

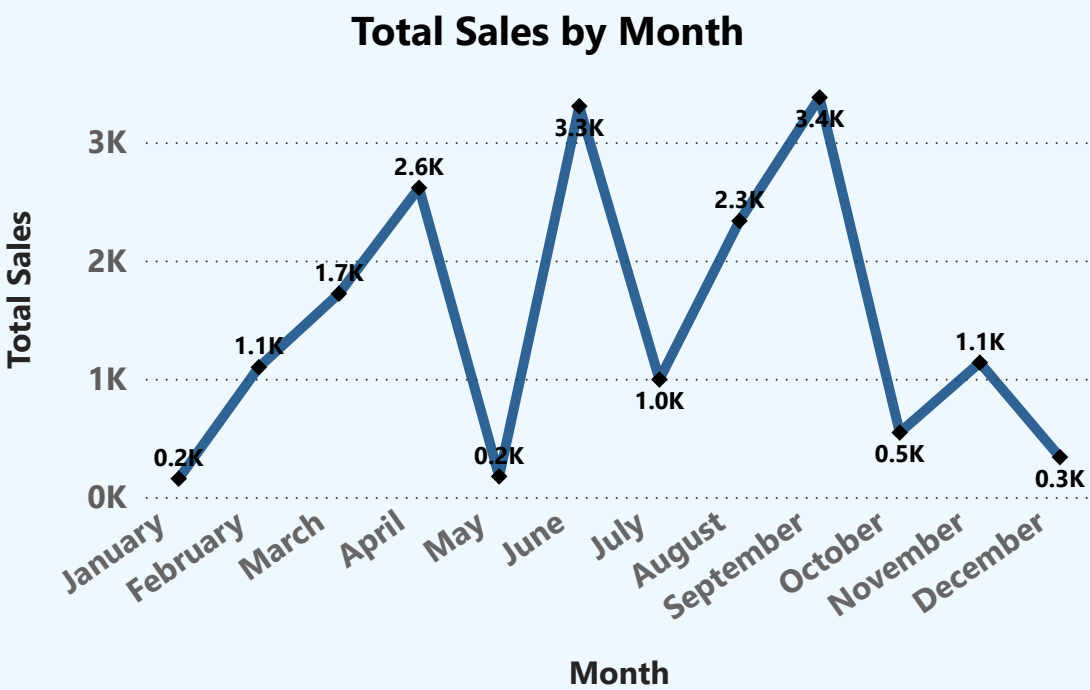
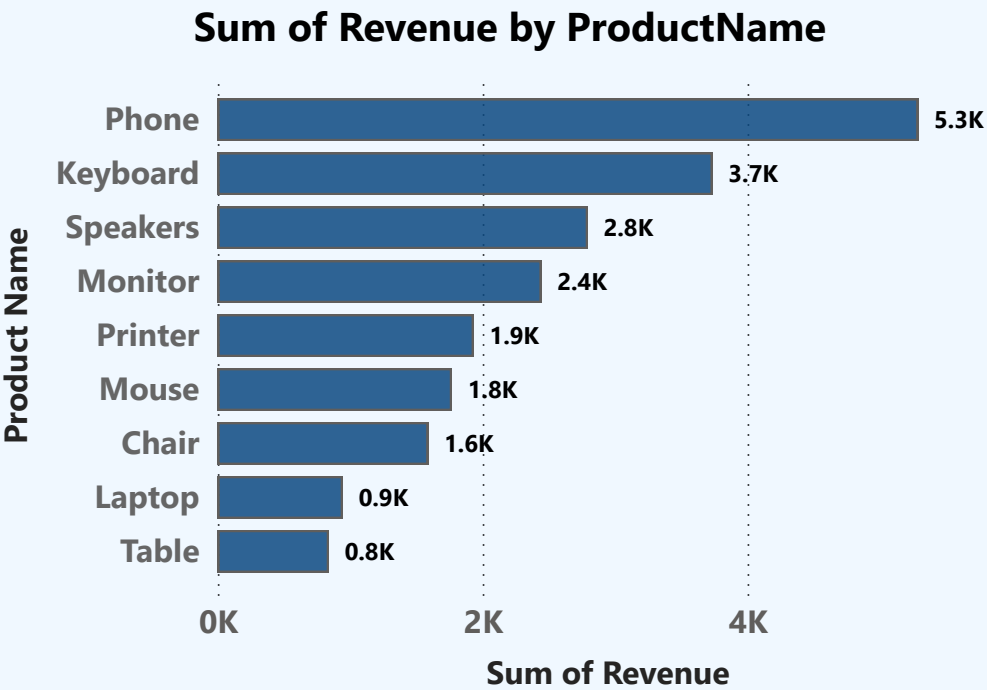
Sales Analysis for a Retail Chain

