

Sales Performance Dashboard & Trend Analysis

Objective

To analyze monthly sales data of a retail company to identify high-performing products, detect seasonal trends, and provide actionable insights to improve decision-making for marketing and inventory teams.

Tools Used

Power BI, Excel, SQL

What I Did

- Collected and cleaned raw sales data of over 15,000 transactions using Excel and SQL queries.
- Created a Power BI dashboard with KPIs such as total revenue, sales by region, top products, and month-over-month growth.
- Used DAX to implement custom measures like Year-over-Year (YoY) comparison, profit margin analysis, and product-level performance.
- Performed trend analysis to identify seasonal dips and spikes in sales and correlated them with promotional campaigns.

Key Results

- Identified that 25% of products contributed to over 70% of total sales.
- Recommended optimizing inventory for slow-moving products and focusing marketing on the top-performing regions.
- Dashboard allowed interactive filtering by region, time, and category - improving the clarity of reporting for decision-makers.

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Why This Is My Best Project

This project gave me end-to-end experience - from data wrangling to visual storytelling - using tools like Power BI that are directly relevant to this internship. It not only enhanced my technical skills but also taught me how to turn raw data into strategic insights that support business decisions.