**📊 Sales Analysis Report | Power BI Project**

**🔍 Project Overview**

The **Sales Analysis Report** is an interactive Power BI dashboard designed to analyze sales performance across products, customers, regions, and time periods. It enables data-driven insights into key business metrics such as total sales, quantity sold, average order value, and product-level performance.

This project focuses on helping stakeholders identify sales trends, high-performing products, and underperforming areas to support strategic decision-making.

**🧰 Tools & Technologies**

* **Power BI Desktop**
* **Power Query Editor**
* **DAX (Data Analysis Expressions)**
* **Microsoft Excel** (for data preparation)

**🗂️ Data Model**

* **Star Schema Design** with dimension and fact tables
* Cleaned and transformed raw sales data using **Power Query**
* Created relationships between customer, product, and sales tables for efficient analysis

**📈 Key Insights & Visuals**

* **KPIs**: Displayed *Total Sales (1M)*, *Total Quantity (52K)*, *Total Customers (1001)*, *Total Products (1001)*, and *Average Order Value (1.36K)*
* **Top 5 Products by Sales**: Pie chart showing highest revenue-generating products
* **Least 5 Products by Sales**: Table visual to identify low-performing items
* **Monthly Sales Trends**: Column chart illustrating quantity sold per month
* **Yearly Sales Growth**: Line chart tracking total sales from 2024–2027
* **Geographic Analysis**: Map visualization showing state-wise sales distribution
* **State Comparison**: Combined bar and line chart comparing total quantity and unit price across states

**⚙️ Features Implemented**

* Dynamic filters and slicers for **Year** selection
* Automated data refresh using **Power BI Service**
* Custom visual formatting for better readability
* Drill-through navigation for detailed insights
* Role-based access and publishing for secure sharing

**💡 Outcome**

This dashboard simplifies sales monitoring and trend identification by offering a consolidated, interactive view of key metrics. It helps management track performance, recognize best-selling products, and optimize regional strategies.

**📁 Repository Includes**

* .pbix file (Power BI Dashboard)
* Sample dataset (CSV/Excel)
* Project documentation (README.md)