

In this project, I built a **Sales Insights Dashboard** using **Power BI**, integrating data from an SQL database. The process involved:

- **Establishing an SQL Connection:** Connected Power BI to a structured sales database.
- **Data Modeling & DAX Queries:** Created calculated measures using **DAX (Data Analysis Expressions)** to derive key business insights.
- **Dashboard Development:** Designed an interactive dashboard displaying **revenue, profit margins, sales trends, and customer segmentation**.
- **Market & Customer Analysis:** Visualized **profit and revenue contributions by different markets** and **identified top customers based on revenue**.

The final dashboard provides **data-driven insights** that can help businesses optimize sales strategies and improve decision-making.