Technology store sales report 2020

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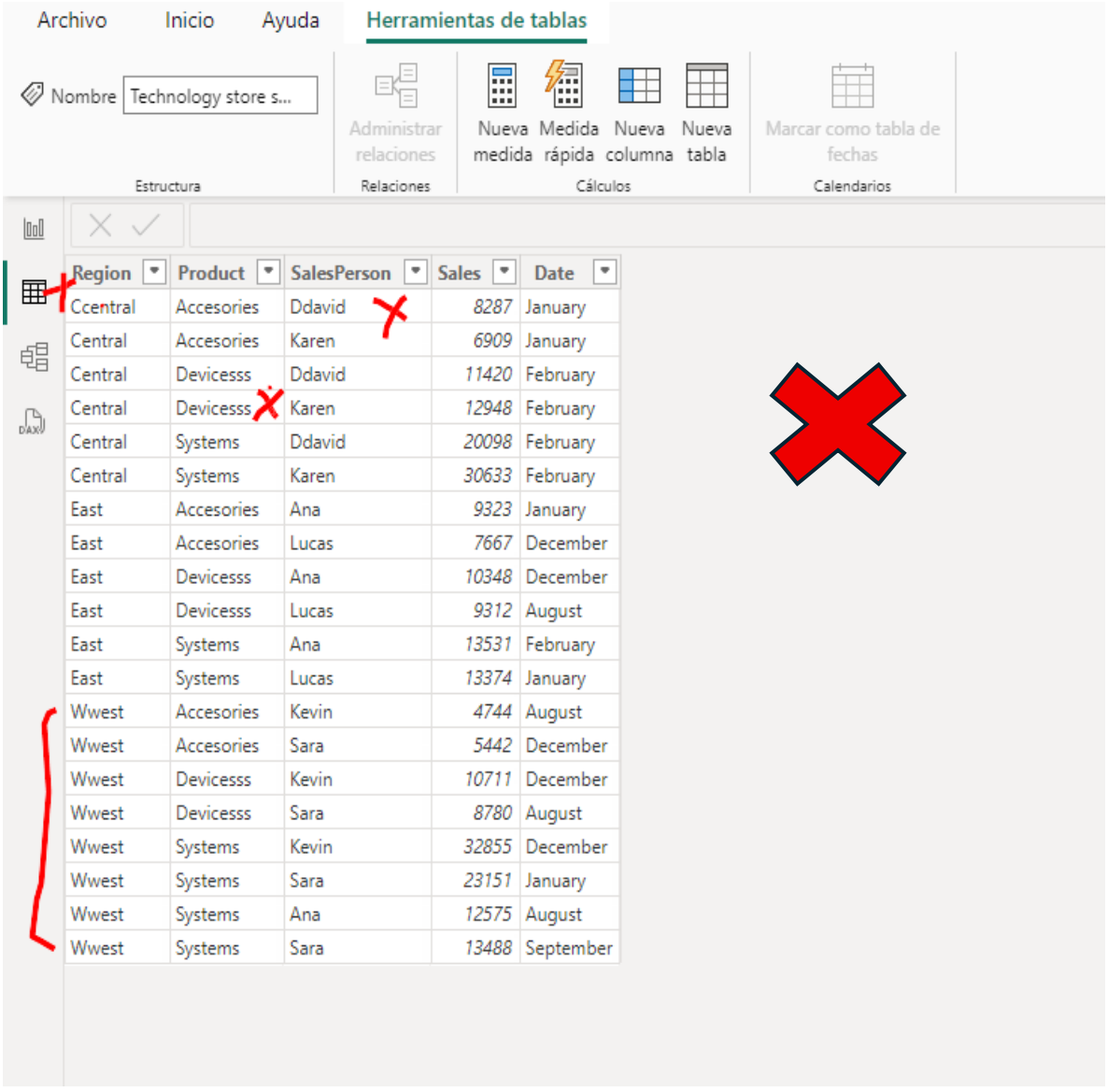
Power-BI Project

