**Sales Dashboard**

**The objective –**

The objective of the report is to analyze and present comprehensive insights into sales, profit, orders, profit margin, and various comparisons. It aims to provide a clear understanding of key performance indicators and trends using Power BI. The report objectives can be summarized as follows:

1. **Calculate Total Sales:** Calculate and display the total sales value for the selected period, allowing users to understand the overall revenue generated.
2. **Calculate Profit:** Calculate and visualize the total profit achieved based on the sales data, providing insights into the financial performance.
3. **Analyze Orders:** Analyze the number of orders placed during the selected period, helping to identify sales patterns and order trends.
4. **Calculate Profit Margin**: Calculate and visualize the profit margin percentage, enabling users to assess the profitability of products or services.
5. **Compare Sales by Product with Previous Year:** Compare sales performance for each product between the selected period and the previous year, highlighting growth or decline in sales.
6. **Compare Sales by Months with Previous Year**: Compare sales performance across different months between the selected period and the previous year, identifying regions with significant changes.
7. **Display Top 5 Cities:** Present a visualization showcasing the top 5 cities based on sales, allowing users to quickly identify the most lucrative locations.
8. **Compare Profit by Channel with Previous Year:** Compare profit generated by each channel between the selected period and the previous year, indicating improvements or challenges in profitability.
9. **Analyze Sales by Customer and Compare with Previous Year:** Analyze sales data by customer, highlighting the performance of individual customers and comparing it to the previous year.
10. **Create Slicers for Date, City, Product, and Channel:** Enable users to interact with the data by providing slicers for selecting specific dates, cities, products, and channels, allowing for dynamic filtering and personalized analysis.

**Conclusion**

Conclusion for the year 2019:

* Sales decreased by more than 10%
* There is a drop in sales of all the top 7 Products
* 4 Customers are leading to a drop in sales
* The profit margin in the Export channel is higher