Power BI Sales Performance Project – Theory Answers

Q1. What is the first step after getting the sales Excel file?

The first step is to import the Excel file into Power BI using the Get Data option and load it into Power Query for data cleaning.

Q2. Why is data cleaning important in Power BI?

Data cleaning ensures data accuracy by removing blank rows, fixing data types, and handling null values, which results in reliable analysis and correct KPIs.

Q3. Which columns should be converted to numeric data type?

Sales Amount, Profit, Quantity, and Discount should be converted to numeric data types.

Q4. What is a measure in Power BI?

A measure is a DAX-based calculation that is evaluated dynamically based on the context of visuals and filters.

Q5. Write a DAX to calculate Total Sales.

Total Sales = SUM(SalesData[SalesAmount])

Q6. How do you calculate Total Profit?

Total Profit = SUM(SalesData[Profit])

Q7. What is Profit Margin and how is it calculated?

Profit Margin shows the percentage of profit earned on total sales and is calculated as Total Profit divided by Total Sales.

Q8. What visual will you use to show total sales?

A Card visual is used to display Total Sales.

Q9. How do you find the best-performing region?

A bar chart with Region and Total Sales is used, where the region with the highest sales is the best performer.

Q10. Which visual is best for month-wise sales trend?

A Line Chart is best suited for month-wise sales trend analysis.

Q11. What is the total sales and profit? Which region generates highest sales?

Total Sales: 4.37M, Total Profit: 549K. East region generates the highest sales.

### Q12. Which state contributes maximum profit?

Maharashtra contributes the maximum profit.

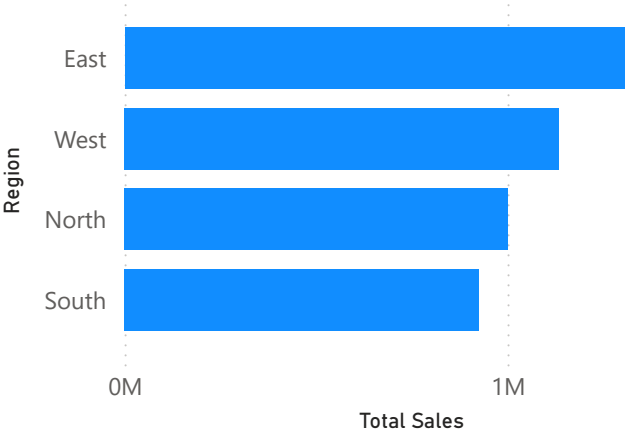### Q13. Top 5 products by sales and best salesperson.

Top products are Pen, Mobile, Chair, Monitor, and Table. Ravi is the best-performing salesperson.
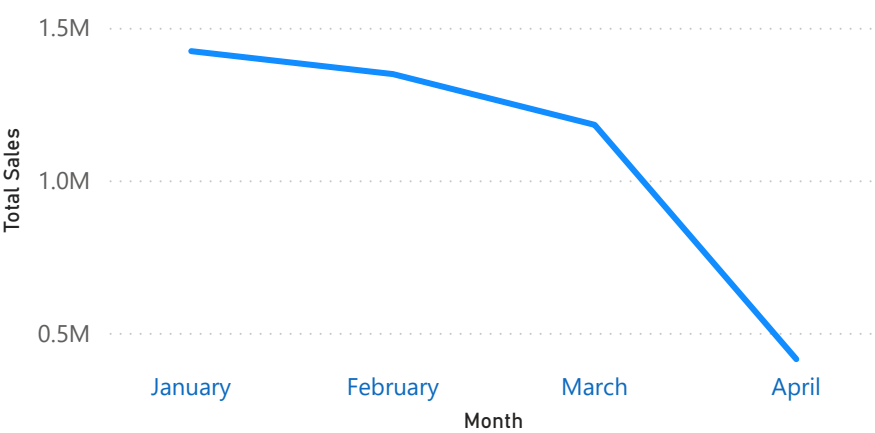
Q14. Which product category is most profitable?

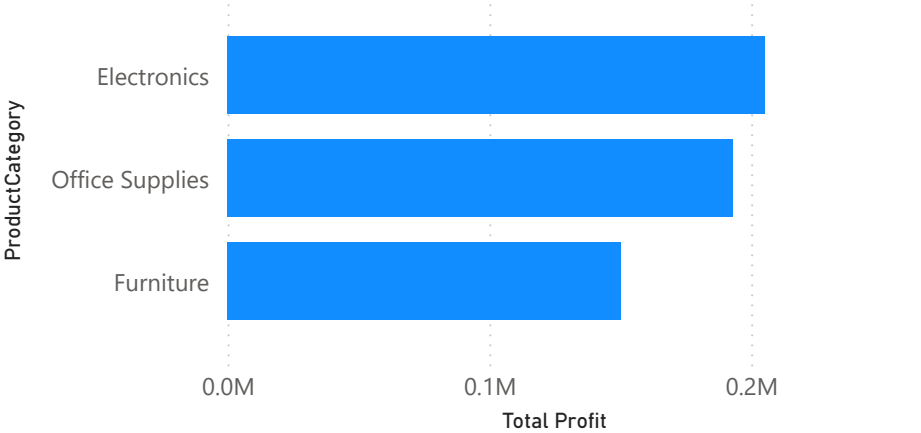Electronics is the most profitable product category.

