Sales Performance Analysis Using Power BI

Welcome to the presentation on my Power BI sales performance analysis. This project demonstrates key data visualization and storytelling skills.

SS **by Sheikh Sonu**

Presentation Overview

1 **Task 2: Data Visualization**

Creating compelling data stories.

2 **Topic: Sales Performance**

Analyzing sales data effectively.

3 **Tool: Power BI Desktop**

Utilizing Microsoft Power BI.

4 **Presenter: Sheikh Sonu**

Your intern for this project.

Project Objectives

The primary goal was to transform raw sales data into actionable insights through visual storytelling. We aimed to highlight key trends and performance indicators.

Main Goals

- Create a compelling story.
- Highlight key sales insights.
- Demonstrate data storytelling.

Deliverables

- One-page Power BI Dashboard.
- Key Performance Indicators (KPIs).
- Summary report in PDF.

Data Preparation

Rigorous ETL processes ensured data quality and readiness for analysis. New columns and calculated measures enhanced analytical depth.

1

ETL Process

- Checked and cleaned raw data.
- Removed duplicates.
- Corrected inconsistencies.

2

New Columns Added

- Month (from Date).
- Day Name (from Date).
- Quarter (from Date).

3

Calculated Measures

- Total Sales.
- Total Cost.
- Total Profit.

ETL

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Dashboard Components

The Power BI dashboard was built with a combination of KPIs, slicers, and interactive charts to provide a comprehensive view of sales performance.
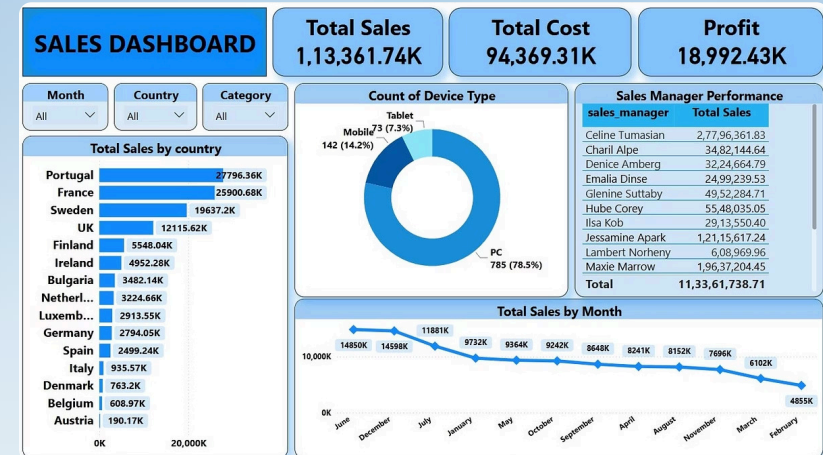
KPI Cards

- Total Sales: 113,361.74K

- Total Cost: 94,369.31K

- Profit: 18,992.43K

Slicers

- Month

- Country

- Category

Charts

- Stacked Bar: Sales by Country

- Donut Chart: Orders by Device Type

- Line Chart: Monthly Sales Trend

- Table: Sales by Manager

Key Insights Derived

Analysis of the dashboard revealed critical insights into sales trends and performance across different dimensions.

Top Performing Country:	Portugal (27,796.36K Sales)
Lowest Sales Country:	Austria (190.17K Sales)
Top Device Type:	PC (785 Orders)
Top Sales Month:	June (14,850K)
Lowest Sales Month:	February (4,855K)
Total Profit Achieved:	18,992.43K

Data Storytelling Elements

Effective storytelling was achieved through thoughtful design choices, ensuring clarity and impact in every visual.

$ **Clear KPI Cards**

Currency format for easy understanding.

Consistent Theme

Limited color palette for professionalism.

Focused Visuals

Avoiding clutter, emphasizing key data.

Tooltips & Labels

Providing context for data points.

Summary of Learnings

This project reinforced the power of visual storytelling and the practical application of Power BI features.

💡	**Visual Storytelling** Clarity + insights beyond charts.
⚙	**Slicers & KPIs** Enhancing data understanding.
📊	**Chart Selection** Better data communication.

Next Steps

I plan to apply these techniques to other datasets. Also, I will explore more advanced Power BI features.

Thank You!

Thank you for reviewing my project. I am available for any questions or feedback you may have regarding this analysis.