

Introduction

Sales analysis, or a sales analysis report, helps your business improve its sales process, achieve sales goals and objectives, support operational decision-making, and boost team performance. A sales analysis report will include various metrics like revenue, cost of goods sold (COGS), profit, and more. These metrics may vary depending on the industry.

In this analysis, we will use the Superstore Sales dataset, Power Query and Power BI will be employed to clean and analyze the data, ensuring our Report remains dynamic.

Business Problem

Below are the business problems we are expected to resolve and answer.

1. What is the total sales, quantity sold, and total profit?
2. Which region is generating the highest sales?
3. How many returns do we have?
4. In which category do we see the highest number of returned products?
5. Who is the salesperson with the highest sales?
6. In which region are they based?
7. Which ship mode is most frequently used by customers?
8. Who are our top 10 customers?