Dashboard

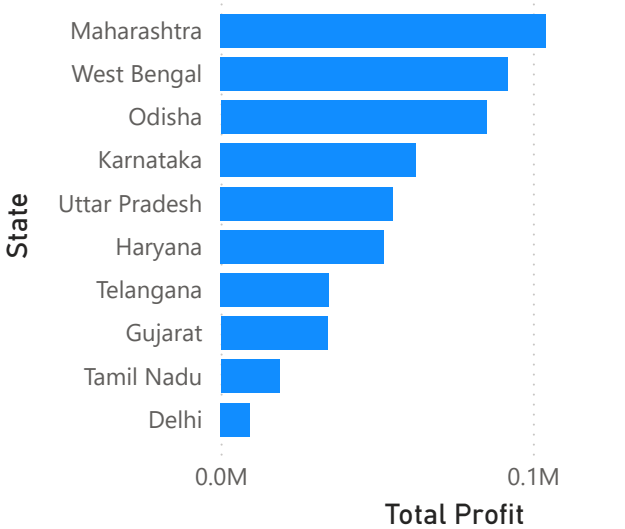| 4.37M	549K	13%
Total Sales	Total Profit	Profit Margin
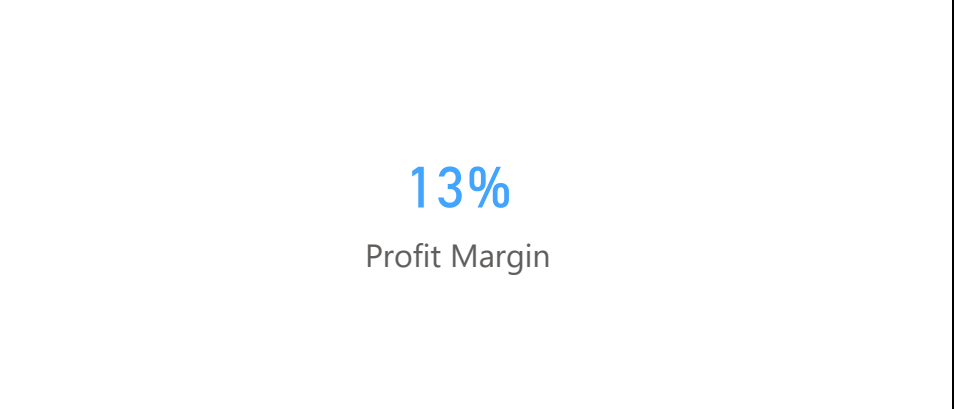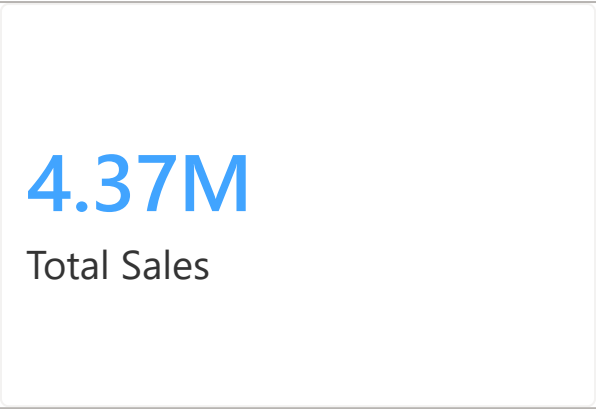
Total Sales by Region

Total Sales by Month

Total Profit by ProductCategory

Total Profit by State

Total Sales by Product

Product	Total Sales
Pen	0.68M
Mobile	0.53M
Chair	0.46M
Monitor	0.38M
Table	0.35M
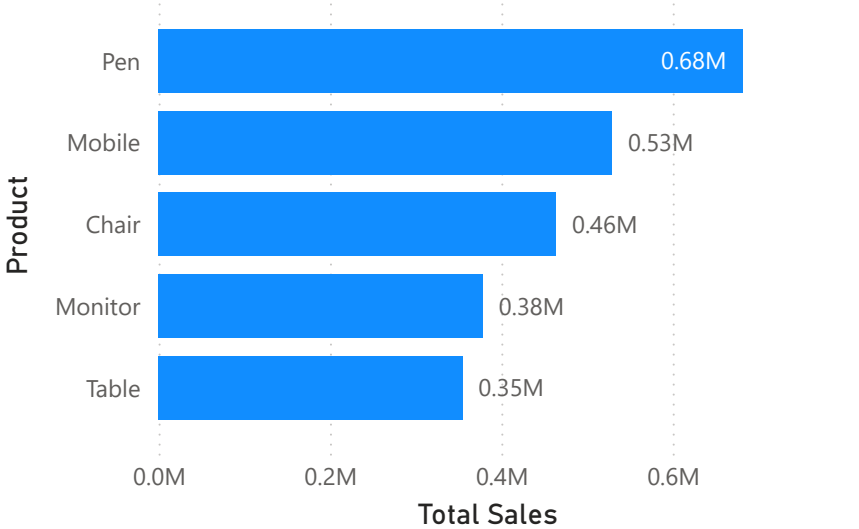
Total Sales by SalesPerson

SalesPerson	Total Sales
Ravi	1.12M
Neha	0.97M
Suresh	0.94M
Rohit	0.74M
Amit	0.60M