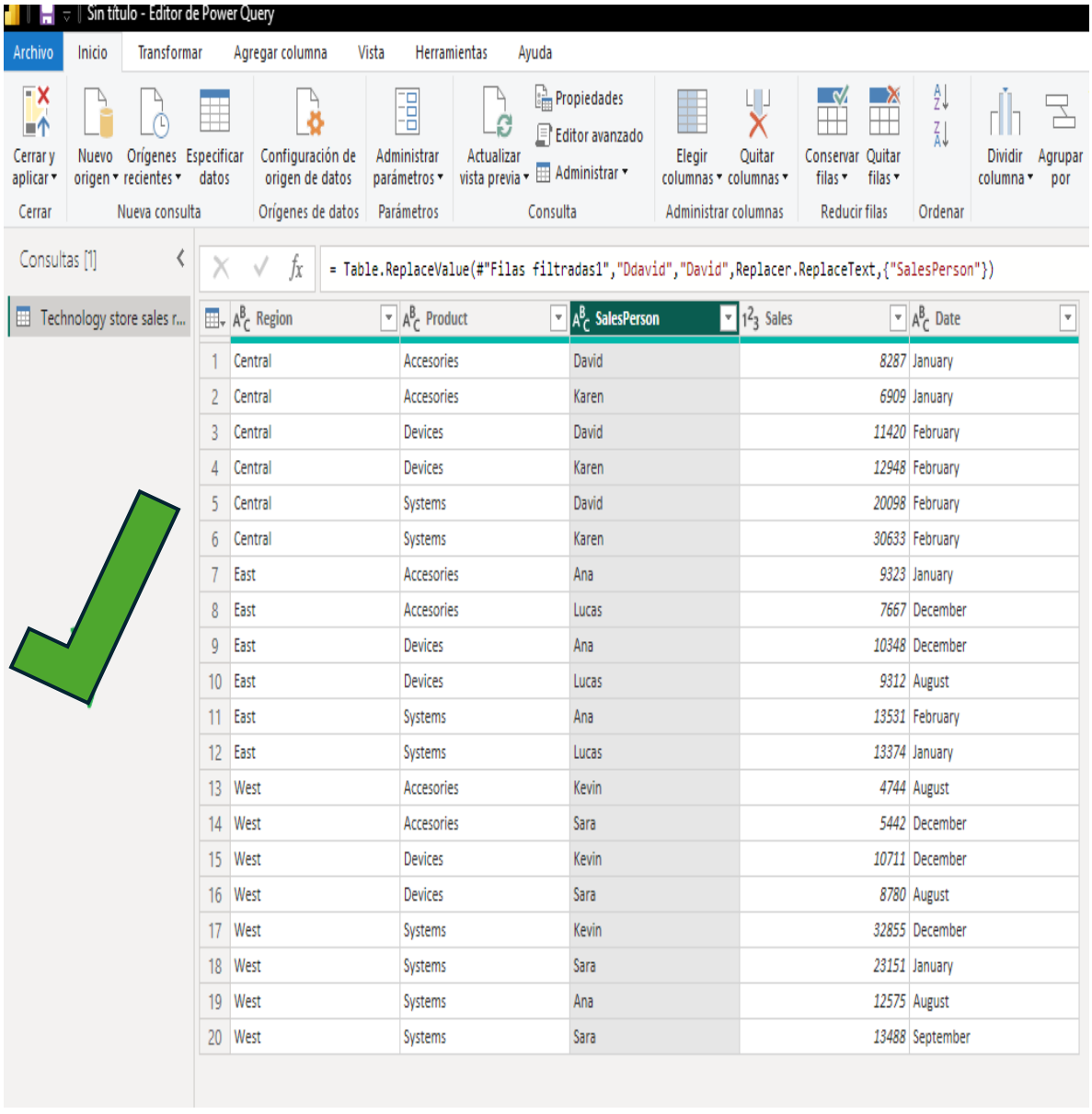
This is a small report created in Power BI, where we will view an-Excel table containing information about a retail store that sells technological products or components. The purpose of this report is to analyze its sales in a simple way.

