Sales Performance Analysis Dashboard

1. Project Overview

This project presents a Sales Performance Analysis Dashboard designed to analyze sales data across multiple cities, time periods, and product units.
The dashboard aims to provide decision-makers with a clear overview of sales trends, customer contribution, and regional performance to support data-driven business decisions.

Note: This dashboard was created for portfolio purposes. The dataset has been modified and anonymized to ensure data confidentiality.

2. Business Objective

The main objectives of this project are:

- To evaluate overall sales performance.
- To identify top-performing cities and customers.
- To analyze sales trends over time.
- To understand customer purchasing behaviour based on unit types.
- To highlight actionable insights that support business growth.

3. Dataset Description

The dataset includes sales-related information such as:

- City
- Sales amount
- Unit type (Each, KG, Case)
- Customer
- Monthly sales data
- Profit margin indicators

The data was cleaned and structured to ensure accuracy and consistency before analysis.

4. Tools & Technologies

- **Power BI**: Data visualization and dashboard development
- **Excel**: Initial data inspection and preprocessing
- **DAX**: KPI calculations and performance metrics

5. Data Cleaning & Preparation

The following steps were applied:

- Ensuring correct data types for numerical and date fields.

- Make sure there is no missing and inconsistent values.
- Creating calculated measures for KPIs such as total sales and margins.

6. Dashboard Design & KPIs

The dashboard consists of interactive visuals and filters, including:

- **KPI Cards** showing KPI 1 and KPI 2 values.
- **Sales by City** bar chart to compare regional performance.
- **Sales by Unit** donut chart to analyze customer preferences.
- **Monthly Sales Trend** to identify seasonality and peak periods.
- **Top 3 Customers** pie chart highlighting major contributors.
- **City Filter** to allow focused analysis by location.

7. Key Insights & Findings

- **Dubai** is the top-performing city, contributing the highest share of sales.
- Sales reached their **peak in October**, indicating strong seasonal demand.
- Unit-based sales analysis shows clear customer preference patterns.
- A small number of customers contribute a significant portion of total sales.

8. Business Recommendations

- Focus marketing and sales efforts on high-performing cities like Dubai.
- Prepare inventory and promotions ahead of peak months such as October.
- Develop targeted strategies for top customers to increase retention.
- Analyze underperforming cities to identify growth opportunities.

9. Conclusion

This dashboard demonstrates how data visualization can transform raw sales data into meaningful business insights.
By combining KPIs, trends, and customer analysis, the project supports informed decision-making and highlights opportunities for revenue optimization.