MarketPulse: Analyzing Digital Product Sales Across Regions

via Interactive Digital Sales Dashboard (Microsoft Power BI)

Visualizing Key Trends Across Products and Regions

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Interactive Digital Sales Performance Dashboard

By Somya Sinha | Visualizing Key Trends Across Products and Regions

Category
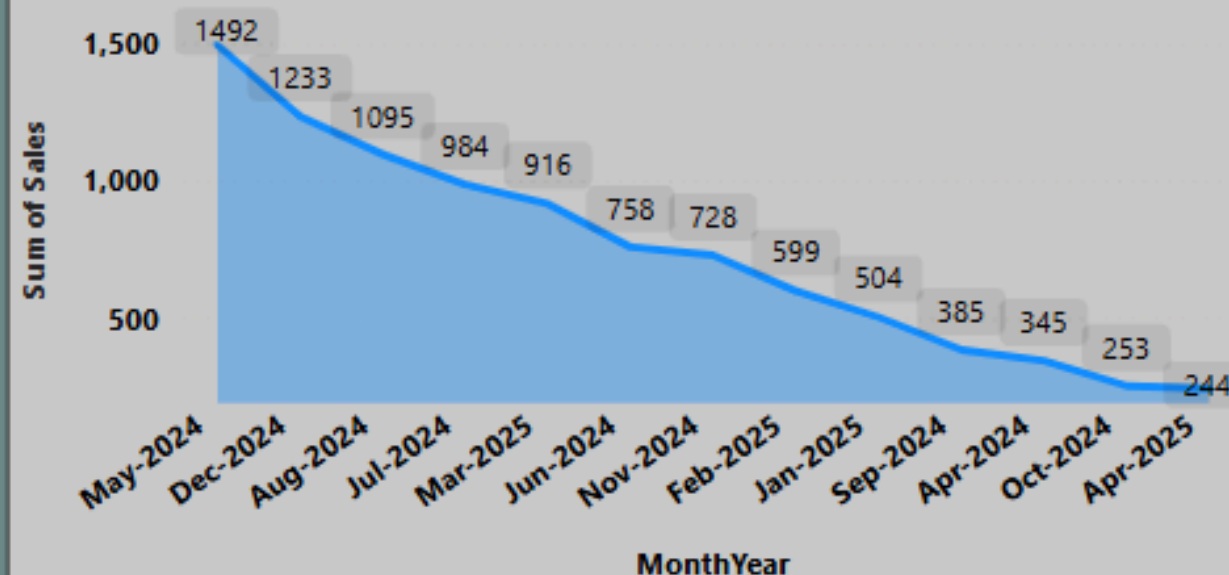
All

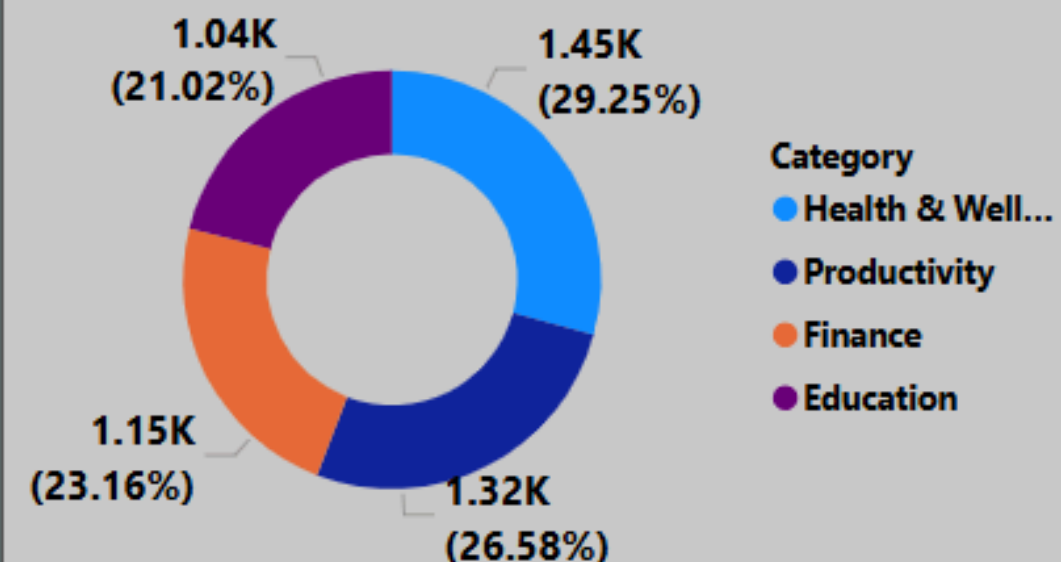**9.54K**

Sum of Sales
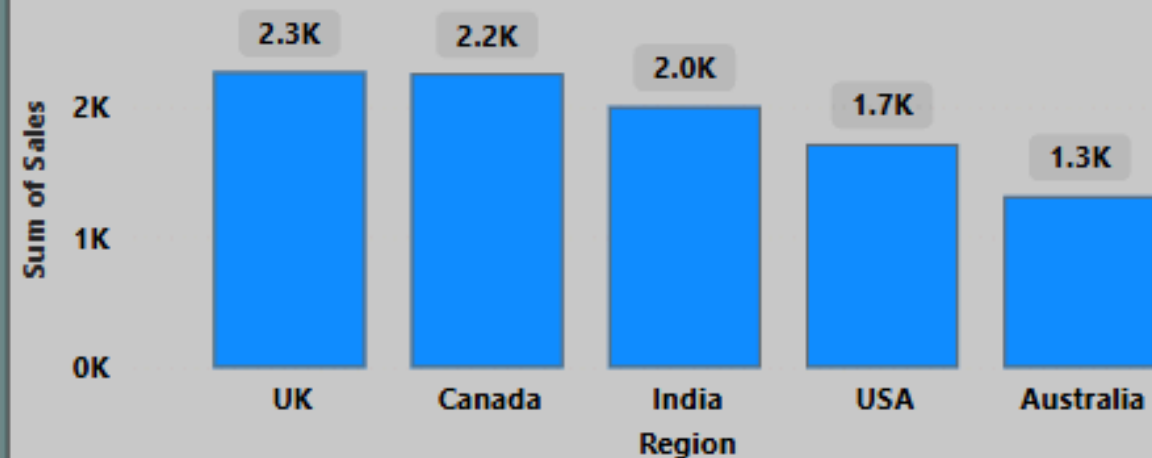
4.97K

Sum of Profit

Region

| Australia | India |
| Canada | UK |

Monthly Sales Trend

MonthYear	Sum of Sales
May-2024	1492
Dec-2024	1233
Aug-2024	1095
Jul-2024	984
Mar-2025	916
Jun-2024	758
Nov-2024	728
Feb-2025	599
Jan-2025	504
Sep-2024	385
Apr-2024	345
Oct-2024	253
Apr-2025	244

Profit Distribution by Category

- 1.45K (29.25%)
- 1.32K (26.58%)
- 1.15K (23.16%)
- 1.04K (21.02%)

Category
- Health & Well...
- Productivity
- Finance
- Education

Sales by Region

Region	Sum of Sales
UK	2.3K
Canada	2.2K
India	2.0K
USA	1.7K
Australia	1.3K

Product-wise Sales and Profit

Product	Sum of Sales	Sum of Profit
E-book: AI for Beginners	2,293.92	1,180.87
Online Course: Data Science	810.65	353.04
Software Tool: Budget Tracker	2,096.95	1,127.75
Subscription: Fitness App	1,067.64	513.83
Template Pack: Resume Builder	1,669.19	906.30
Webinar: Finance 101	1,598.07	886.80
Total	**9,536.42**	**4,968.59**

🎯 **OBJECTIVE: ANALYZE DIGITAL PRODUCT SALES**
📅 **TIME FRAME: Dec 2024 – April 2025**
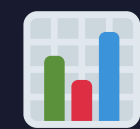
📊 Purpose of the Dashboard
-Monitor key sales trends
-Identify best-performing products and categories
-Compare region-wise performance
-Explore insights interactively using slicers and filters

🛠️ What's Inside the Dashboard?

