

Sales Dashboard In PowerBI

OBJECTIVES

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on **time series analysis**, to provide valuable insights and accurate sales forecasting.

The objective can be broken down into the following detailed components:

1. **Dashboard Creation :** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity
2. **Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts
3. **Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days.
4. **Actionable insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and custom satisfaction