**SALES ANALYSIS DASHBOARD**

,I created a Sales Insights dashboard in Power BI.The dashboard helps visualize and analyze sales data, allowing the users to gain insights into their sales performance and make data-driven decisions.  
  
Firstly, let me introduce to the project.  
Essentially, this project involves analyzing sales data for ATLIQ Technologies, a company that is encountering difficulties. The sales director requires insights to understand the company's trends, revenue and other related information. By doing so, they aim to determine ways to enhance revenue and expand the customer base.

The main takeaways I gained from this project are:  
🌟 AIMS grid to define purpose & success criteria of data analysis project  
🌟SQL queries to retrieve data from database  
🌟Interrelation of tables,I learnt about Star Schema and Snowflake Schema  
🌟The Data connection between MySql and Power BI Desktop for loading data  
🌟Data cleaning  
🌟ETL (Extract Transform and Load) Operations  
🌟Introduced to DAX language and Execution of Basic DAX functions  
🌟Power Query  
  
The Dashboard provides some insights to stakeholders on the sales on different zones. Insights helps to get understanding on how to increase sales in certain zones and which products should they focus on.