# Report on: Power BI Sales Dashboard

## Overview

The Sales Dashboard is an interactive and comprehensive tool created in Power BI, designed to analyze and visualize sales performance across multiple dimensions. The dashboard leverages advanced analytics and dynamic visuals to deliver actionable insights that aid in strategic decision-making. By showcasing key metrics, trends, and breakdowns, the project highlights the ability to analyze and present complex data in an accessible format.

## Key Features and Insights

1. Category-Wise Sales Analysis:  
 - Horizontal Bar Chart visualizing sales percentages for various product categories, such as Saree (80.97%) and Blouse (74.69%), providing clarity on product performance.  
  
2. Key Metrics:  
 - Total Sales: ₹2,14,41,209  
 - Total Orders: 28,471  
 - Channels & Product Categories: 7 and 8 respectively.  
  
3. Monthly Sales Analysis:  
 - A line graph highlights sales trends, with March (₹18,61,232) being the peak month.  
   
4. Sales Target vs Achieved:  
 - Gauge chart compares Target (₹3,00,00,000) and Achieved (₹2,14,41,209).  
  
5. Gender and Age Analysis:  
 - Gender distribution: Women contributed ₹1,37,56,262 in sales.  
 - Age-based insights show seniors as the most significant customer segment.  
   
6. Channel-Wise Insights:  
 - Bar charts and treemaps break down performance by Amazon, Myntra, Flipkart, and others, ensuring optimized marketing strategies.

## Technological Proficiency

Tool: Power BI  
- Skills demonstrated:  
 - Data cleaning and modeling  
 - Interactive and dynamic visualizations  
 - Storytelling through data  
 - Advanced DAX calculations for metrics

## Value Addition to Employers

This project showcases:  
- The ability to translate raw data into actionable insights.  
- Creation of dashboards aligning with organizational goals.  
- Identification of growth opportunities using data-driven strategies.