

Business Sales Performance Report

Project Title: Business Sales Performance Analysis & Decision Dashboard

Date: February 1, 2026

Analyst: Rushikesh Panchal

1. Executive Summary

This report analyzes sales data to identify revenue trends, high-performing products, and regional opportunities. The analysis was conducted using a dataset of **500 orders** processed through Excel and Power BI.

- **Total Revenue:** \$1,452,617.95
- **Total Profit:** \$142,695.85
- **Overall Profit Margin:** 9.82%

2. Key Insights

- **Top Performing Products:** The highest revenue-generating product category is **Furniture**, with **Cabinets** leading individual sales.
- **Regional Performance:** The **East** region is the strongest contributor to total sales, while the **South** region is currently underperforming.
- **Sales Trends:** Monthly analysis reveals that sales peaked in **December**, suggesting high seasonal demand during this period.

3. Business Recommendations

Based on the data analysis, the following actions are recommended to improve revenue:

1. **Focus on Top Regions:** Increase marketing spend in the **West** to capitalize on existing strong demand.
 2. **Revitalize Underperformers:** Investigate the **South** to determine if the low sales are due to lack of awareness or supply chain issues.
 3. **Inventory Optimization:** Ensure high stock levels of **Cabinets** prior to **December** to prevent stockouts during peak demand.
-