Sales Performance Analysis Dashboard

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Problem Statement

- Retail businesses lack a comprehensive and interactive Sales Performance Analysis Dashboard, hindering data-driven decisions, identification of growth opportunities, and operational efficiency improvement.

Project Description

- **Goal:** Develop a comprehensive Power BI dashboard for detailed sales performance analysis.
- **Features:** Visualization of sales trends, top products, sales by category, regional sales performance, and comparison across different time periods.

INTRODUCTION

- provides a view of overall store sales performance. Strategic users can use it to quickly check Sales, Profit, Loss with respect to different attributes. The Dashboard provides actionable insights on Sales by Segment, Sales by Market.
- Top customers, and Profit and Loss by Product by name. Using piechat and bar graph of database.

Project Overview

- **Title:** Sales Performance Analysis Dashboard Project
- **Objective:** Develop an interactive Power BI dashboard for retail sales analysis.
- **Key Deliverables:** Comprehensive visualization of sales trends, top products, regional performance, and more.
- **Benefit:** Enable data-driven decisions, improve efficiency, and enhance strategic planning.

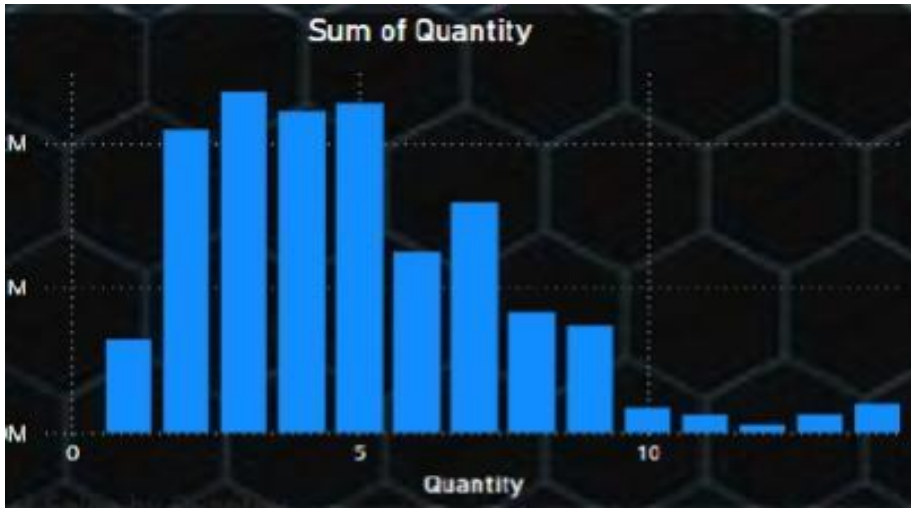
WHO ARE THE END USERS?

- **Executive Management:** Strategic decision-makers needing holistic insights into overall sales performance.
- **Sales and Marketing Teams:** Analysing trends, evaluating campaign effectiveness, and identifying sales growth opportunities.
- **Regional Managers:** Monitoring regional sales performance, comparing results, and making localized decisions.
- **Financial Analysts and Operations Managers:** Analysing profitability, optimizing inventory, and improving operational efficiency based on sales data.

Technology used

- **Power BI:** Microsoft's tool for data visualization and business intelligence.
  - **Data Sources:** Various data from databases, spreadsheets, and cloud services.
  - **Power Query:** Data preparation and cleaning tool within Power BI.
  - **DAX (Data Analysis Expressions):** Formula language for custom calculations.
  - **Visualization Tools:** Charts, graphs, maps, and tables in Power BI.
  - **Power BI Service:** Cloud service for sharing and collaboration on dashboards.

