Sales & Profit Analysis Report

Objective :

The goal of this report is to analyze sales data by exploring how different regions, product categories, and customer segments contribute to overall business performance. Visual storytelling through Power BI helps us to present this data in different manner like clustered column chart, stacked column chart etc.

Data Overview :

The dataset includes transactional sales data with fields such as:

- Customer details (ID, Name, Segment)

- Product details (Category, Sub-Category, Product Name)

- Sales, Quantity, Profit

- Geographic data (Country, Region, State, City)

- Order and Ship Dates

Storytelling :

1. Regional Sales Performance :

Chart Type: Clustered Column Chart

This chart type shows certain regions such as the West have significantly higher sales, indicating that it has either a stronger customer base or more marketing in those zones. This helps the company to indicate that which origin has the best sales and stronger marketing
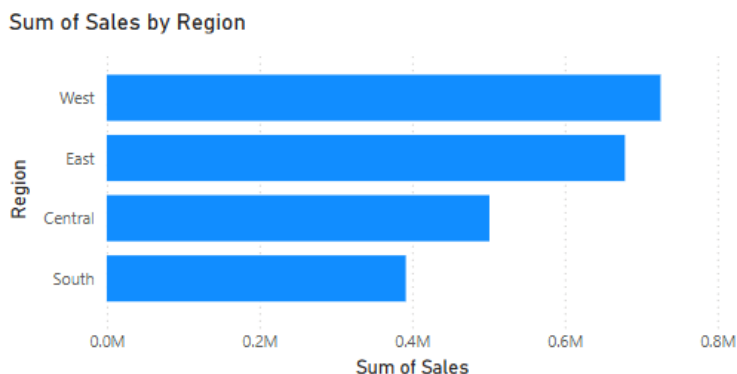
2. Total Sales by City :

Visual Type: Clustered Column Chart

This visual showcases the cities with the highest total sales volume. The top contributors are:

- New York City leads the chart with the highest sales, well above $250K.

- Los Angeles follows with strong performance, crossing $180K.

- Seattle, San Francisco, and Philadelphia form a competitive middle tier.

- Cities like Houston, Chicago, San Diego, Jacksonville, and Springfield round out the bottom half with lower—but still notable—sales figures.


Sum of Sales by City
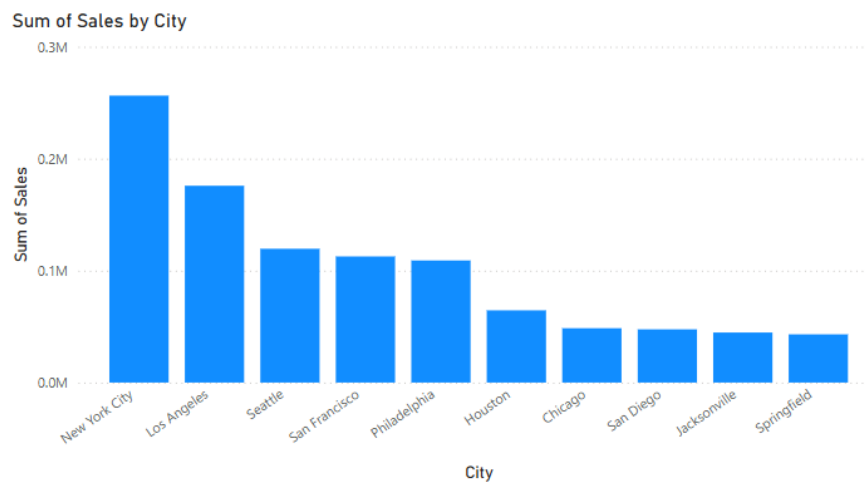
3. Total Profit by Order ID :

Visual Type: Clustered Column Chart

This chart illustrates the orders that generated the highest profit:

- Order ID CA-2016-118689 is the top performer with profit nearing ₹10K.

- Orders CA-2017-140151 and CA-2017-166709 follow closely, also surpassing ₹6K.

- A cluster of orders (like CA-2016-117121, CA-2014-116904) maintain consistent mid-level profits.

- The lowest bars (CA-2017-138289, CA-2016-140158) still offer respectable profit but at under ₹3K.

Sum of Profit by Order ID
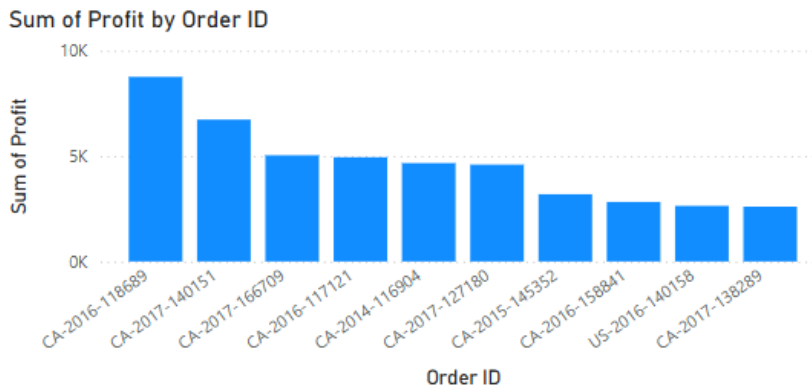
4. Quantity Sold by Segment :

Visual Type: Pie Chart

The chart highlights how different customer segments contribute to the total quantity of products sold:

- Consumer Segment dominates with 51.54% of the total sales quantity (20K units).

- Corporate Segment follows with 30.65% (12K units).

- Home Office Segment lags behind at 17.81% (7K units).

Sum of Quantity by Segment
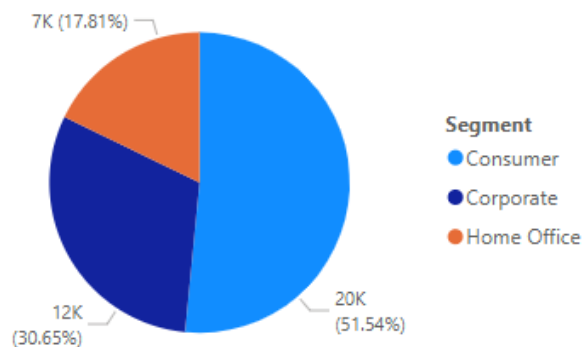
5. Quantity Breakdown by Order ID :

Visual Type: Donut Chart

This chart shows how the quantity of items ordered varies across a small group of individual orders:

- Order CA-2016-118689 leads with 18 units (30%)

- Order CA-2014-116904 follows closely with 17 units (28.33%)

- Order CA-2016-117121 holds 13 units (21.67%)

- Order CA-2017-140151 has 9 units (15%)

- Order CA-2017-166709 trails with just 3 units (5%)

Sum of Quantity by Order ID

3 (5%)
9 (15%)
18 (30%)
13 (21.67%)
17 (28.33%)

Order ID
- CA-2016-118689
- CA-2014-116904
- CA-2016-117121
- CA-2017-140151
- CA-2017-166709