



ADVENTURE WORKS SALES BUDGET ANALYSIS

2016

▼

16.47M

CY Sales

16.87M

Budgeted Sales

-2.35%

Budget Variance%

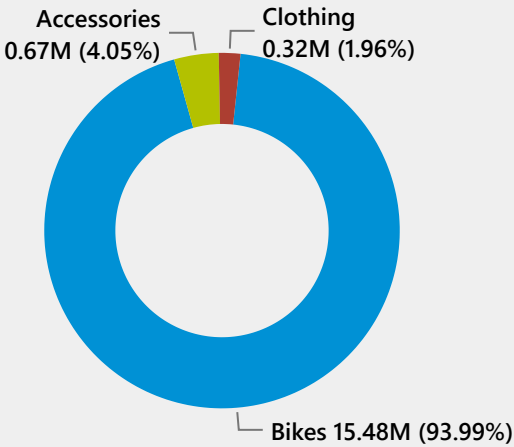
5.76M

PY Sales

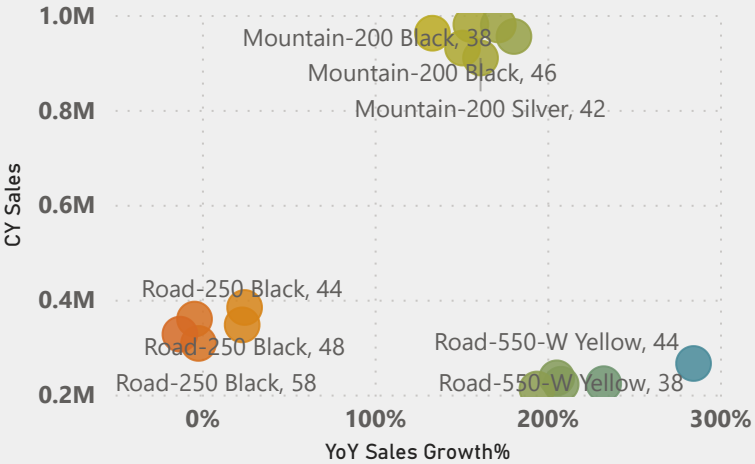
185.89%

YoY Sales Growth%

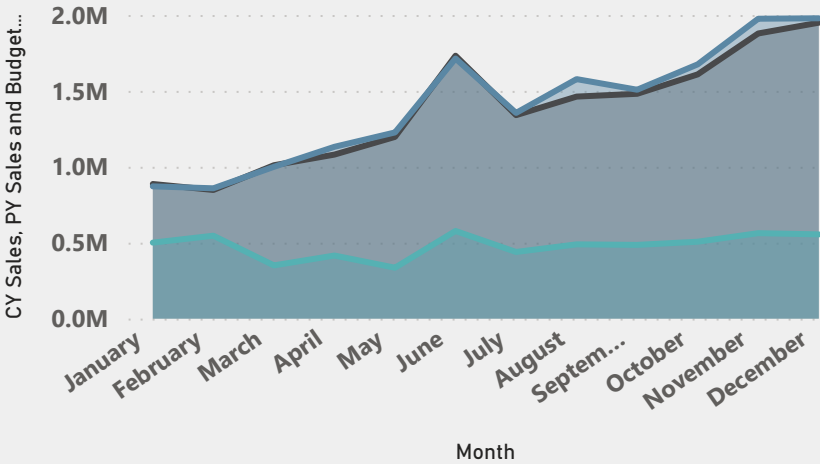
CY Sales by Category



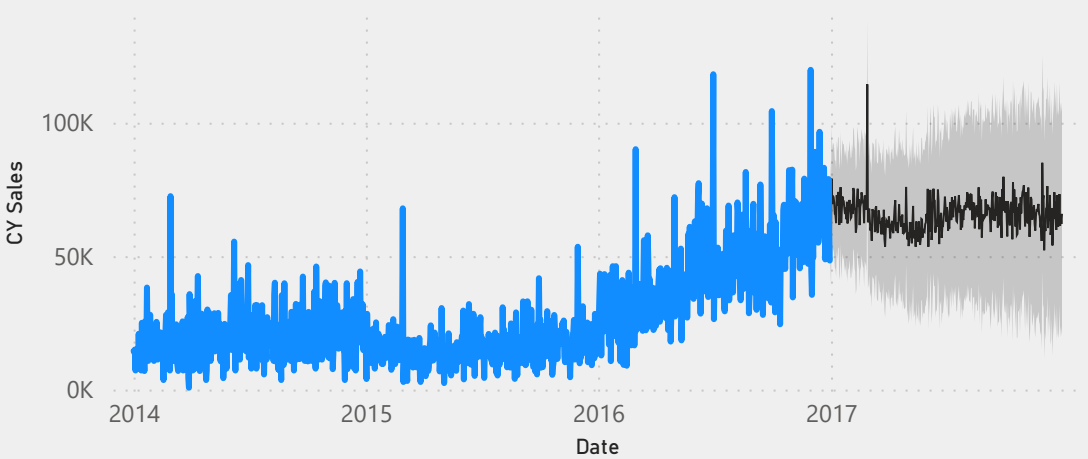
YoY Sales Growth% vs CY Sales by Product



CY Sales, PY Sales and Budgeted Sales by Month



Sales Trend With Forecast



Category	CY Sales	PY Sales	YoY Sales Growth%	Budgeted Sales	Budget Variance%
Accessories	0.67M	0.69M		0.69M	-2.99%
Bikes	15.48M	5.76M	168.72%	15.85M	-2.30%
Clothing	0.32M	0.33M		0.33M	-3.32%
Total	16.47M	5.76M	185.89%	16.87M	-2.35%

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Budget Sales Analytics

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PROBLEM STATEMENT

01

Create a KPI banner showing CY Sales, Budgeted Sales, Budget variance%, PY sales & YoY sales growth%.

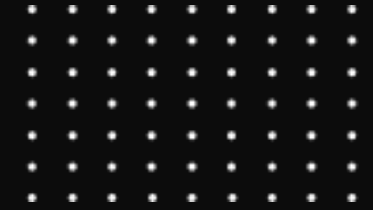
02

YTD sales by category to know the most & least sold category.

03

Showing bubble chart for visual representation of how sales performance is changing over time and across products.





PROBLEM STATEMENT

04

Monthly Trend of CY Sales, PY Sales
and Budgeted Sales.

05

Sales Trend with Forecast.

06

➤ Category wise KPI details.





STEPS IN PROJECT

01

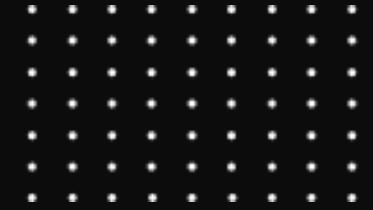
Problem statement: Identify key questions the project aims to answer.

02

Import Data in Power BI

03

