

Sales Data Summary Using Power Bi Tool

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RHIVES

**Rhives
Technologies**

AGENDA

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Introduction



This project focuses on analyzing **retail sales performance** using Power BI to uncover actionable insights for Rhives Technologies.



The analysis helps identify **top-performing regions, products, and customer segments**, and highlights areas needing improvement.



It involves importing, cleaning, and visualizing data through **interactive dashboards** to support **data-driven business decisions**.



The overall goal is to **enhance profitability, optimize operations, and identify growth opportunities** through data analysis.

Objective

- To analyze and visualize retail data using Power BI and provide **clear insights on sales and profit performance**.
- To **identify top-performing regions, products, and customer segments** contributing most to the company's success.
- To track **monthly sales trends and seasonal variations** for better forecasting and inventory management.
- To build **interactive dashboards and KPI summaries** that allow management to filter, compare, and evaluate performance in real time.
- To provide **strategic recommendations** that improve business outcomes and profitability.

Business Problem

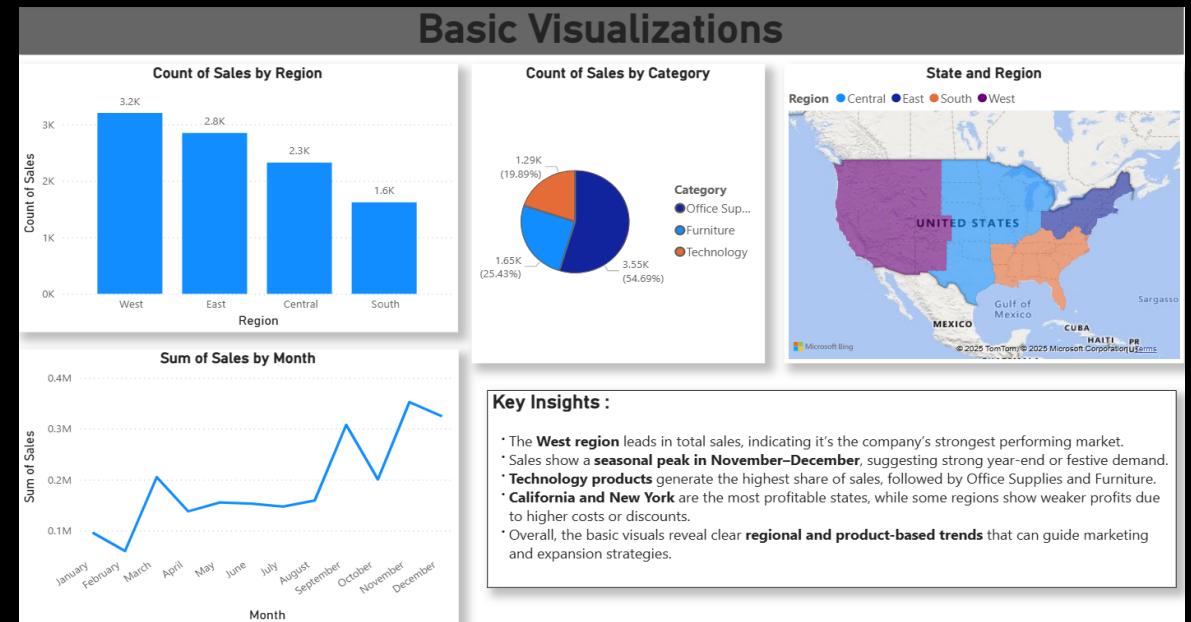
- The company currently faces challenges in understanding **which regions and products** are generating the highest profits or losses.
- **Inconsistent discounting, operational costs, and logistics inefficiencies** have led to fluctuating profit margins.
- There is **no centralized system** to view key performance indicators (KPIs) like sales, profit, and order value together.
- Management needs a **visual, interactive solution** to identify performance trends and make **data-backed decisions**.
- The goal is to overcome these issues by implementing **Power BI dashboards** that provide end-to-end visibility.

Dataset Overview

- Dataset Name: **Rhives_Retail_Project_DataSet.xlsm**
- Total Records: **9,994 rows**, Total Fields: **21 columns**.
- Key Fields: Order Date, Sales, Profit, Quantity, Discount, Category, Segment, and Region.
- Data Cleaning Steps: Removed null values, corrected data types, created new columns (Order Year, Month, Profit Margin).
- Measures created using DAX: **Total Sales, Total Profit, Total Orders, AOV (Average Order Value), and Profit Margin %**.
- The dataset represents **multi-regional retail transactions** covering different product categories and customer segments.

