

Business Insights Report

Project: FUTURE_DS_01 – Business Sales Dashboard (Power BI)

Executive Summary

This report presents key insights derived from an analysis of e-commerce sales data using Power BI. The objective of the analysis was to evaluate business performance, identify sales trends, and provide actionable recommendations to support data-driven decision-making.

Business Objectives

- 1 Monitor overall sales and revenue performance
- 2 Identify top-performing products and categories
- 3 Analyze sales trends across time periods
- 4 Support strategic planning through data insights

Key Insights

- 1 Revenue is highly concentrated among a small number of top-performing product categories.
- 2 Sales trends indicate clear seasonal patterns, with peak performance during specific periods.
- 3 Certain regions consistently outperform others, contributing the majority of total revenue.
- 4 A segment of products shows low performance, indicating potential inefficiencies or market gaps.

Business Recommendations

- 1 Increase marketing investment in high-performing product categories to maximize returns.
- 2 Plan inventory and logistics around identified peak sales periods to reduce stock-outs.
- 3 Develop targeted strategies to improve performance in underperforming regions.
- 4 Review low-performing products to determine whether optimization or discontinuation is required.

Conclusion

The Power BI dashboard provides a comprehensive view of business sales performance and highlights critical opportunities for growth and optimization. By acting on the insights and recommendations outlined in this report, the business can improve operational efficiency and drive sustainable growth.

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