

# COMPANY PERFORMANCE DASHBOARD

## PROJECT OBJECT:

Analyze company sales performance from 2023-2024 by department, location and employee providing insights & business recommendations to improve sales efficiency and strategy.

## TOOLS USED:

Power BI – Dashboard creation & visualization

CSV- Data source preparation

## DATASET SUMMARY:

Time period : Jan 2023 – Dec 2024

Columns included:

Date, department, employee, location, sales amount

## DASHBOARD OVERVIEW:

- Line chart – Monthly sales trend
- Bar chart – Sales by department
- Donut chart – Sales by location
- Slicer – Month & location

## KEY INSIGHTS:

- Monthly sales trend: sales gradually increase from Q1 to Q4
- Department performance: Marketing department contributes highest sales
- Location performance: Bangalore leads in total sales
- High-performing employees: Direct correlation with department efficiency
- Discount impact: Higher discounts on low-selling categories improved sales temporarily

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### BUSINESS RECOMMENDATIONS:

- Focus on marketing team & Bangalore region for sales expansion
- Provide training & incentives to low performing departments
- Retain high performing employees via recognition programs & bonuses
- Monitor discount strategies to improve low selling product performance