- **First, we analyzed the database for errors to ensure proper data cleaning.**
- **We found spelling errors that needed to be corrected and cleaned.**



Region	Product	SalesPerson	Sales	Date
Ccentral	Accesories	Ddavid	8287	January
Central	Accesories	Karen	6909	January
Central	Devicesss	Ddavid	11420	February
Central	Devicesss	Karen	12948	February
Central	Systems	Ddavid	20098	February
Central	Systems	Karen	30633	February
East	Accesories	Ana	9323	January
East	Accesories	Lucas	7667	December
East	Devicesss	Ana	10348	December
East	Devicesss	Lucas	9312	August
East	Systems	Ana	13531	February
East	Systems	Lucas	13374	January
Wwest	Accesories	Kevin	4744	August
Wwest	Accesories	Sara	5442	December
Wwest	Devicesss	Kevin	10711	December
Wwest	Devicesss	Sara	8780	August
Wwest	Systems	Kevin	32855	December
Wwest	Systems	Sara	23151	January
Wwest	Systems	Ana	12575	August
Wwest	Systems	Sara	13488	September

- **Once we were sure the data had been cleaned, we had a data table where we could work comfortably. It would look like this:**



	Region	Product	SalesPerson	Sales	Date
1	Central	Accesories	David	8287	January
2	Central	Accesories	Karen	6909	January
3	Central	Devices	David	11420	February
4	Central	Devices	Karen	12948	February
5	Central	Systems	David	20098	February
6	Central	Systems	Karen	30633	February
7	East	Accesories	Ana	9323	January
8	East	Accesories	Lucas	7667	December
9	East	Devices	Ana	10348	December
10	East	Devices	Lucas	9312	August
11	East	Systems	Ana	13531	February
12	East	Systems	Lucas	13374	January
13	West	Accesories	Kevin	4744	August
14	West	Accesories	Sara	5442	December
15	West	Devices	Kevin	10711	December
16	West	Devices	Sara	8780	August
17	West	Systems	Kevin	32855	December
18	West	Systems	Sara	23151	January
19	West	Systems	Ana	12575	August
20	West	Systems	Sara	13488	September

Now we move on to creating the dashboard with all the necessary information to analyze this data and display the results found.

