

Sales Performance Dashboard Report

Project Title: Sales Analysis by Category and Region

Tools Used: Power BI

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Objective

To analyze product sales performance across categories and geographic regions, identifying top revenue drivers and quantity distribution patterns to inform inventory, marketing, and regional strategy.

Visual Summary

1. Bar Chart: Revenue by Product Category

- **Top Performers:**
 - Touring Bikes
 - Road Bikes
 - Mountain Bikes
- **Insight:** These categories generate the highest revenue, suggesting strong market demand and potential for upselling or bundling strategies.

2. Pie Chart: Quantity Sold by Category

- **Top Quantity Movers:**
 - Helmets: 418 units (35.42%)
 - Pedals: 418 units (35.42%)
- **Insight:** While bikes drive revenue, accessories dominate in volume. This indicates high turnover and potential for cross-selling with bike purchases.

3. Map Visualization: Revenue by City

- **Geographic Spread:**
 - Revenue concentrated in North America and Europe.
 - Cities with larger blue circles indicate higher sales.

