**SALES DATA ANALYSIS**

**Objective:** Derive the insights for the following questions.

1. Top/Bottom 5 product by Sales/Profit/Quantity Sold.  
   2) How do sales trends vary over time (daily, monthly, quarterly, annually) ?  
   3) Show relationship between sales & profit.  
   4) Compare sales/profit/quantity sold between any two periods selected by the user.  
   5) Average discount offered in each discount category.  
   6) Total number of orders.  
   7) Show Sales/Profit/Discount/Net Sales/All remaining fields for each order that could be filtered using visual filters. (Product/Date/Customer ID/Promotion Categories)  
   8) Show sales by different cities**.**

**Data Source**

**“Store\_Data**”- Data set from Kaggle

**Process:**

1. Loaded data into Power BI desktop
2. Performed Transformations using DAX Functions
3. Represented visual charts

**Project Insights:**

1. ﻿Sum of Net Sales trended down, resulting in a 26.47% decrease between Wednesday, January 1, 2020 and Monday, January 1, 2024.
2. Sum of Net Sales started trending up on Wednesday, June 2, 2021, rising by 263.33% (236992) in 5 days.
3. Sum of Net Sales jumped from 89999 to 326991 during its steepest incline between Wednesday, June 2, 2021 and Monday, June 7, 2021.
4. ﻿At 22,572.81, Weekend Flash Sale had the highest Average of Discount Value and was 7,429.29% higher than Festive Diwali, which had the lowest Average of Discount Value at 299.80.
5. ﻿﻿Across all 5 Promotion Name, Average of Discount Value ranged from 299.80 to 22,572.81.﻿﻿ ﻿
6. Bhopal accounted for 12.59% of Net Sales.