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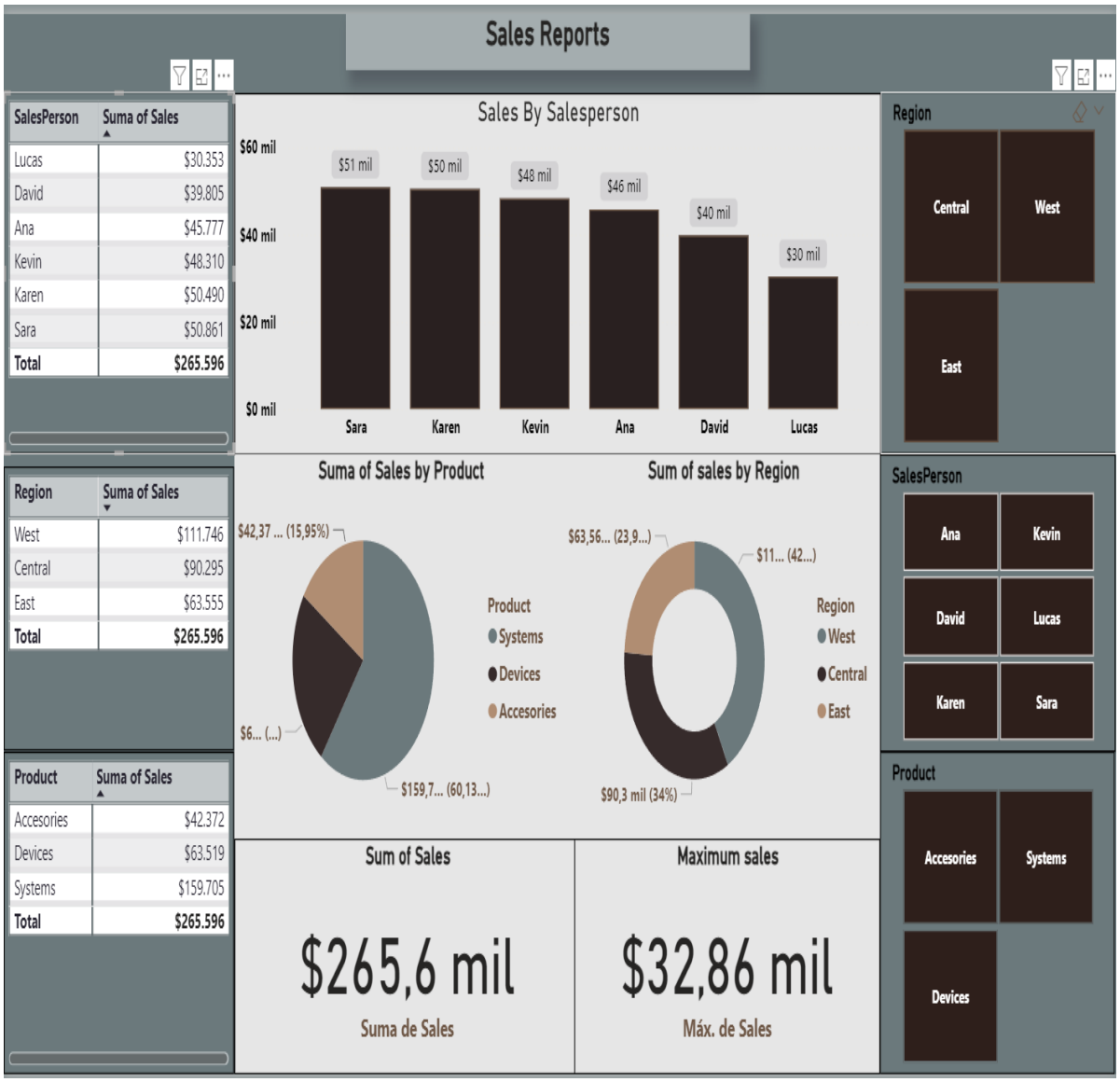


This information shows us several important things that we can easily observe, such as a bar chart, a pie chart, and a donut chart containing key information about the salespeople and the total sales by product or region. Additionally, we can see several slicers, which make this dashboard highly interactive and provide easy access to the information you need in a simple way, offering valuable insights for the company.