Data Cleaning: Use Power Query to clean and transform data. This includes removing duplicates, handling missing values, and converting data types.



STEPS IN PROJECT

04

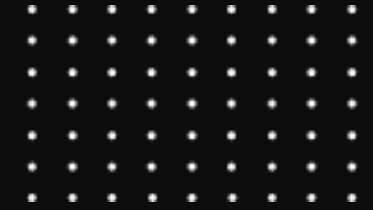
Data Processing

05

Data Modelling: Establish relationships between different tables in your data model.

06

Creating Date Table & Measures:
Use DAX (Data Analysis Expressions) to create calculated columns and measures that provide insights.



STEPS IN PROJECT

07

Data Visualization: Choose appropriate charts, graphs, and tables to represent your data.



08

Creating Dashboard:

- Design a clear and intuitive layout for your report pages.
- Apply themes and format visuals to ensure consistency and readability.

09

Generating Insights



Analysis:

- **Negative Variance:** The actual sales are 2.35% below the budgeted sales. This indicates that the sales performance did not meet the expectations set in the budget.
- **Sales Shortfall:** The shortfall in sales is approximately 0.4 million (16.87M - 16.47M)

The actual sales and budgeted sales are closely aligned. This is a positive sign, indicating that the sales projections were quite accurate.

BUDGET VS ACTUALS

Current Year Sales: 16.47 million

Budgeted Sales: 16.87 million

Budget Variance: -2.35%



Key Observations:

- **Significant Growth:** The sales have increased by 185.89% compared to the previous year. This is a substantial growth rate, indicating a strong performance.
- **Introduction of New Categories:** Clothing and Accessories were introduced in the current year, contributing to the overall sales.

