

ZARA SALES ANALYSIS PROJECT

Power BI Data Model and Dashboard Report

PROJECT OVERVIEW:

- This Power BI Project analyzes Retail sales performance
- Data set overview: within the dataset , there are three columns that provide interesting insight, which are: Product position, Promotion, Seasonal
- Goal: Understand customer purchasing behavior

Analyse Product wise sales trends

DATA MODEL

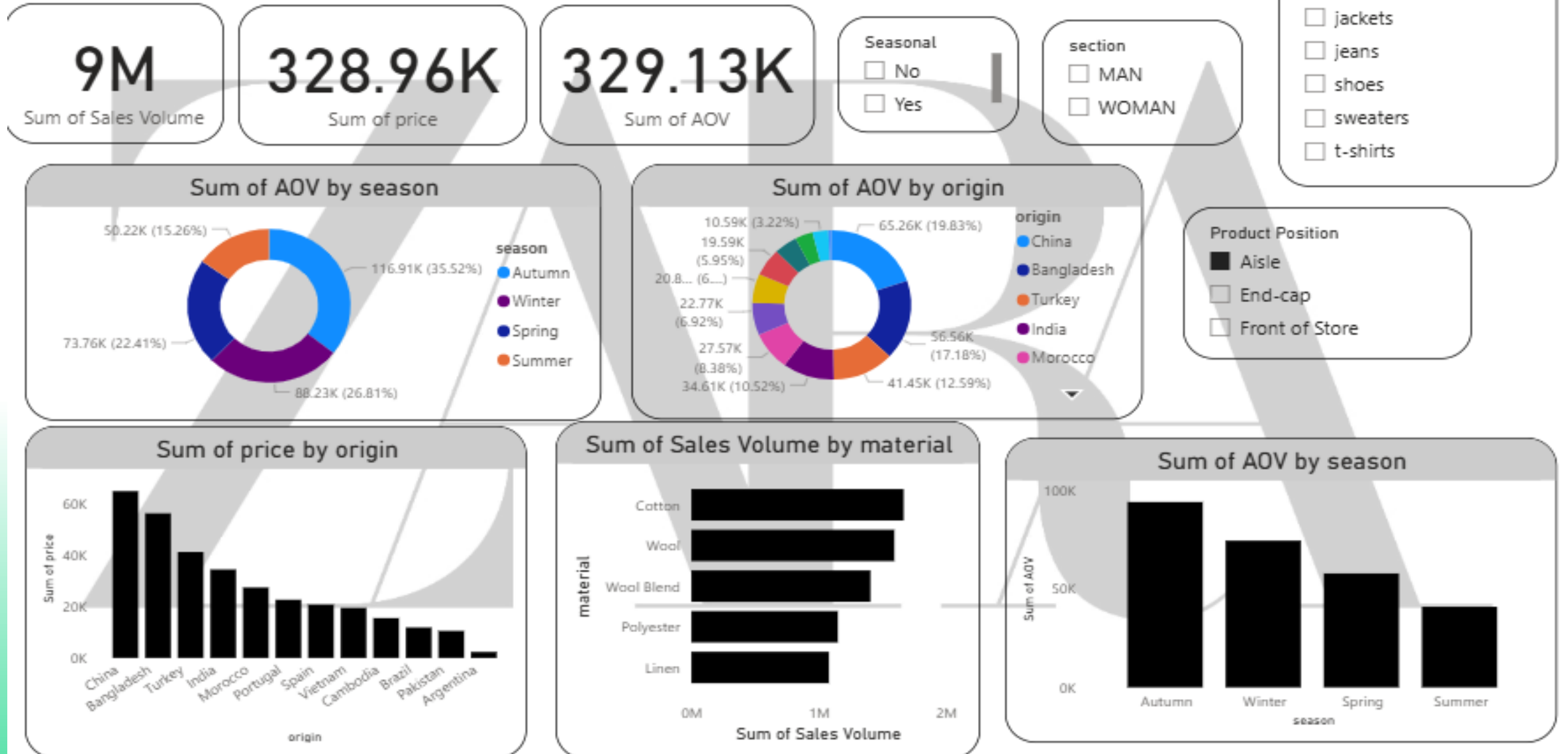
- Product: Product ID, Product position, Product category,
- Sales : Sales volume, toala Sales, Average Sales, material, seasonal, origin

DASHBOARD VISUALS

- Cards: Sum of sales, Sum of price, Sum of average
- Sum of Average by season
- Sum of price by Origin
- Sum of sales volume by material
- Sum of sales volume by season
- Sum of Price by Origin

CHARTS

ZARA SALES DASHBOARD



CONCLUSION

- The dashboard provides insights into zara sales erformance
- Helps to identify top sales of the season in origin
- Useful for decision making and business analysis