

Sales Performance & Revenue Analysis Report

1. Project Overview

In this project, I analyzed sales data using Excel, SQL, and Power BI.

The goal was to understand sales performance, profit, category performance, state-wise sales, and compare actual sales with targets.

I created an interactive dashboard to find useful business insights.

2. Overall Performance

- Total Sales: 432K
- Total Profit: 24K
- Total Orders: 500+
- Total Quantity Sold: 5.6K

Insight:

The company is generating good sales but profit is low compared to sales.

This shows that profit margin needs improvement.

3. Monthly Sales Trend

Sales change every month.

- Highest sales were seen in January and March.
- Sales dropped in the middle of the year, especially around July.
- Sales improved again towards the end of the year.

Insight:

There is a mid-year sales drop.

The company can increase marketing or offers during this period to improve sales.

4. Category Performance

- Electronics category has the highest sales.
- Clothing category gives the highest profit.
- Furniture has low profit compared to sales.

Insight:

Electronics drives revenue but Clothing is more profitable.

Furniture may have high cost or heavy discount, which reduces profit.

5. State-wise Sales

- Highest sales are from Madhya Pradesh and Maharashtra.
- Some states have low sales.

Insight:

Sales are focused in a few states.

The company can increase marketing in low-performing states to improve sales.

6. Target vs Actual Sales

Actual sales are lower than targets in most categories.

Insight:

The company is not meeting its sales targets.

Better pricing, marketing, and sales strategy is needed.

7. Recommendations

- Improve profit margin in low-profit categories.
- Increase marketing during low-sales months.
- Focus on expanding sales in low-performing states.
- Review pricing and cost to achieve targets.
- Promote high-profit categories like Clothing.

In this project, I cleaned the data, analysed sales performance, and created a dashboard to find useful business insights using SQL and Power BI.