Category-wise Insights:

- **Bikes:** As previously noted, Bikes dominate the sales with 15.48 million, accounting for 93.99% of total sales. This category has likely been the primary driver of the significant YOY growth.
- **Clothing and Accessories:** Although these categories were introduced in the current year, they have contributed 0.32 million (1.96%) and 0.67 million (4.05%) respectively. While their contribution is relatively small compared to Bikes, they represent new revenue streams that can be further developed.

SALES GROWTH ANALYSIS

Current Year Sales: 16.47 million

Previous Year Sales: 5.76 million

Year-over-Year Sales Growth: 185.89%

The chart highlights that Bikes are the major contributor to sales, while Accessories and Clothing were introduced this year. They are not yet significant revenue drivers but have potential for growth.

Strategic recommendations:

- **Bikes:**

Invest in Innovation: Develop new bike models or features to keep up with market trends and customer preferences.

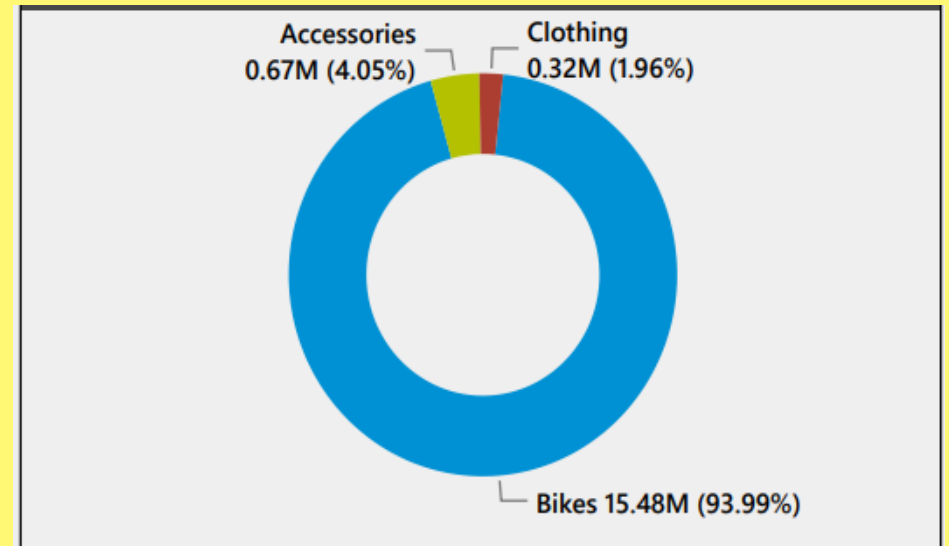
- **Accessories and Clothing:**

Focus on Awareness: Increase brand awareness for accessories and clothing through targeted marketing and promotions.

Launch Promotions: Implement introductory offers, discounts, or bundles to encourage purchases and build interest.

Improve Quality: Ensure that the accessories and clothing items meet high-quality standards to build customer trust.

