

## Project Summary: Interactive Sales Dashboard

This repository contains an interactive sales dashboard created with Power BI, designed to provide a comprehensive overview of sales performance. The dashboard enables users to explore key metrics and trends at a glance, facilitating data-driven decision-making.

### Key Features:

- **Sales Performance at a Glance:** The dashboard presents essential sales metrics, including total quantity sold, sales amount, and profit, with year-over-year comparisons to track growth and performance.
- **Dynamic Filtering:** Users can dynamically filter data by year (2020-2024), enabling a detailed analysis of sales trends across different time periods.
- **Customer and Product Insights:** The dashboard highlights the **top five customers** and **top five product sub-categories** based on sales and profit, providing insights into customer behavior and product performance.
- **Geographic Sales Distribution:** A map visualization shows sales data by city and state, allowing for a clear understanding of regional sales performance.
- **Payment Method Analysis:** A donut chart visualizes sales distribution by payment method, helping to identify the most popular payment options.

### Dashboard Components:

The dashboard includes several key visualizations:

- **Year-over-Year (YoY) Sales:** A line chart that compares sales performance across different years.
- **Sales by Category:** A bar chart that breaks down sales and profit by product category.
- **Profit by YoY:** A visualization that tracks profit trends over time.

This project demonstrates proficiency in data cleaning, transformation, and visualization using Power BI to build an effective business intelligence tool.