- 1. Load the sales dataset into Power BI.**
- 2. Clean and transform the data by removing null or erroneous entries.**
- 3. Create relationships between tables (e.g., Sales, Products, Customers, Regions).**
- 4. Create a sales trend line for the past 12 months.**
- 5. Generate a bar chart showing top 10 products by revenue.**
- 6. Create a map visualization of sales by region.**
- 7. Develop a pie chart of sales distribution across product categories.**
- 8. Use DAX to calculate the total sales and total profit for each product.**
- 9. Build a slicer to filter data by year and quarter.**
- 10. Create a KPI card to display total revenue, profit margin, and customer count.**
- 11. Analyze customer demographics (e.g., age groups, gender distribution).**
- 12. Identify the least-performing regions and their contributing factors.**
- 13. Develop a dashboard summarizing sales trends, key products, and regional performance.**
- 14. Publish the report to Power BI Service.**
- 15. Share the report link with stakeholders and configure row-level security.**

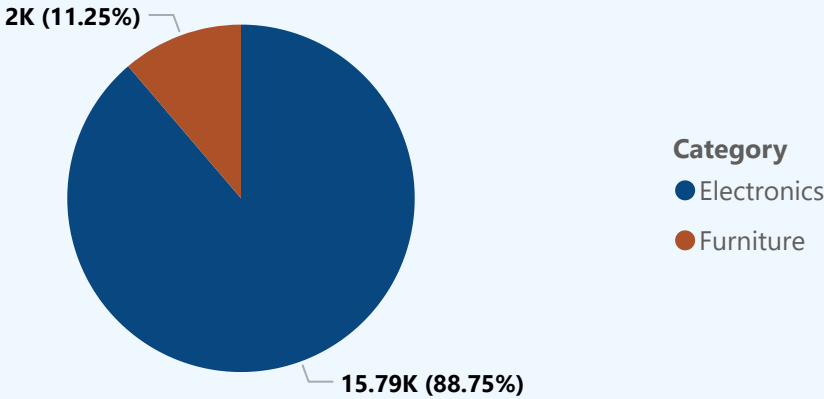
SALES DASHBOARD

Electronics	Furniture
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January
February
March
April
May
June
July
August
September
October
November
December



Sum of TotalSales by Category



At 3378, September had the highest Sum of TotalSales and was 2,079.35% higher than January, which had the lowest Sum of TotalSales at 155.

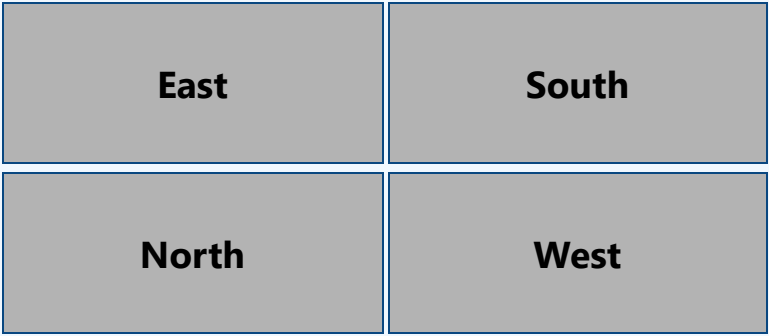
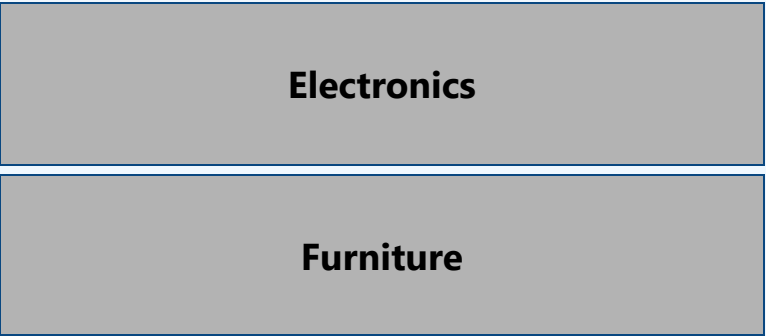
September accounted for 18.99% of Sum of TotalSales.