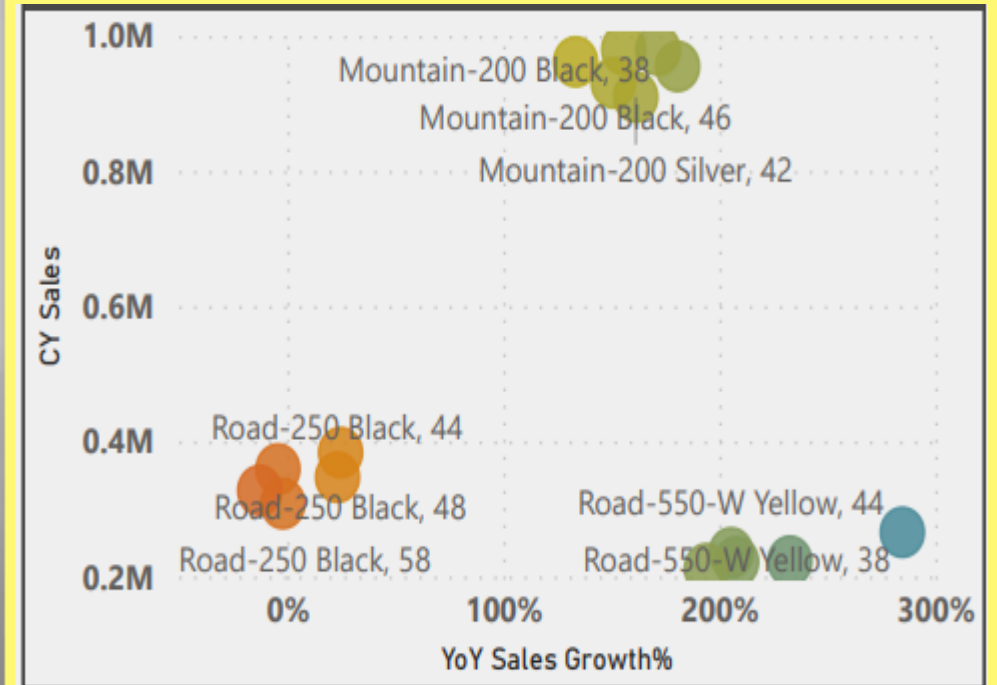
CY SALES BY CATEGORY



Strategic Insights:

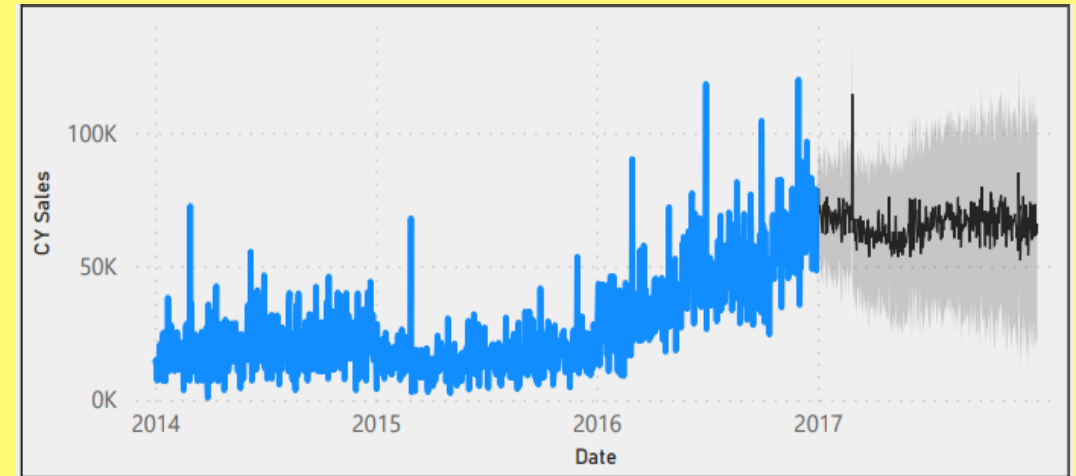
- **High Performers:** The Mountain-200 Black and Silver products are high performers with strong sales and growth. Focus on maintaining their momentum through targeted marketing and inventory management.
- **Growth Opportunities:** The Road-550 Yellow products show potential for growth. Consider strategies to boost their sales, such as promotions, bundling with high-performing products, or exploring new markets.
- **Product Variability:** The variability in the performance of the Road-250 Black suggests the need for a deeper analysis to understand the factors influencing its sales. This could help in stabilizing its performance

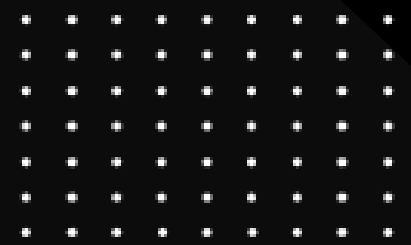
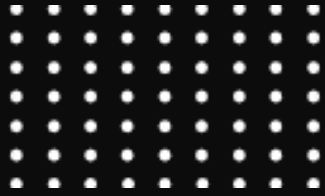
YoY SALES GROWTH% vs CY SALES BY PRODUCT



1. **Upward Trend:** The blue line representing actual sales data shows a general upward trend over the years, indicating consistent growth in sales.
2. **Fluctuations:** There are fluctuations in the sales data, which could be due to seasonal variations, market conditions, or other factors.
3. **Forecasted Sales:** The grey area extending beyond the actual sales data represents forecasted sales. This area shows continued growth but with more variability, suggesting some uncertainty in future sales projections.

SALES TREND WITH FORECAST





Thank You!

This Presentation is Prepared by

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