🧭 KPIs for total sales (₹9.54K) and profit (₹4.97K)

📈 Line chart showing month-by-month trends

🌍 Bar chart comparing sales across regions

🍩 Donut chart for category-wise profit distribution

📋 Interactive table for product-level sales & profits

🎛️ Slicers to filter by region & category in real-time

📌 DASHBOARD SUMMARY

This project helps analyze and understand digital product sales across
📅 Different months
🌍 Regions
🗂️ Categories
🛒 Products

Region

Australia	India
Canada	UK

Category

All

- ☐ Education
- ☐ Finance
- ☐ Health & Well...
- ☐ Productivity

Monthly Sales Trend

Sum of Sales:
- May-2024: 1492
- Dec-2024: 1233
- Aug-2024: 1095
- Jul-2024: 984
- Mar-2025: 916
- Jun-2024: 758
- Nov-2024: 728
- Feb-2025: 599
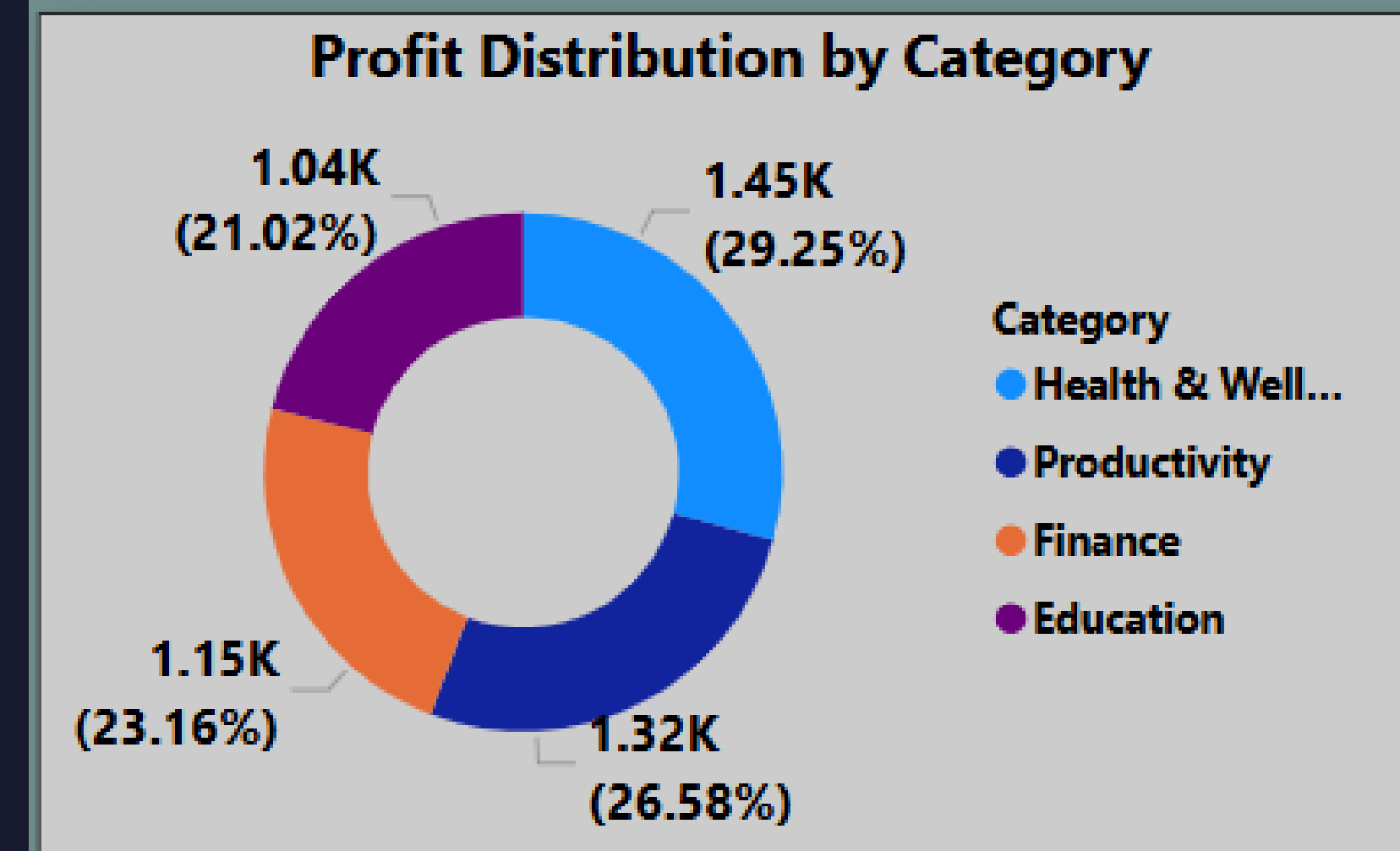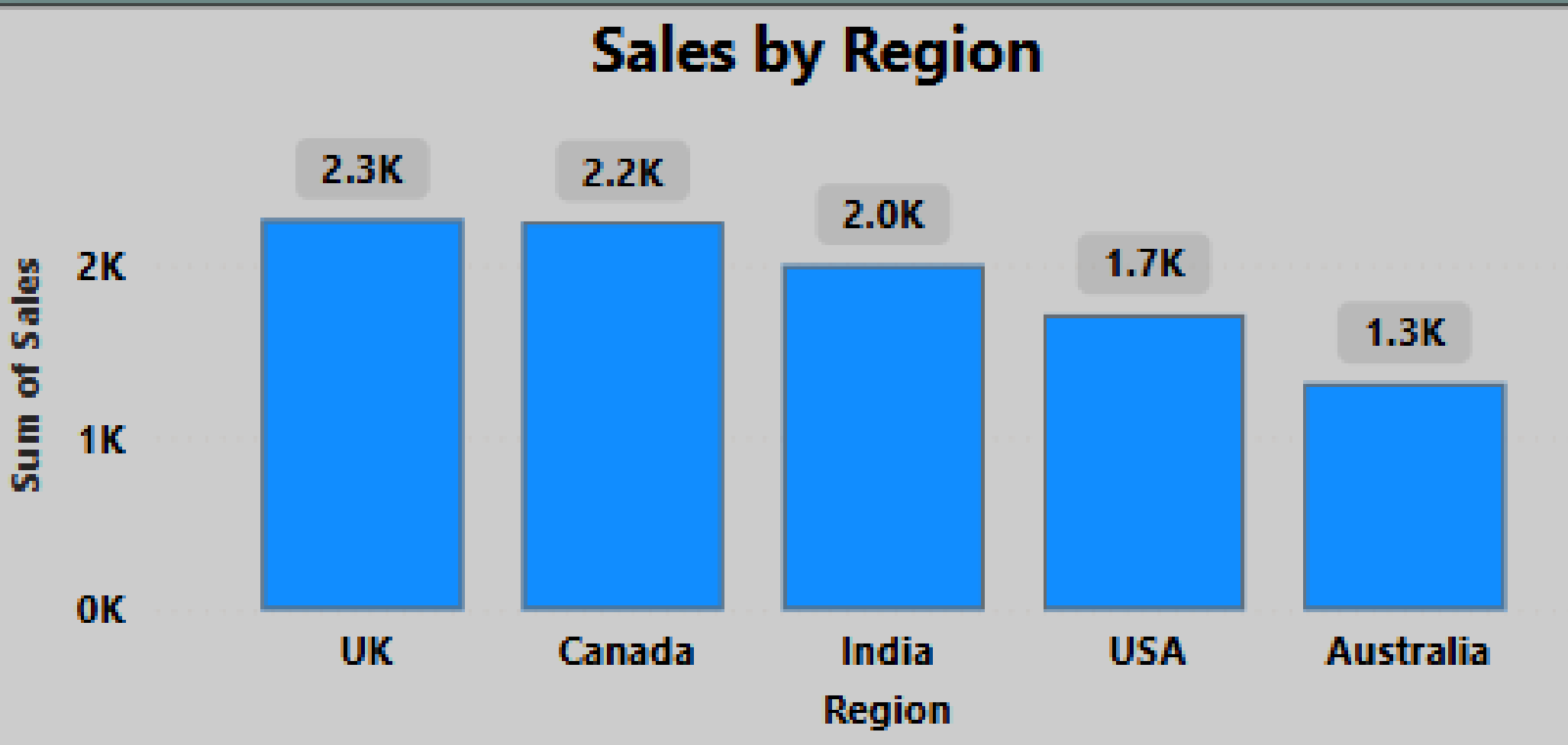- Jan-2025: 504
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- Apr-2024: 345
- Oct-2024: 253
- Apr-2025: 244