RESULTS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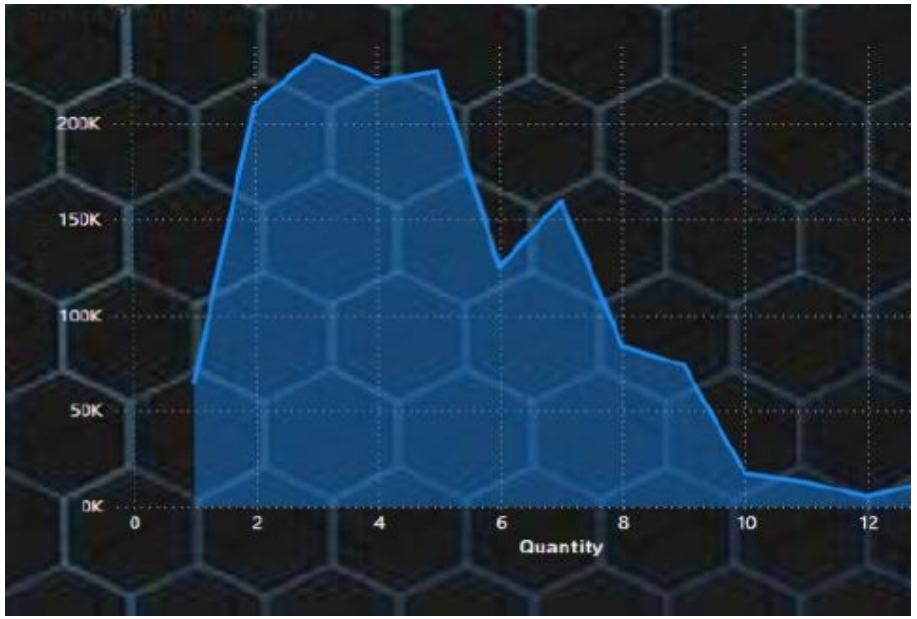
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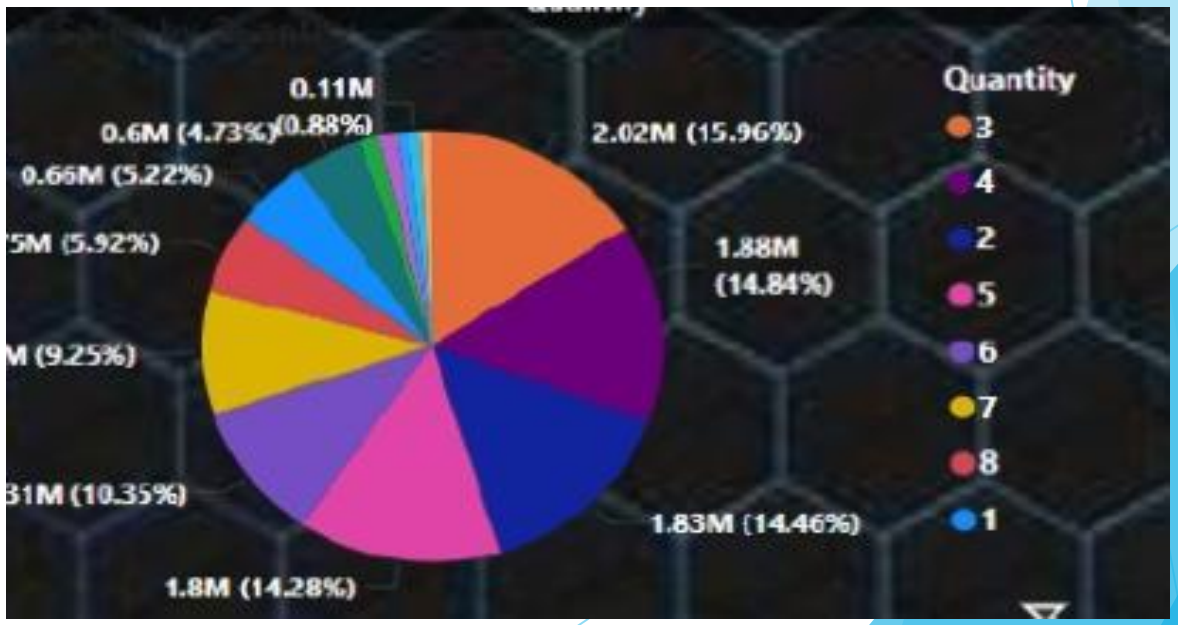
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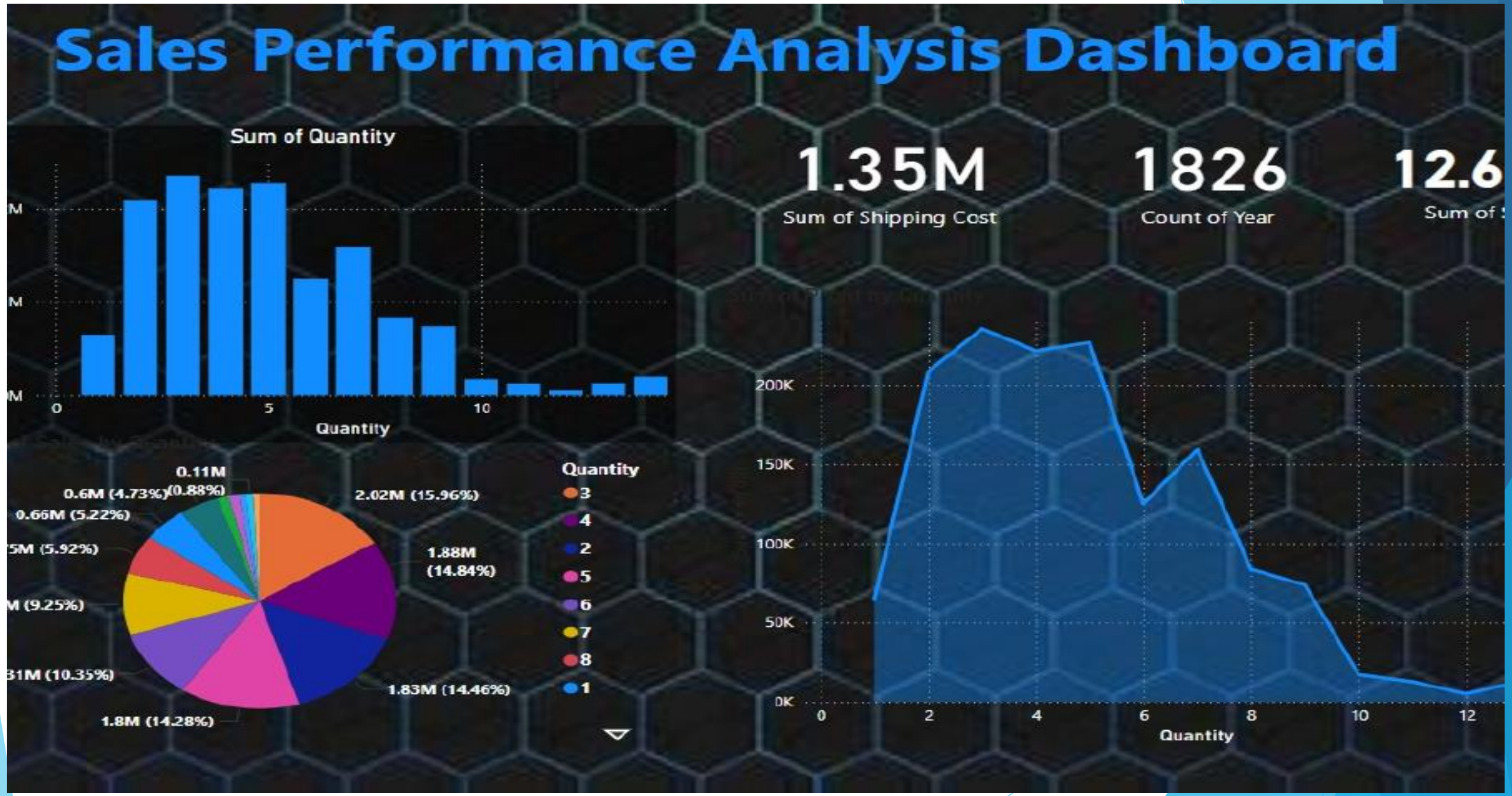
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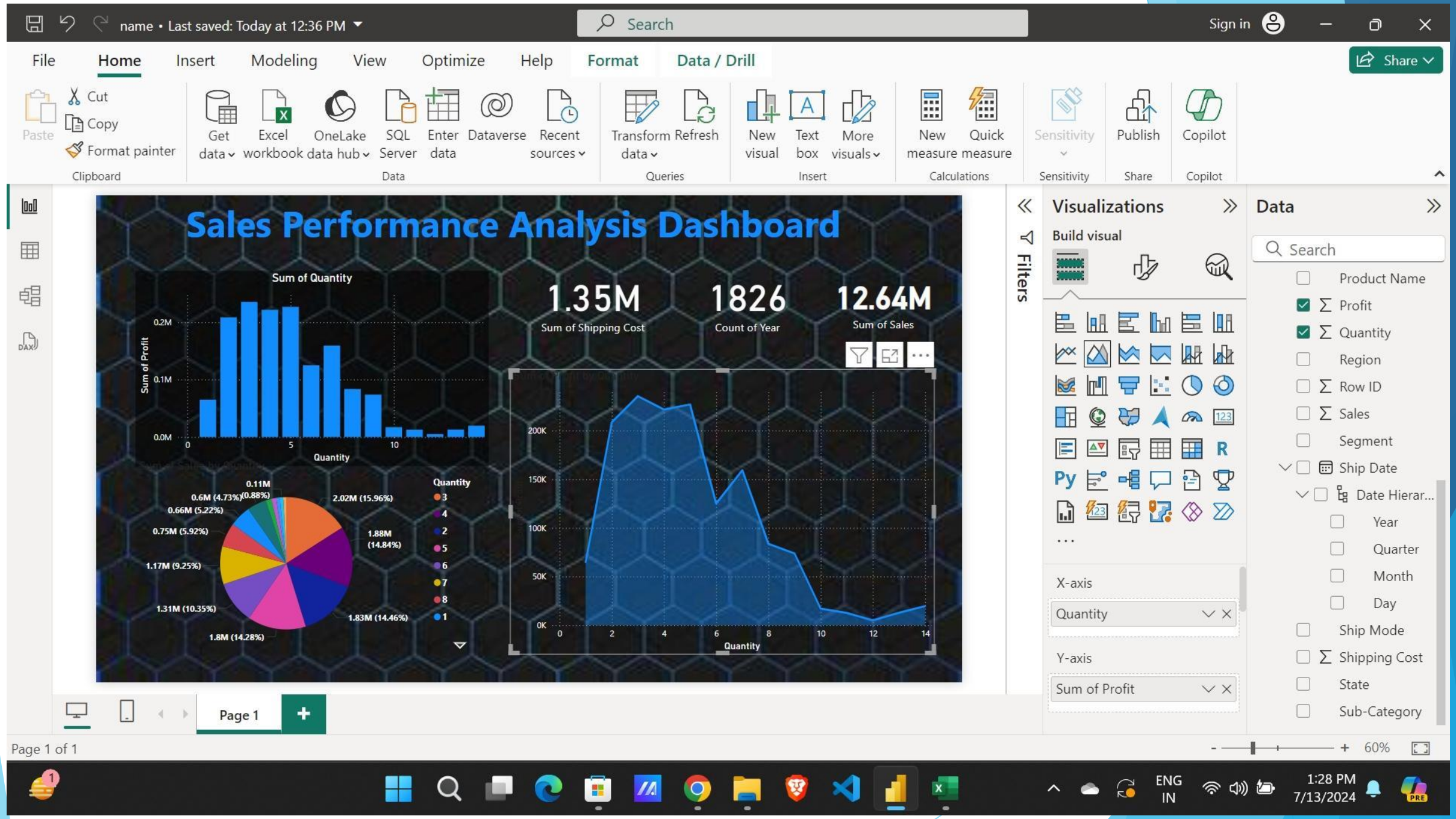
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Sales Performance Analysis Dashboard
Sum of Quantity
Sum of Profit
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Sum of Shipping Cost
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Count of Year
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Visualizations
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Filters
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Quantity
Y-axis
Sum of Profit
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Product Name
Profit
Quantity
Region
Row ID
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Segment
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Thank You

Project Document Link:

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Project Demo