TOES AROUND SALES ANALYSIS

DESCRIPTION:

This **Sales Analysis Power BI project** leverages Power BI's advanced data visualization and analytical capabilities to provide comprehensive insights into sales performance. The goal of this project is to enable decision-makers to gain a deeper understanding of sales trends, customer behavior, and key business metrics through interactive and dynamic dashboards.

Problem statement
kpi'S(key point indicators)

1. Total Sales Analysis : Understand the overall sales performance of Toes Around over time.

2. Profitability analysis : Understand the total profit generated by Toes Around across different dimension

3. Sales Volume Analysis : Examine the total units sold to gain insights into product demand.

4. Pricing strategy : Determine the average price per unit to assess the pricing strategy.

5. Margin analysis : Evaluate the average margin to understand the overall profitability of sales.