

Sales performance DASHBOARD- THE AVENUE

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# Project Overview

This project presents an interactive **Power BI dashboard** analyzing five years of sales data (2018-2023). The dashboard provides key insights into **seasonal trends, revenue streams, and payment methods**, enabling data-driven decision-making for optimizing business strategies.

# Tools & Techniques Used

* **Data Processing:** MS Excel (data cleaning, sorting, and structuring)
* **Visualization:** Power BI (interactive dashboard creation)
* **Analysis:** Identified seasonal sales trends, revenue growth, and payment method distribution
* **Business Impact:** Insights contributed to a strategic plan aimed at achieving a **$3 million revenue goal for 2024**

# 3. Key Insights & Findings

**1. Seasonal Sales Patterns**

* **December shows a significant peak** across multiple years, aligning with holiday celebrations and end-of-year gatherings.
* **January records lower sales** due to post-holiday spending reductions and adverse winter conditions.
* **Mid-year peaks in May and July** suggest strong sales potential, possibly due to promotions and marketing efforts.

**2. Sales Distribution & Performance**

* **Top-performing months:** December, May, and June, with the highest average sales percentages (9.34% and 9.30%).
* **Lower-performing months:** February and April, showing the lowest average sales percentages (7.78% and 7.51%), suggesting the need for targeted promotions.

**3. Highest & Lowest Sales Trends**

* **Peak Sales:**
  + **December 2023:** Highest recorded sales ($225,081.93)
  + **May 2020:** Significant sales ($205,158.94)
  + **July 2020:** Strong mid-year performance ($154,803.25)
* **Lowest Sales:**
  + **January 2018 and March 2018** had the lowest revenue.
  + **April 2020 and December 2021** also recorded relatively low sales.

**4. Sales Growth Over Five Years**

* **Total Sales:** Grew from **$946,506.18 in 2018** to **$2,078,082.59 in 2023**, a **+119.6% increase**.
* **Cash Sales:** Increased from **$289,241.61 in 2018** to **$736,254.81 in 2023** (**+154.6% growth**).
* **Debit Sales:** Grew from approximately **$660,000 in 2018** to **$1,350,000 in 2023** (**+104.5% growth**).

**5. Seasonal Peaks & Business Impact**

* A notable **spike in weekly average sales occurred in December 2023**.
* Sales tend to be **higher in the latter half of each year**, reinforcing the need for strategic promotions and inventory planning.

# 5. Business Value & Decision-Making Impact

* **Identified key sales trends** to optimize business strategies.
* **Provided insights to stakeholders** to improve revenue forecasting.
* **Supported strategic planning** to achieve the **$3M revenue goal for 2024**.

# 6. Future Improvements

* **Advanced Predictive Analytics:** Implementing forecasting models for better sales predictions.
* **Enhanced Data Sources:** Incorporating customer demographics and external factors (e.g., economic trends).
* **Automation:** Streamlining data integration for real-time updates.