Across all 12 Month Name, Sum of TotalSales ranged from 155 to 3378.

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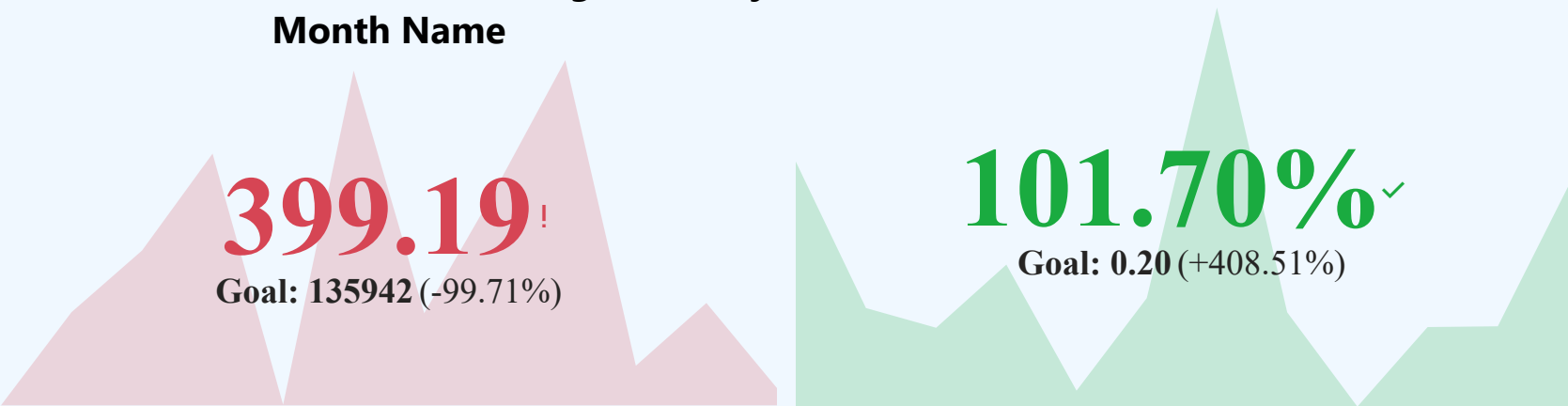
SALES DASHBOARD

KPI AND DEMOGRAPHICS



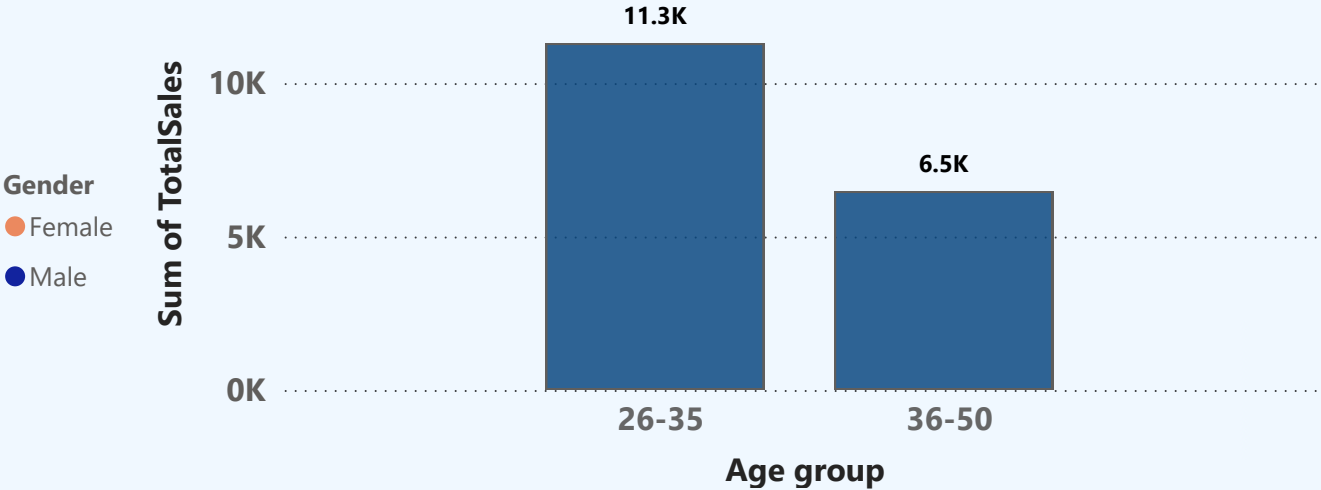
Sum of Revenue and Sum of TargetSales by Month Name

