* Built an **interactive sales and profit dashboard** using **Excel/Power BI** to track **Total Sales, Profit, Orders, and Profit Margin KPIs**.
* Performed **data cleaning, transformation, and DAX/calculated fields** to enable **accurate reporting and drill-down analysis**.
* Analyzed **region-wise and category-wise performance metrics** to identify **top revenue-generating and underperforming segments**.
* Conducted **discount impact and profitability analysis** to understand **margin fluctuations and pricing effectiveness**.
* Implemented **sales forecasting and trend visualizations** to **predict future revenue patterns and support business planning**.
* Delivered **data-driven insights and KPI summaries** to support **strategic decision-making, inventory optimization, and revenue growth initiatives**