**Project Title: Reliance SMART – Sales Analytics Dashboard**

**Overview:**

This Power BI dashboard provides a comprehensive view of product-wise, region-wise, and state-wise sales performance, helping stakeholders track KPIs and make data-driven decisions for retail strategy.

**Key Components and Insights:**

**1. KPIs at the Top:**

Revenue Vs Total Month: 120.16K revenue achieved.

Goal: 113.79K → +5.6% increase.

Profit Vs Total Month: 71.68K profit achieved.

Goal: 482 → +14,771.88%, suggesting very high profitability or a small goal base.

Profit Vs Total Month (Count Indicator): 496 (likely transaction count or item count), with a note of goal as 496,482 (likely error or old metric since date is shown as "01 December 1998").

**2. Product Brand Wise Data:**

A table listing product brands with the following metrics:

Total Transactions (`M\_Tot\_Trans`)

Quantity Sold (`M\_Qua\_S`)

Total Returns (`M\_Total\_Ret`)

Total Profit (`M\_Total\_pro`)

**Top performing brands include:**

Best Choice, Better, Carlson, and Bravo with the highest transaction volumes and profit.

**3. Region Wise Revenue (Map Visual):**

Displays revenue distribution across various global regions (primarily North America, South America, Africa).

Blue markers represent revenue concentrations by region.

**4.State Wise Transaction (Tree Map):**

Visualizes transaction volume by state.

Top States:

WA (87K), CA (51K), OR (43K), Zacatecas (25K), etc. Clear comparative sizing allows easy identification of high-performing regions.Data Sources (Right Panel):

Data appears to be pulled from multiple tables:

d\_Calendar, d\_Customer, d\_Products, d\_Regions, d\_Stores, f\_Returns, f\_Transactions, Measures.

**Purpose:**

To track key sales metrics (transactions, returns, profits), monitor performance by product brand, understand regional revenue trends, and identify strong-performing markets at a glance.