

# Sales and Revenue Performance Analysis

## Power Bi Dashboard

### 1) Home Page

### Sales & Revenue Performance

Sales and revenue data analysis focuses on transforming transactional and customer data into actionable insights that support strategic business decisions. This dashboard evaluates overall sales performance by analyzing revenue trends, customer behavior, conversion efficiency, and product contribution.

The analysis leverages structured data to measure key performance indicators such as total revenue, conversion rate, average order value (AOV), customer volume, and top-performing products. These insights help identify growth opportunities, performance gaps, and areas requiring operational or marketing optimization.

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Data Visualizations

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### 2) Sales and Revenue Overview

#### Sales & Revenue Overview

**5.92M** Total Amount **1000** Total Customers **1500** Total Orders **500** Total Products **3,950** AOV

Total Amount by Year and Month

Total Orders by Payment Methods

Payment Method	Count
Net Banking	291
UPI	268
COD	252
Credit Card	247
PayPal	230
Debit Card	212

Top 10 Products by Revenue

Why Insight?

- Revenue decline driven by Electronics category slowdown
- High sales with low ratings indicate post-purchase experience issues

**2.99** Average Rating

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### 3) Marketing & Customer Insights

