

Data Source & Methodology

- Dataset Used: Customized Sales Data.xlsx
- Key Columns: Customer Names, Product Names, Sales Teams, Regions, Sales Channels, Unit Prices, and Delivery Dates
- Tools Used: Power BI for visualization and Excel for data preparation

Visualizations Included

- Interactive sales trends and revenue distribution
- Regional and sales channel performance breakdown
- Product-wise sales comparison and customer segmentation
- Filters and slicers for in-depth data exploration