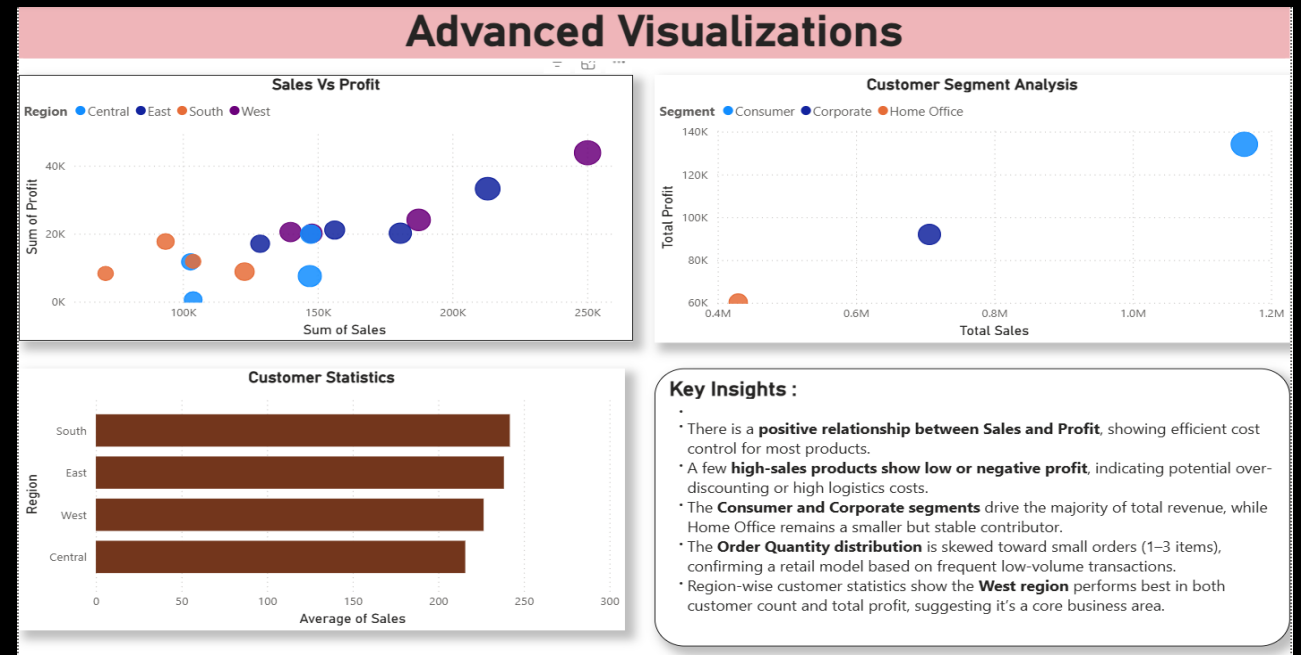
Basic Visualizations

- **Visuals:** Sales by Region | Monthly Sales Trend | Sales by Category | Profit by State
- Provides an overall view of company performance across regions, months, product categories, and states.
- Helps understand where sales are strong and where improvement is needed geographically.
- Shows seasonal sales patterns that help with forecasting and planning.
- Highlights the contribution of different product categories to total sales.
- Gives a broad foundation for analyzing sales and profit distribution across the business.