Profit margin vs Target profit margin



Count of CustomerID by Gender

Sum of TotalSales by Age group



SALES DASHBOARD

Electronics
Furniture

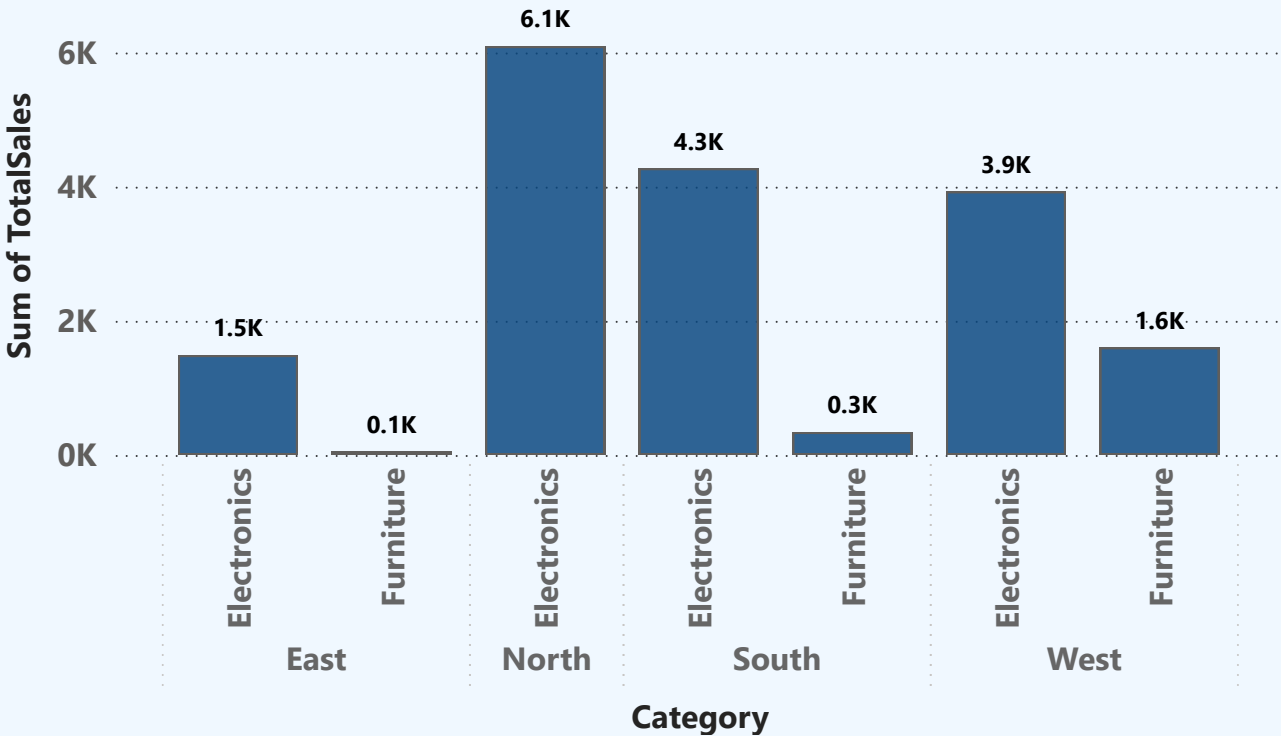
East	South
North	West

Sum of TotalSales by State and Region

Region East North South West



Sum of TotalSales by Region and Category



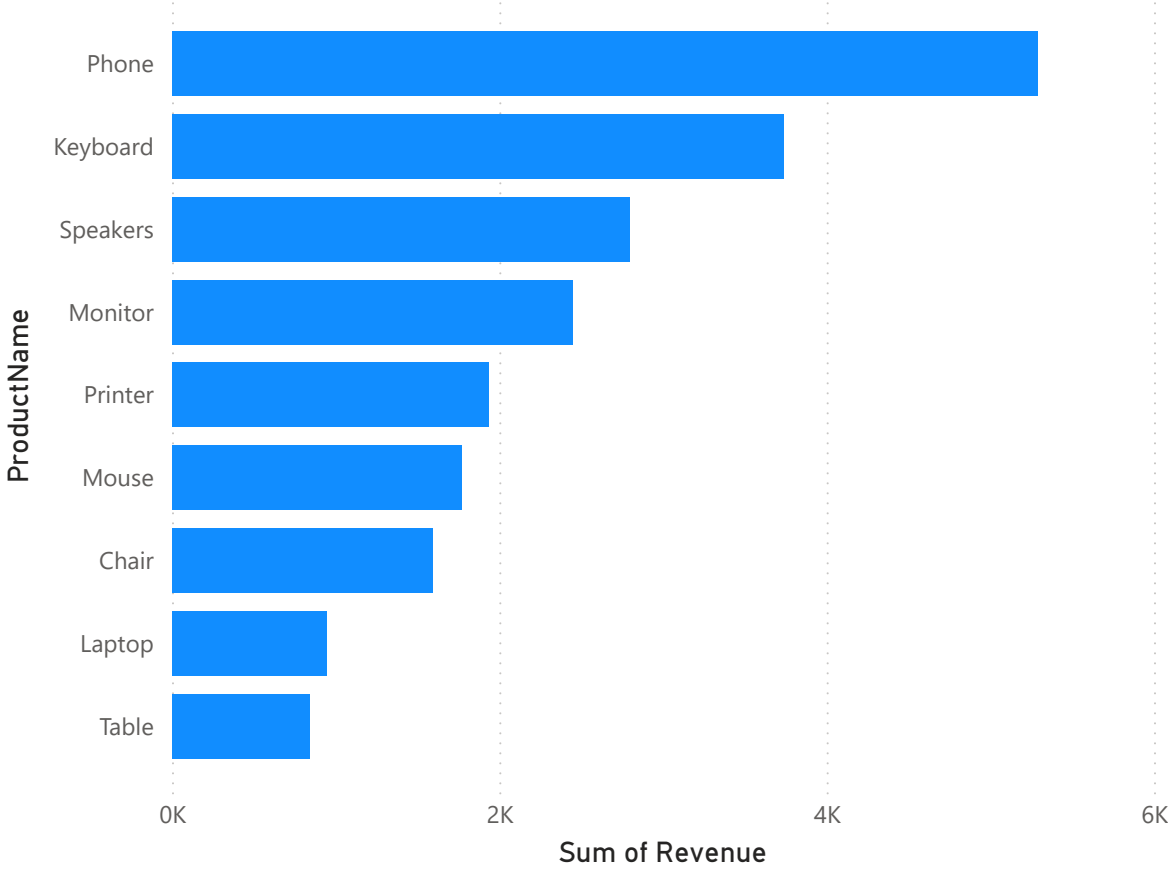
Total Sum of TotalSales was higher for Electronics (15785) than Furniture (2001).

North in Category Electronics made up 34.26% of Sum of TotalSales.

Average Sum of TotalSales was higher for Electronics (3,946.25) than Furniture (667).

Sum of TotalSales for Electronics and Furniture diverged the most when the Region was South, when Electronics were 3932 higher than Furniture.

