

Project Report – Sales Dashboard (Future_DA_01)

◆ Project Overview

The objective of this project was to analyze raw sales data and transform it into meaningful insights using Power BI. The analysis focused on identifying sales trends, profit distribution, customer behavior, and product category performance.

◆ Tools & Skills Used

- Power BI Desktop → for building an interactive dashboard
- Excel/CSV → for raw data handling
- Data Cleaning & Transformation → removing inconsistencies and preparing structured data
- DAX (Data Analysis Expressions) → creating KPIs like Total Sales, Profit, and Returns
- Visualization & Business Storytelling → designing charts and insights for decision-making

◆ Key Insights

1. Total Sales: 2.3M across all categories and regions.
2. Profit: 286.4K with fluctuations across years.
3. Returns: 800 orders were returned.
4. Category Performance:
 - Technology → 0.84M
 - Furniture → 0.74M
 - Office Supplies → 0.72M
5. Customer Insights: Top 5 customers contributed significantly to total revenue.
6. Shipping Insights: Standard shipping had the highest order volume (1.4M).
7. Time Series Trends: Clear growth patterns in sales observed across years (2011–2014).

◆ Dashboard Features

- Interactive Filters (Year & Region)
- KPIs for Sales, Profit, Quantity & Returns
- Visualizations: Line charts, bar charts, donut chart, and maps
- YoY Comparison for sales and profit trends

◆ Summary

This project demonstrated how raw sales data can be transformed into a visually appealing and interactive dashboard to support business decision-making. The insights help identify profitable product categories, customer behavior, and shipping preferences.

Through this task, I strengthened my skills in Power BI, data visualization, trend analysis, and storytelling with data.