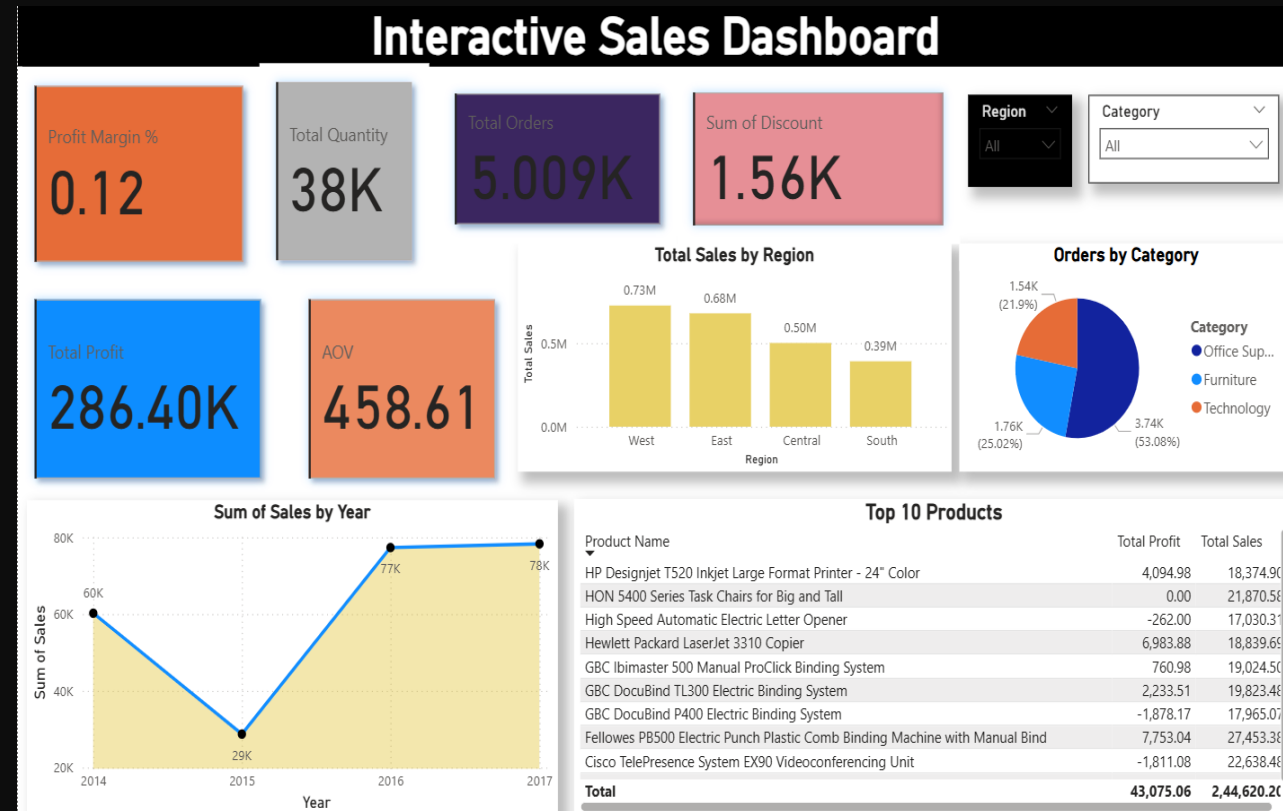
Advanced Visualizations

- **Visuals:** Sales vs Profit | Customer Segment Analysis | Order Quantity Distribution | Customer Statistics by Region
- Offers deeper analysis of customer behavior, product profitability, and order patterns.
- Examines the relationship between sales and profit to identify performance gaps.
- Breaks down revenue by customer segment to understand buying behavior.
- Shows distribution of order quantities to reveal purchasing trends.
- Provides a detailed analytical layer beyond basic charts for better decision-making.

