



SALES PROJECT

GitHub Link: <https://github.com/kumkum1121/Sales>



Objectives

To conduct a comprehensive analysis of all datasets and extract actionable insights from various key fields. This analysis aims to empower stakeholders with data-driven decisions and enhance business performance across multiple dimensions.

- **Analyze Sales by Territory:** sales distribution across continents and countries to identify high-performing regions.
- **Track Sales Performance Over Time:** Visualize sales trends year-over-year to monitor growth and assess progress against targets.
- **Product Category Insights:** Identify the top-selling product categories and subcategories.
- **Customer Insights:** Highlight the top customers contributing to sales, aiding in customer relationship management and targeted marketing.
- **Margins:** Track total sales and margins by product and order date to optimize pricing strategies and profitability.



Process & Tools:

1.Data Preparation:

1. Imported data related to Sales Territory, Customer demographics, and Order details.
2. Cleaning and Transforming the data to ensure accuracy in visualizations.

2.KPI Development:

1. key performance indicators such as Yearly Sales Trend, Overall Total Sales, and Overall Total Margin.

3.Visualization Creation:

1. visualizations like bar charts, pie charts, and maps to represent sales by territory, product, and customer.
2. slicers for filtering data by gender, year, continent, and category.

4.Design:

1. Focused on a clean and intuitive design to make the dashboard easy to navigate.
2. Emphasized key metrics using card visuals and KPIs to ensure quick insights.

Importing And Transforming Data Using Power Query Editor

Datasets:

- Sales 2019 and Later(Renamed as-United States Sales)
- Customer List(Renamed as-Customer)
- Sales Territories
- Product
- Product Rollup(Merged with product)
- Other Countries Folder(Merged To a single Dataset-Other Countries Sales Datasets)

DAX(Data Analysis Expression) Queries

```
Full name = Customer[First Name]& " "&Customer[Last Name]
```

```
Order Date = CALENDAR(min(Sales[Order Date]),max(Sales[Order Date]))
```

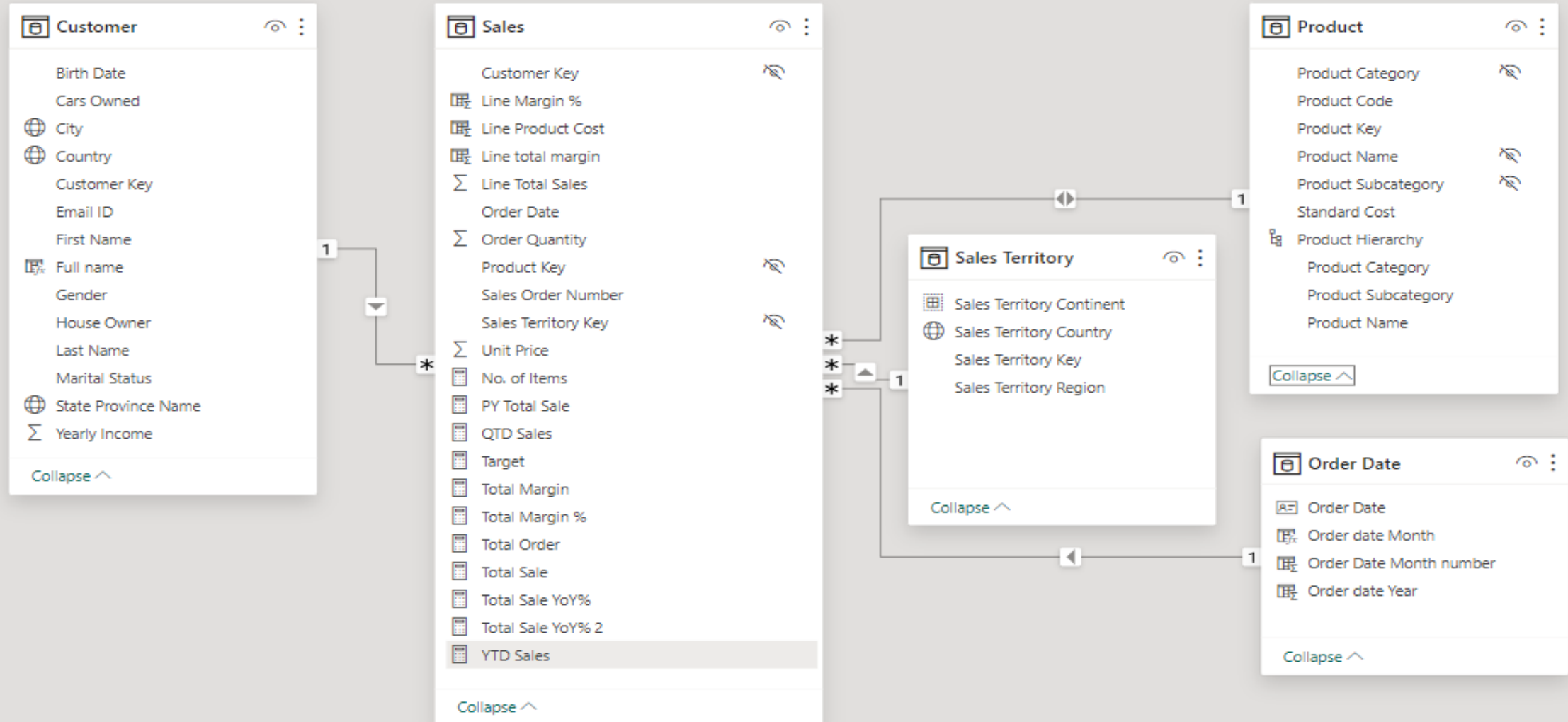
```
Order date Month = format('Order Date'[Order Date],"MMM")
```

```
Order Date Month number = month('Order Date'[Order Date])
```

```
Line Product Cost = Sales[Order Quantity]*related('Product'[Standard Cost])
```

```
Line total margin = Sales[Line Total Sales]-Sales[Line Product Cost]
```