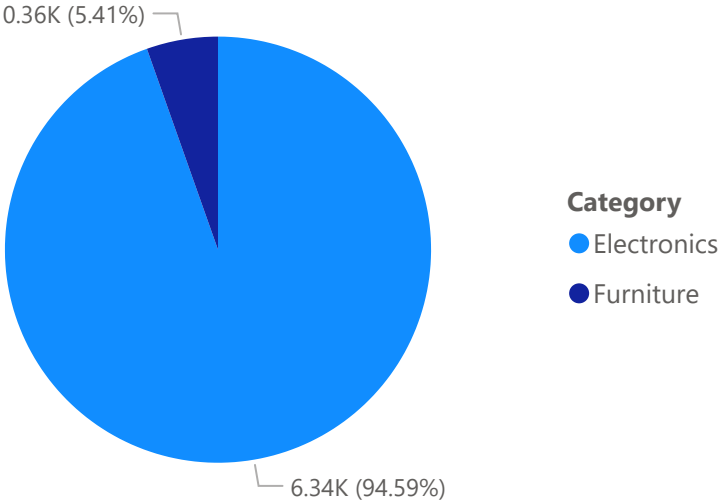
Sum of Revenue by ProductName



Sum of TotalSales by State and Region



Sum of TotalSales by Category



10
Count of CustomerID

Quarter

1	3
2	4

Sum of Revenue and Sum of TargetSales by Month Name

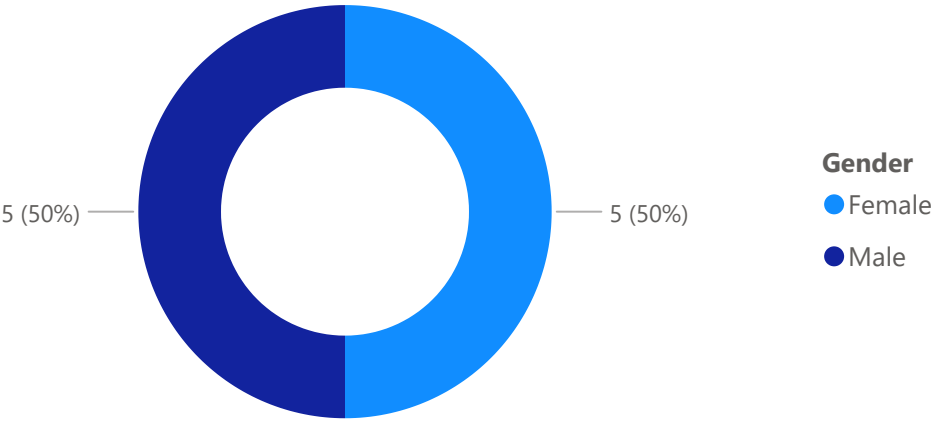
4.17K!
Goal: 135942 (-96.93%)

Sum of Profit margin(%) and Sum of Profit margin by Month

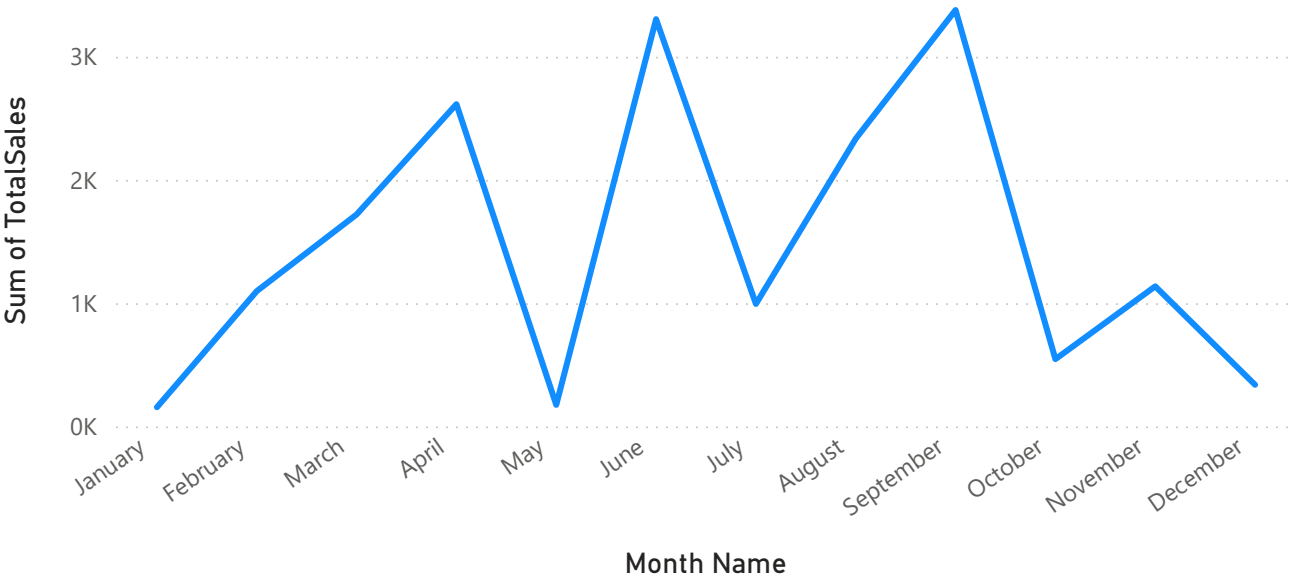
101.70%✓
Goal: 0.20 (+408.51%)