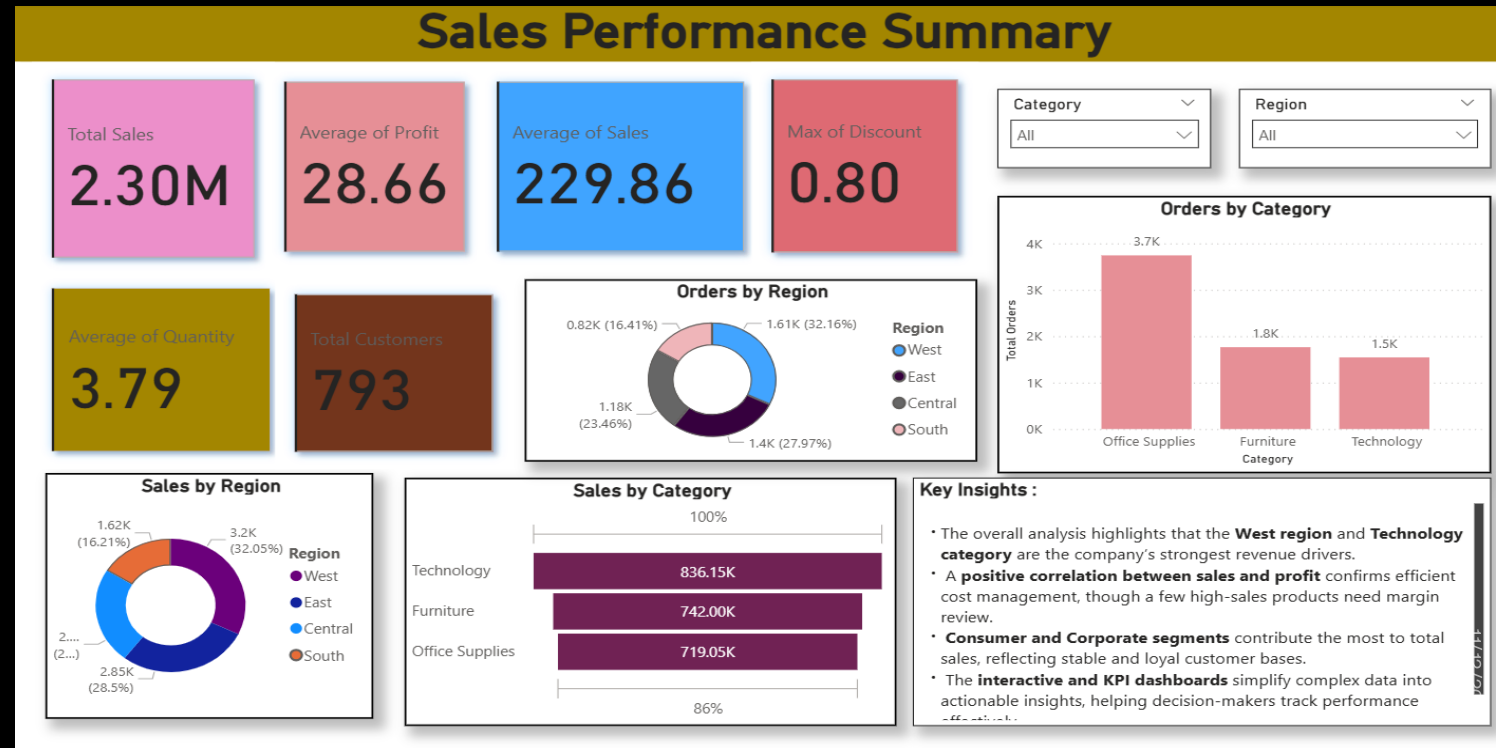


Interactive Sales Dashboard

- Combines all major visuals into a single, easy-to-use interactive dashboard.
- Allows users to filter data by region, category, or segment to explore specific scenarios.
- Makes comparison across different time periods and regions simple and fast.
- Helps stakeholders understand overall sales performance at a glance.
- Designed to support real-time, flexible analysis for better business decisions.



Sales Performance Overview



- Displays essential KPIs such as Total Sales, Total Profit, and Average Order Value.
- Offers a quick snapshot of business performance without needing detailed reports.
- Shows progress toward sales targets in a clear and visual format.
- Helps identify monthly or overall performance trends in one view.
- Acts as a high-level summary page for leadership to monitor business health.



Overall Project Overview

- This Power BI project analyzes **retail sales data** to understand performance across regions, product categories, customer segments, and time periods.
- The dataset of **9,994 records** was cleaned, prepared, and enhanced with calculated columns and DAX measures to support accurate and meaningful analysis.
- **Basic visualizations** provide a broad view of sales distribution, seasonal trends, category contributions, and state-wise profitability.
- **Advanced visualizations** reveal deeper patterns such as the sales-profit relationship, customer segment behavior, and order quantity trends, helping identify both strengths and problem areas.
- The **Interactive Sales Dashboard** combines multiple visuals with dynamic filters, enabling users to explore data instantly and compare performance across regions, categories, and segments.
- The **Sales Overview Dashboard** summarizes key KPIs – Total Sales, Total Profit, and AOV – giving leadership a clear snapshot of business health and helping guide data-driven strategic decisions.

Conclusion

- The analysis highlights the **West region** and **Technology category** as the company's main growth drivers.
- Sales and profit show a **positive correlation**, confirming effective pricing and cost management.
- **Consumer and Corporate segments** drive the majority of revenue, showing customer loyalty and stability.
- Interactive dashboards and KPI summaries enable **quick, data-driven decisions** for leadership.
- Implementing these findings will help **boost profitability, optimize inventory, and expand in underperforming regions**.



Rhives Technologies

- Week 2 Internship Project
- Done by using - Power Bi Tool.