MonthYear
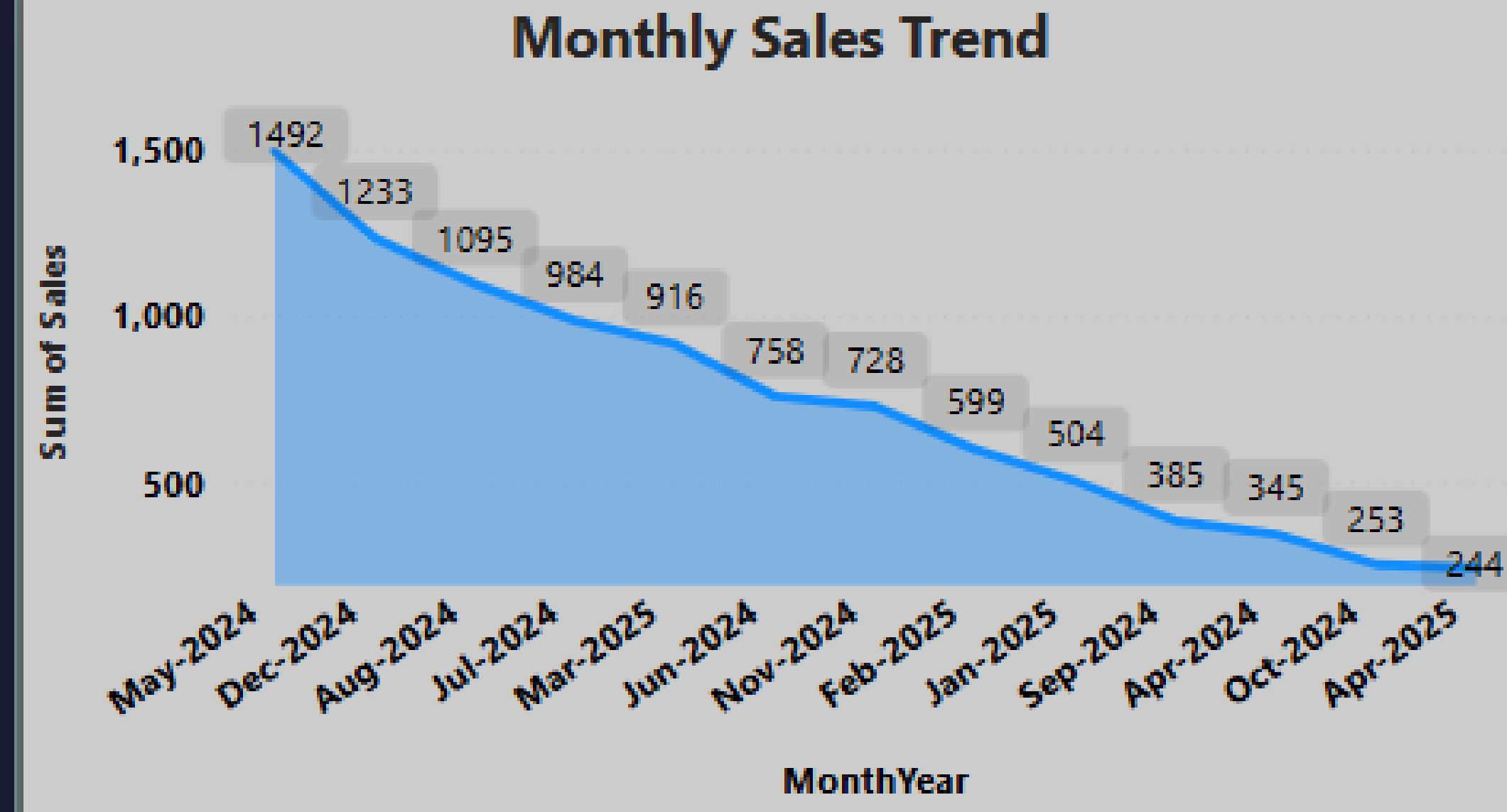
📈 Monthly Trends

May 2024 saw peak sales (₹1492), followed by a steady decline to April 2025 (₹244) — possibly due to seasonal trends or shifting campaigns. It definitely sparked some curiosity!

Sales by Region

UK: 2.3K
Canada: 2.2K
India: 2.0K
USA: 1.7K
Australia: 1.3K

Profit Distribution by Category

1.04K (21.02%) — Education
1.45K (29.25%) — Health & Wellness
1.15K (23.16%) — Finance
1.32K (26.58%) — Productivity

Category
- Health & Well...
- Productivity
- Finance
- Education

🌍 **Religional Sales Performance**

Bar chart comparing revenue across countries like the UK, Canada, India, USA, and Australia.

📦 **Profit Distribution by Category**

Donut chart showing contributions of categories like Health & Wellness, Productivity, Finance, and Education.

Key Takeaways

✅ High sales in education & productivity categories
✅ Regional targeting can enhance performance
✅ Seasonal trends influence monthly sales

Product-wise Sales and Profit

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Thank You!