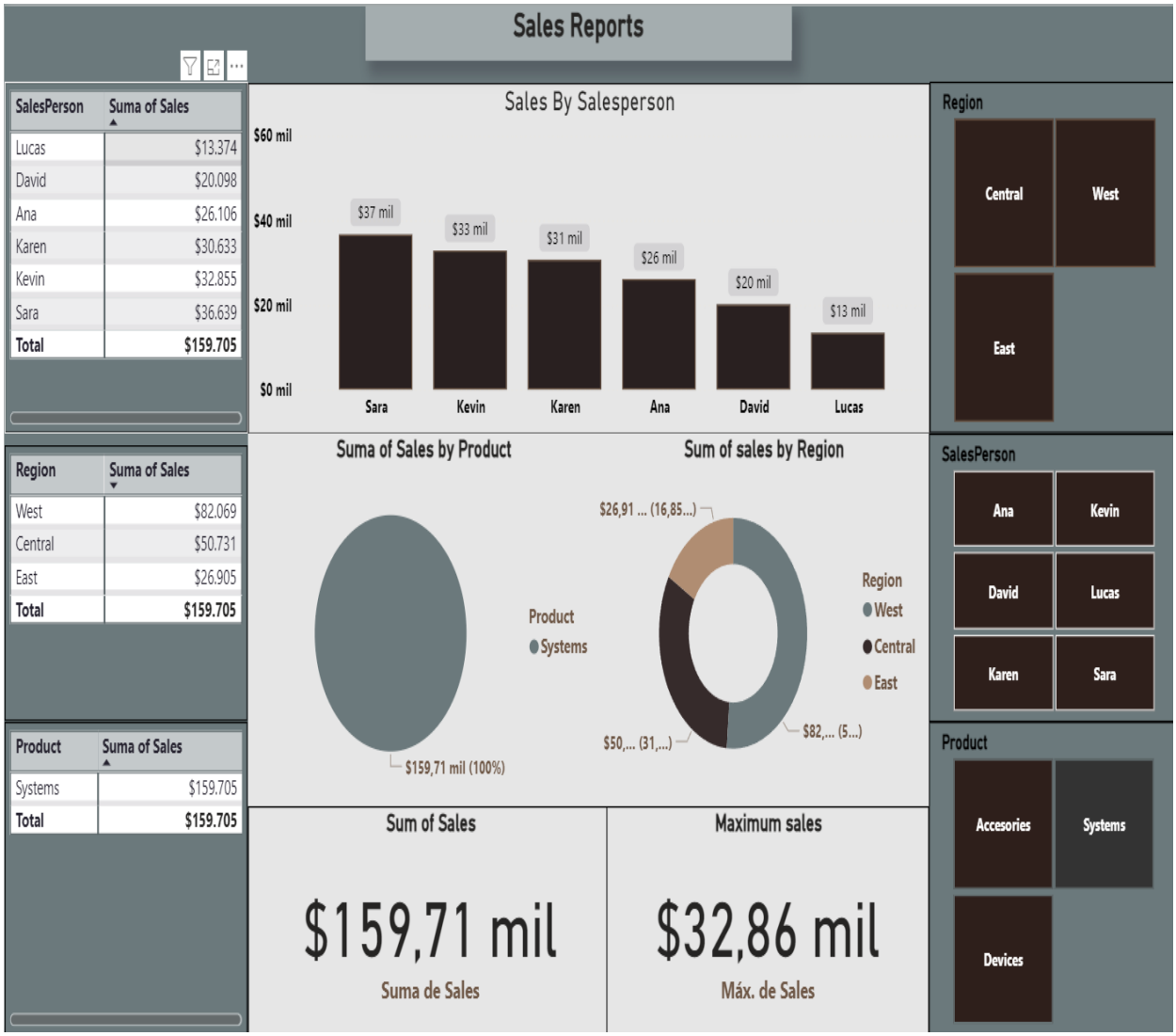
Highest sales in the Central región

2nd

This information shows that the salesperson **Karen** has the highest sales volume, around **$50K**, followed by **David** with **$39.3K**, showing a difference of nearly **$10K** between the two. This is based on the segmentation by region, meaning they were the top salespeople in the **Central region**, with a total of **$90.3K**. In addition, the **best-selling products** are **Systems**, followed by **Devices**, and finally **Accessories**.

- **What was the best-selling product?**
- **In which region?**
- **What is the sum of total maximum sales?**

3rd



- Thanks to the filters, we can see that the highest sales were for **Systems**, accounting for **60.1% of the total sales of all products**.
- The region where this highest product sale occurred was the **West region**, with **42% of total sales**.
- The total maximum sales amount is **$159.71K**.

Lastly, we have additional data that we created on another Power BI page, containing complete information so that users can also be guided in this way.

- We have one table with all the columns, and another with the total sales sums by month.
- We can see that **February** is the month with the highest sales

Conclusion of the análisis

Through this Power BI sales analysis, we were able to obtain a complete overview of the company's commercial performance. After cleaning and transforming the data, the dashboard revealed key insights such as:

- Karen being the top salesperson with approximately $50K in sales, followed by David with $39.3K.
- The Central region showing the highest sales performance, with a total of $90.3K, while other regions like West also demonstrated strong potential with 42% of product sales.
- The Systems category standing out as the best-selling product, representing 60.1% of total sales, followed by Devices and Accessories.
- The month of February being identified as the period with the highest sales volume.

Additionally, a second page was created with detailed tables that include all columns and monthly sales summaries, allowing for a deeper and more flexible analysis.

Overall, this project demonstrates how Power BI can transform raw data into meaningful insights, providing a powerful and interactive tool to support strategic decision-making and business growth.