

PrimeTech Solutions Ltd — Sales Dashboard (Power BI Project)

1. Objective

The objective of this Power BI project is to analyze company sales data and gain insights into performance trends across regions, customer types, and sales channels. The dashboard helps management identify key growth areas, compare online vs retail performance, and evaluate customer return patterns.

2. Data Source

The dataset was sourced from Microsoft Excel and contains sales-related information such as Product Name, Quantity Sold, Region, Sales Channel, and Customer Type for the years 2023 and 2024.

3. Tools Used

- Microsoft Power BI for data modeling and visualization
- Power Query for data cleaning and transformation
- DAX functions for calculations and KPIs
- Microsoft Excel for initial data preparation

4. Data Cleaning & Preparation

Data was cleaned in Power Query by removing duplicates, handling missing values, standardizing date formats, and creating calculated columns. Unnecessary fields were filtered out to improve report performance and ensure accuracy.

5. Dashboard Insights

- Total Sales: 25.06M across all regions
- North region recorded the highest sales performance
- Returning customers contributed 13.3M in sales while new customers contributed 11.76M
- Online sales (12.99M) slightly outperformed retail sales (12.07M)
- Festival months (October–December) saw higher revenue spikes
- Top product categories: Electronics and Accessories

6. Conclusion

This dashboard provides valuable insights into business performance, customer behavior, and product demand trends. It assists management in making data-driven decisions to

optimize marketing efforts, enhance regional performance, and improve overall profitability.

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