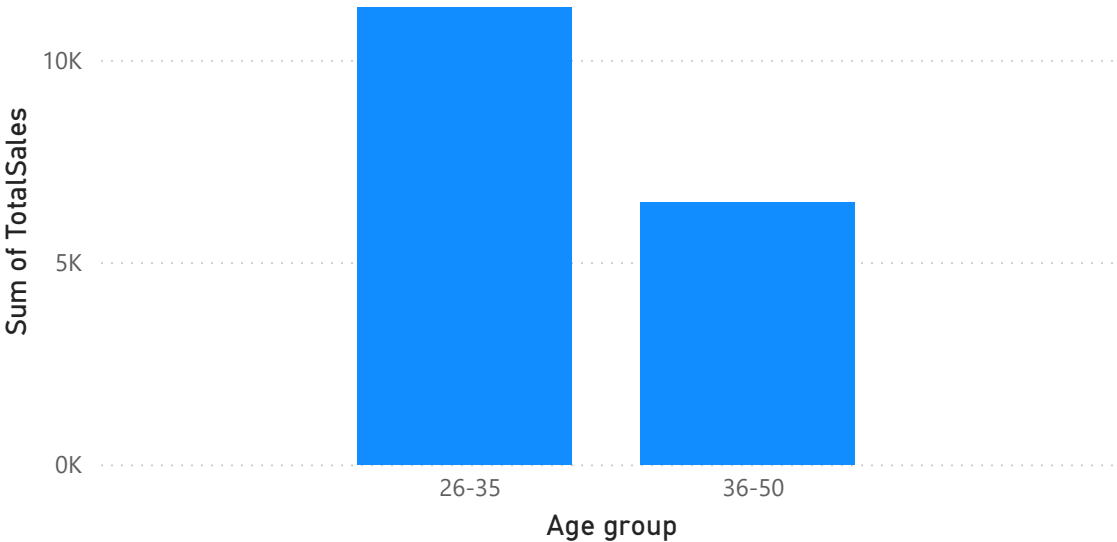
Count of CustomerID by Gender



Sum of TotalSales by Month Name



Sum of TotalSales by Age group

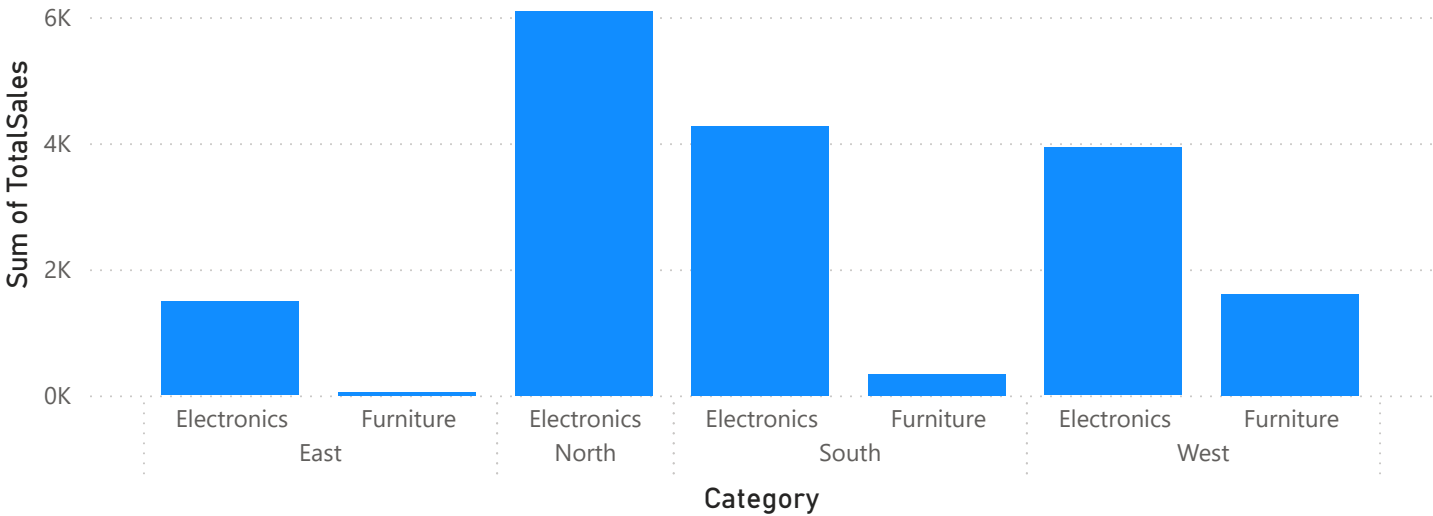


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