RELATIONSHIP BUILDING



Measures:-

No. of Items

=DISTINCTCOUNT(Sales[Sales Order Number])

Total Order

=COUNT(Sales[Sales Order Number])

Total Sales

=SUM(Sales[Line Total Sale])

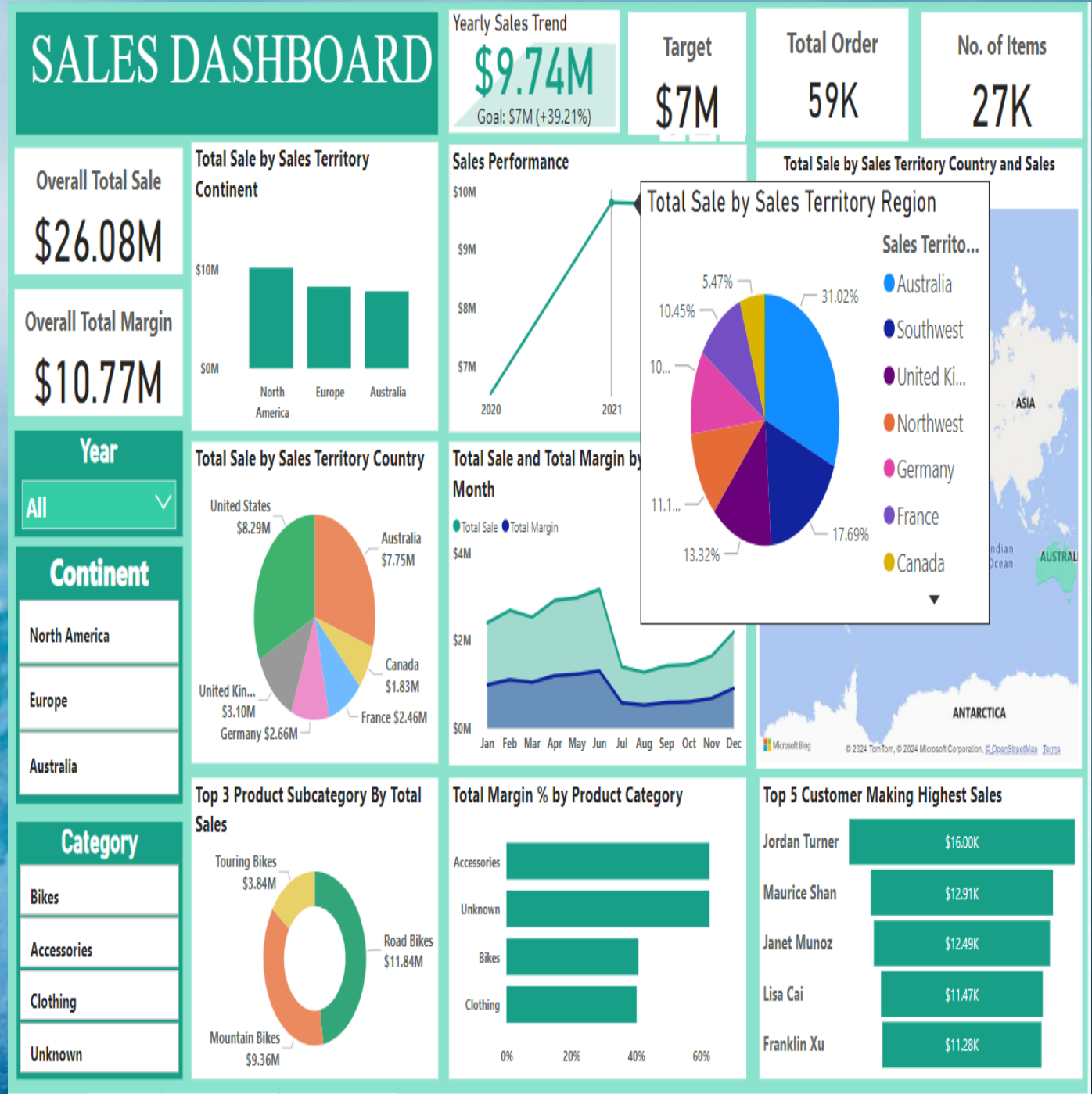
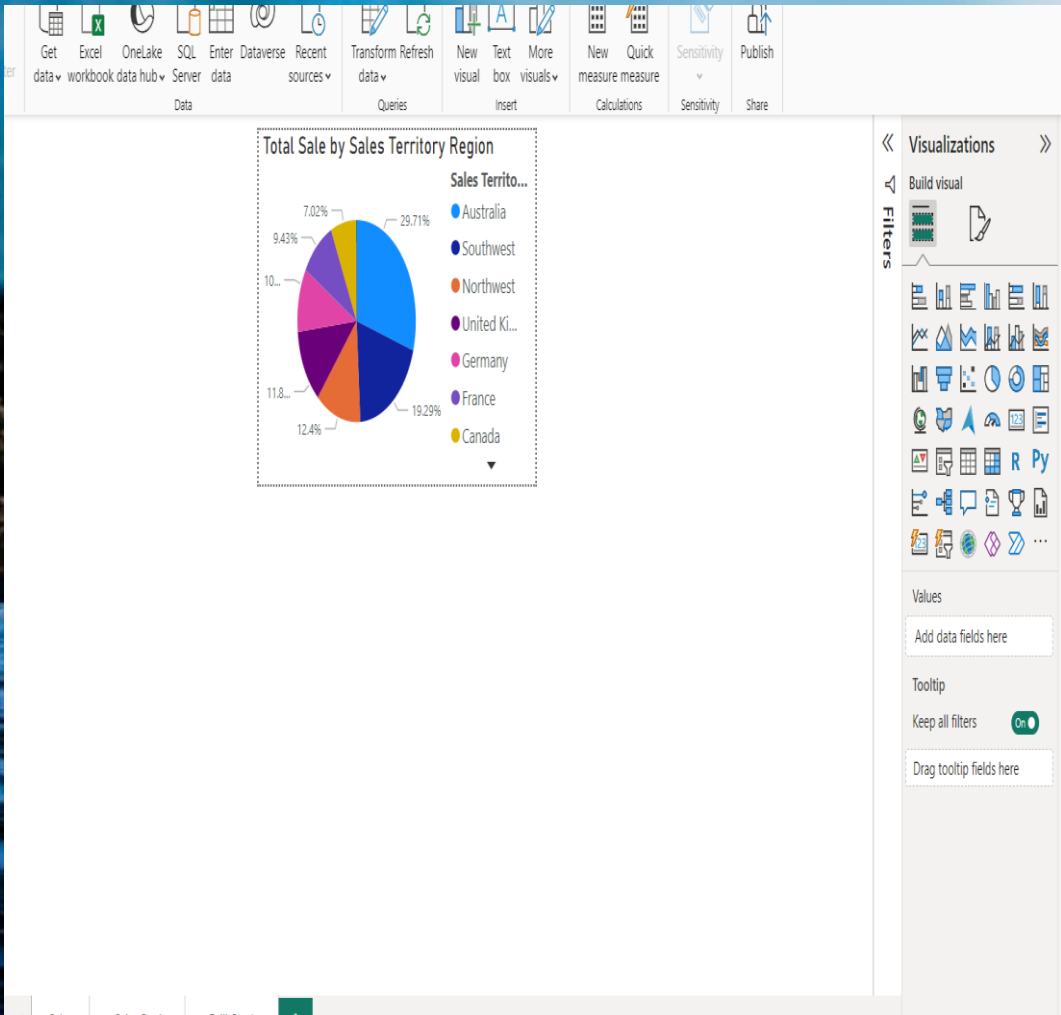
Total Margin

