



EYOUTH
DEPI

PROJECT PROPOSAL **SALES** **ANALYSIS**





PROJECT DESCRIPTION

This Power BI project focuses on analyzing sales data to uncover actionable insights and improve business decision-making. The dataset includes detailed information on customer orders, product categories, shipping performance, and regional sales. The goal is to create an interactive dashboard that visualizes key metrics, tracks performance, and identifies trends to optimize sales strategies, enhance customer satisfaction, and improve operational efficiency.

TEAM & ROLES

GROUP MEMBERS & ROLES

Doaa: responsible for data cleansing and modelling

Sarah: responsible for analysis and DAX measures

Gehad: responsible for data visualization

TEAM LEADER

Sarah Nassar





SALES ANALYSIS DASHBOARD

PROJECT OBJECTIVES

1. VISUALIZE SALES PERFORMANCE: TRACK TOTAL SALES, AVERAGE ORDER VALUE, AND SALES GROWTH OVER TIME.
2. MONITOR SHIPPING EFFICIENCY: ANALYZE ON-TIME DELIVERY RATES AND SHIPPING MODES.
3. UNDERSTAND CUSTOMER BEHAVIOR: SEGMENT CUSTOMERS BY TYPE (CONSUMER, CORPORATE, HOME OFFICE) AND IDENTIFY HIGH-VALUE CUSTOMERS.
4. EVALUATE PRODUCT PERFORMANCE: IDENTIFY TOP-SELLING PRODUCTS AND CATEGORIES.
5. REGIONAL ANALYSIS: COMPARE SALES PERFORMANCE ACROSS REGIONS AND STATES.

TOOLS & TECHNOLOGIES



POWER BI



POWER QUERY



DAX (DATA ANALYSIS EXPRESSIONS)





MAILESTONE & DEADLINE

MAILESTONE & DEADLINE

WEEK 1: DATA EXPLORATION, CLEANING & MODELLING

WEEK 3: ANALYSIS AND BEYOND

WEEK 3: BUILD DASHBOARDS IN POWER BI

WEEK 3: FINALIZE THE POWER BI REPORT

This project will deliver a comprehensive, interactive dashboard to help stakeholders make data-driven decisions and drive business growth.

KPIS (KEY PERFORMANCE INDICATORS)

DIGITAL TRANSFORMATION INITIATIVE

KPIS

- TOTAL SALES: SUM OF ALL SALES REVENUE.
- AVERAGE ORDER VALUE (AOV): TOTAL SALES DIVIDED BY THE NUMBER OF ORDERS.
- NUMBER OF ORDERS: TOTAL COUNT OF ORDERS.
- ON-TIME DELIVERY RATE: PERCENTAGE OF ORDERS SHIPPED ON TIME (SHIP DATE VS. ORDER DATE).
- SALES BY CUSTOMER SEGMENT: SALES BREAKDOWN BY CUSTOMER TYPE (CONSUMER, CORPORATE, HOME OFFICE).
- TOP-SELLING PRODUCTS: PRODUCTS WITH THE HIGHEST SALES OR QUANTITY SOLD.
- REGIONAL SALES DISTRIBUTION: SALES BREAKDOWN BY REGION OR STATE.
- SALES GROWTH: WEEK-OVER-WEEK OR MONTH-OVER-MONTH SALES GROWTH.



THANK YOU

