DMart Sales Analysis Dashboard

Basic Understanding :

Sales Analysis : Sales analysis is the process of examining sales data to understand trends, performance, and opportunities for improving revenue and business strategies.

Dashboard: A dashboard is a visual representation of data that provides a quick overview of key metrics and insights. In this project, we use a dashboard to display Sales analysis data.

Data Visualization: Data visualization is the graphical representation of data to help users understand trends, patterns, and insights more easily.

OBJECTIVE:

To develop a Sales dashboard to track DMart's sales, profits, and customer trends across regions, customer segments, and product categories. The dashboard helps identify key patterns, such as top-performing products and areas needing improvement, making it easier for the business to make informed decisions.

DMart Sales

4.70M	566.48K	61K	792
Sales	Profit	Quantity	Total Customers

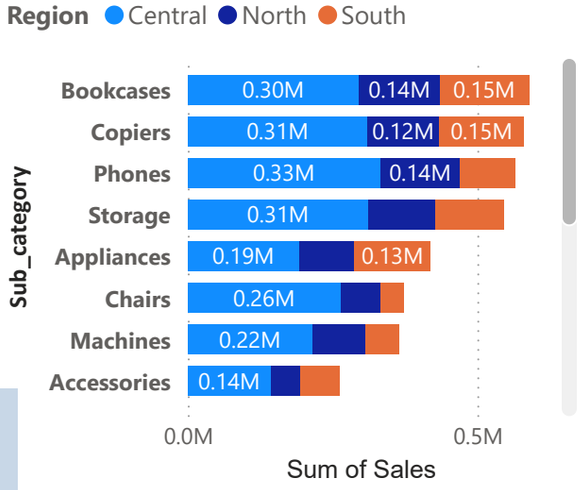
Year

All

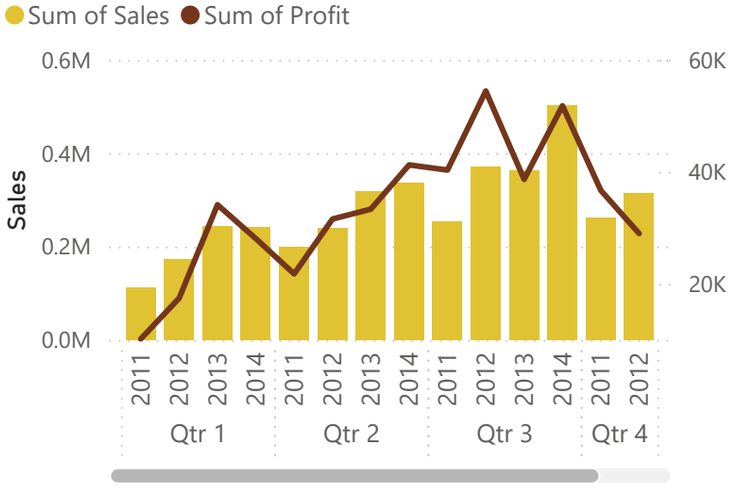
Region

All

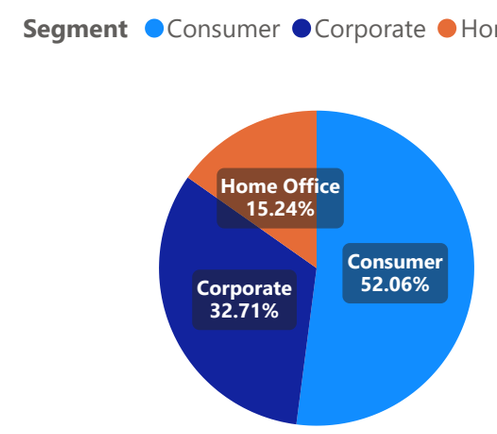
Total Sales by Sub_category and Region



Sales and Profit by Quarter and Year

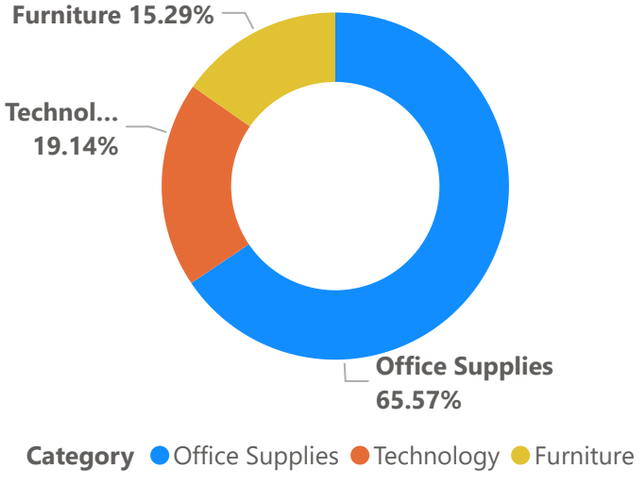


% of Profit by Segment

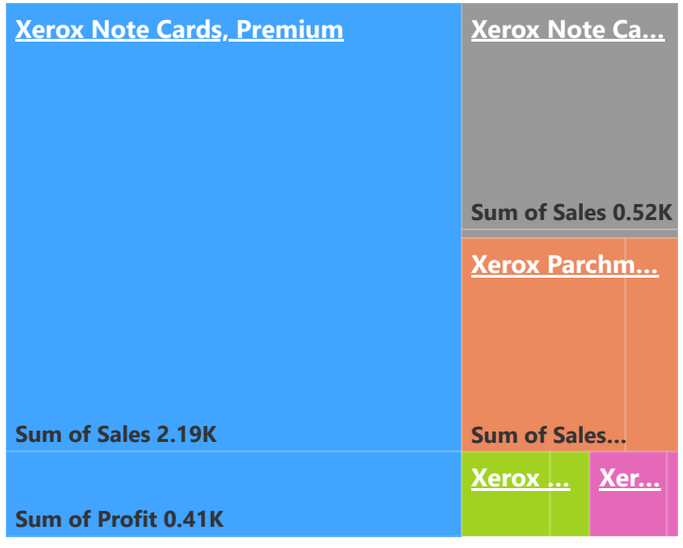
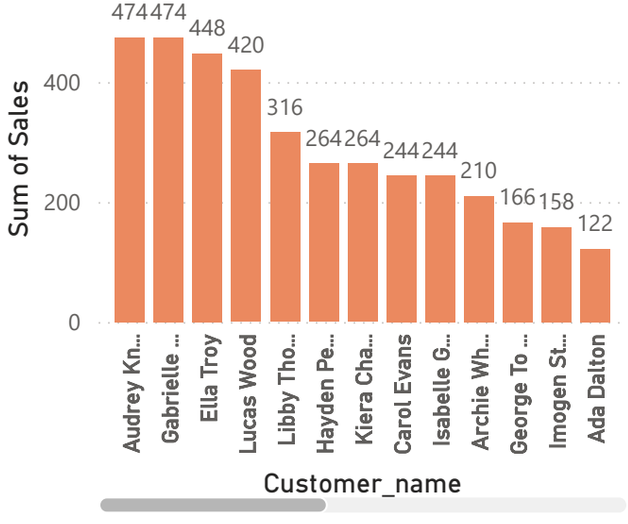


Total Sales and Profit by Country

% of Quantity Sold by Category



Total Sales and Profit by Top 5 Products



Total Sales by Top 10 Customers