=SUM(Sales[Line total Margin])

Total Margin %

=DIVIDE(Sales[Total Margin],Total Sales,0)

TOOLTIP



SALES DASHBOARD

SALES DASHBOARD

No. of Items
13K

Total Order
30K

Female

Male

Year

All

Continent

North America

Europe

Australia

Category

Bikes

Accessories

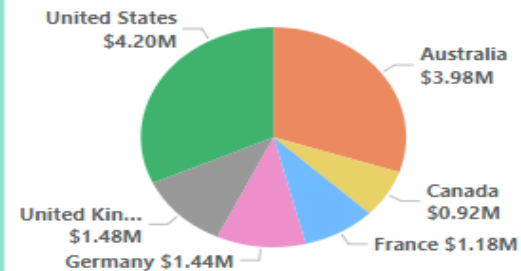
Clothing

Unknown

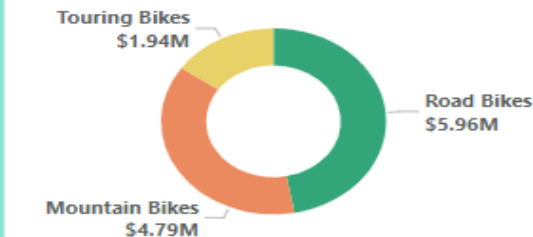
Total Sale by Sales Territory
Continent



Total Sale by Sales Territory Country



Top 3 Product Subcategory By Total Sales



Yearly Sales Trend

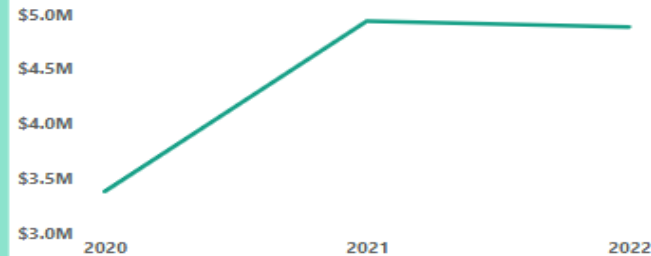
\$4.88M
Goal: \$7M (-30.26%)

Target
\$7M

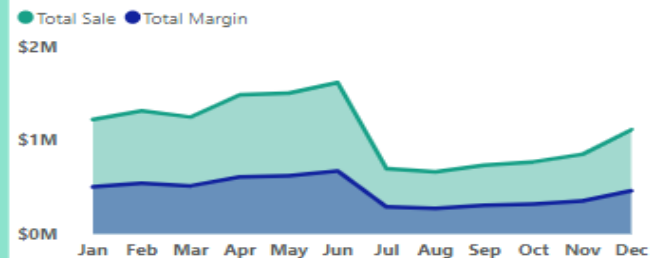
Overall Total Sale
\$13.20M

Overall Total Margin
\$5.45M

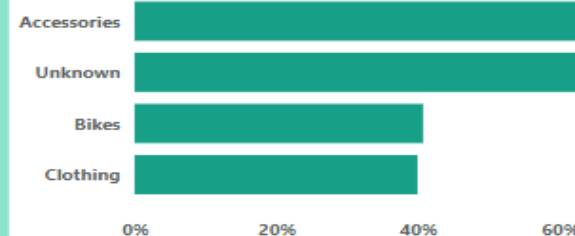
Sales Performance



Total Sale and Total Margin by Order date
Month



Total Margin % by Product Category



Total Sale by Sales Territory Country and Sales
Territory Continent



Top 5 Customer Making Highest Sales

Janet Munoz	\$12.49K
Lisa Cai	\$11.47K
Lacey Zheng	\$11.25K
Kate Anand	\$10.87K
Bonnie Nath	\$10.79K



Key Insights:

Regional Sales Dominance:

- **Insight:** North America leads in total sales, contributing significantly more than other continents such as Europe and Australia. This suggests that marketing and distribution efforts are most effective in North America, presenting an opportunity to use these strategies in other regions.

Product Category Success:

- **Insight:** Among product categories, Road Bikes emerge as the top-selling subcategory with total sales of \$5.96M.

Margin Analysis:

- **Insight:** The margin analysis by product category shows that Accessories have the highest total margins, while Bikes and Clothing have a lower margin. This suggests potential areas for cost optimization or pricing adjustments to improve profitability in the Bike and Clothing category.