

Project Title: Sales Performance Dashboard for a Retail Business

Data Source:

You will use a **sample retail sales dataset** with the following columns:

- **OrderID:** Unique identifier for each order.
- **ProductName:** Name of the product sold.
- **Category:** Category of the product (e.g., Electronics, Furniture, Clothing).
- **SalesAmount:** The sales value of the product.
- **OrderDate:** Date of the order.
- **Region:** Geographic region where the product was sold.
- **QuantitySold:** Number of units sold.

2. Sample Dataset (CSV):

Below is a **sample dataset** in CSV format, which you can use for this project. You can copy this data into a text file and save it as SalesData.csv.

```
OrderID,ProductName,Category,SalesAmount,OrderDate,Region,QuantitySold
1001,Laptop,Electronics,1200,2023-01-15,North,2
1002,Headphones,Electronics,150,2023-01-16,South,5
1003,Desk,Furniture,450,2023-01-17,East,3
1004,Chair,Furniture,200,2023-01-18,West,4
1005,T-Shirt,Clothing,25,2023-01-19,North,10
1006,Jacket,Clothing,80,2023-02-01,South,7
1007,Smartphone,Electronics,800,2023-02-05,East,3
1008,Table,Furniture,600,2023-02-10,West,2
1009,Shirt,Clothing,35,2023-02-15,North,6
1010,Monitor,Electronics,300,2023-02-20,South,4
1011,Chair,Furniture,210,2023-02-22,East,3
1012,Headphones,Electronics,120,2023-03-01,West,2
1013,Jacket,Clothing,85,2023-03-05,North,5
1014,Smartphone,Electronics,850,2023-03-10,South,3
1015,Desk,Furniture,450,2023-03-12,East,2
```

3. Power Query Editor:

You'll use Power Query Editor to clean and transform the data before importing it into Power BI.

Step 1: Importing Data

- Open Power BI Desktop.
- Click **Get Data** → **Text/CSV**.
- Select the SalesData.csv file you saved earlier.

Step 2: Cleaning and Transforming Data in Power Query

1. **Remove Unnecessary Columns:**
2. **Change Data Types:**
3. **Add New Columns for Year and Month:**
4. **Replace Null Values:**
5. **Filter Data:**
6. **Close and Load:**

4. Visualizations:

Now you'll create visualizations to analyze the sales performance. Here are a few visualizations you can build:

Step 1: Total Sales Over Time

Step 2: Sales by Region

Step 3: Sales by Category

Step 4: Top-Selling Products

5. Dashboard Design:

Arrange the visuals on the Power BI canvas to create a clean, interactive dashboard. Here are a few tips:

- Use **Slicers**: Add a slicer to filter by **Region** or **Category** for a more interactive experience.
- Format the visuals: Add data labels, titles, and tooltips to enhance the clarity of your charts.
- Organize the layout: Ensure that your charts are neatly arranged, with a logical flow of information.

6. Finalizing the Project:

Once you've created all the visuals, you can:

- **Test Interactivity:** Make sure your slicers work correctly and that clicking on one visualization updates the other visuals.
- **Adjust Formatting:** Format the charts (e.g., adjusting color schemes, axis titles, font sizes) to improve readability.
- **Save and Share:** Save the project as a .pbix file and share it or publish it to the Power BI service if required.

This is a great addition to your resume as it highlights your proficiency in Power BI, focusing on data transformation and visualization, which are essential skills in data analytics.