

# Sales and Profit Performance Analysis Report

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Tools Used:

SQL, Power BI, Word

Date:

(22 January 2026)

## ➤ Introduction:

Sales and profit analysis helps organizations understand how efficiently they are generating revenue and profit. In this report, a **Sales & Profit Performance Dashboard** is analyzed to study business performance using numerical data and visual trends. The dashboard provides information about total sales, total profit, number of orders, profit margin, category-wise sales, and product-level performance. The main objective of this report is to analyze sales and profit data using numbers and percentages and to identify key trends that can support better business decisions.

## ➤ Dashboard Overview:

The dashboard presents business data in the form of KPIs, charts, and tables. It summarizes performance using numerical indicators such as total sales value, total profit amount, order count, and profit percentage. In addition, it shows category-wise sales and profit distribution, sales trend over time, and a list of top products by sales and profit. Filters for **4 regions (Central, East, South, West)**, **3 categories**, and **3 customer segments** make the analysis more detailed and flexible.

## ➤ Key Performance Indicators (KPIs):

The main numerical values observed from the dashboard are:

- **Total Sales:** ₹2.30 Million
- **Total Orders:** 5,009 orders
- **Total Profit:** ₹286.40 Thousand
- **Profit Margin:** 12%

On average, each order generates approximately **₹459 in sales** (2.30M / 5009). However, the overall profit margin of **12%** indicates that for every ₹100 of sales, only about **₹12 is earned as profit**, which shows moderate profitability.

## ➤ Category-wise Sales Analysis

Sales are distributed among three categories as follows:

- **Technology:** ₹836.15K (36.4% of total sales)
- **Furniture:** ₹742.00K (32.3% of total sales)
- **Office Supplies:** ₹719.05K (31.3% of total sales)

Technology contributes the highest sales, accounting for more than **one-third (36.4%)** of total revenue. Furniture and Office Supplies together contribute nearly **63.6%** of total sales, indicating that all three categories play a significant role in revenue generation.

## ➤ Category-wise Profit Analysis

Profit contribution by category shows noticeable differences:

- **Technology:** Highest profit, approximately **₹145K+**
- **Office Supplies:** Around **₹120K+**
- **Furniture:** Less than **₹30K**

Although Furniture contributes over **32% of sales**, it generates less than **11% of total profit**, which indicates poor profit margins. In contrast, Technology shows both high sales and high profit, making it the most efficient category.

## ➤ Sales Trend Over Time

The sales trend chart shows a **declining pattern**. At the beginning of the period, sales are close to ₹22K–₹24K, but gradually decrease to around ₹8K–₹10K toward the end. This represents a decline of nearly **55–60%** over time. Such a decrease could be due to seasonal demand changes, reduced customer engagement, or increased competition. This trend highlights the need for improved marketing and sales strategies.

➤ Top Products by Sales Performance

The top products generate sales ranging from ₹17,000 to ₹28,000 per product. Some observations include:

- Certain products show **high sales (₹20K+) but zero profit**
- Some products show **negative profit (losses of ₹200–₹1,800)**
- A few products generate both **high sales and high profit (₹7,000+)**

This shows that high sales volume does not always guarantee profitability. Products with negative profit should be reviewed to reduce costs or revise pricing.

➤ Region and Segment Analysis

The dashboard allows analysis across:

- **4 Regions**
- **3 Customer Segments (Consumer, Corporate, Home Office)**

By comparing regions and segments numerically, businesses can identify areas with higher sales volume and better profit margins. For example, one region may contribute higher sales but lower profit, while another region may generate fewer sales but higher margins.

➤ Key Findings

Based on numerical analysis, the following findings are observed:

- Technology contributes **36.4% of sales** and the highest profit share.
- Furniture contributes **32.3% of sales** but less than ₹30K profit.
- Overall profit margin is only **12%**, indicating scope for improvement.
- Sales declined by nearly **60%** over the observed period.
- Several top-selling products show **zero or negative profit**.

➤ Conclusion

The Sales & Profit Performance Dashboard clearly shows that while total sales of ₹2.30 million and 5,009 orders indicate strong market activity, profit generation remains moderate at ₹286.40K. By focusing on high-profit categories like Technology, improving margins in Furniture, and controlling losses in certain products, the business can significantly improve overall profitability. This report demonstrates how numerical analysis and dashboards help organizations evaluate performance and make informed business decisions.

