

Sales & Profit Analysis Using Power BI

Project Report

Project File: `ass_2.pbix`

Tool Used: Microsoft Power BI

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Introduction

Data analytics plays a key role in modern business decision-making. This project focuses on analyzing sales, profit, and performance data using Microsoft Power BI.

A visual dashboard is developed to identify trends, patterns, and insights that help management improve revenue and profitability. The project makes use of interactive dashboards to analyze sales performance across products, regions, and salespersons.

Project Objectives

The main objectives of this project are:

- Analyze total sales and units sold
- Compare regional sales performance
- Evaluate profit margins across products
- Analyze salesperson performance
- Create interactive dashboards using Power BI

Tools and Technologies Used

- Microsoft Power BI Desktop
- Power Query for data cleaning
- DAX for calculations
- Interactive data visualization

Dataset Overview

The dataset includes sales data covering multiple products and regions.

Dataset Attributes

- Product Name
- Units Sold
- Total Sales
- Profit
- Profit Margin (%)
- Sales Region
- Salesperson

DAX Functions Used

Total Sales

`Total Sales = Units Sold * Unit Price (Rs.)`

Profit

`Profit = Total Sales - Total Cost`

Profit Margin

`Profit Margin % = DIVIDE([Profit], [Total Sales], 0)`

Total Transactions

Total Transactions = COUNTROWS(Sheet1)

Total Cost

Total Cost = Units Sold * Cost of Goods (Rs.)

Average Cost per Unit

Avg Cost per Unit = DIVIDE(Cost of Goods, Units Sold, 0)

Product Rank

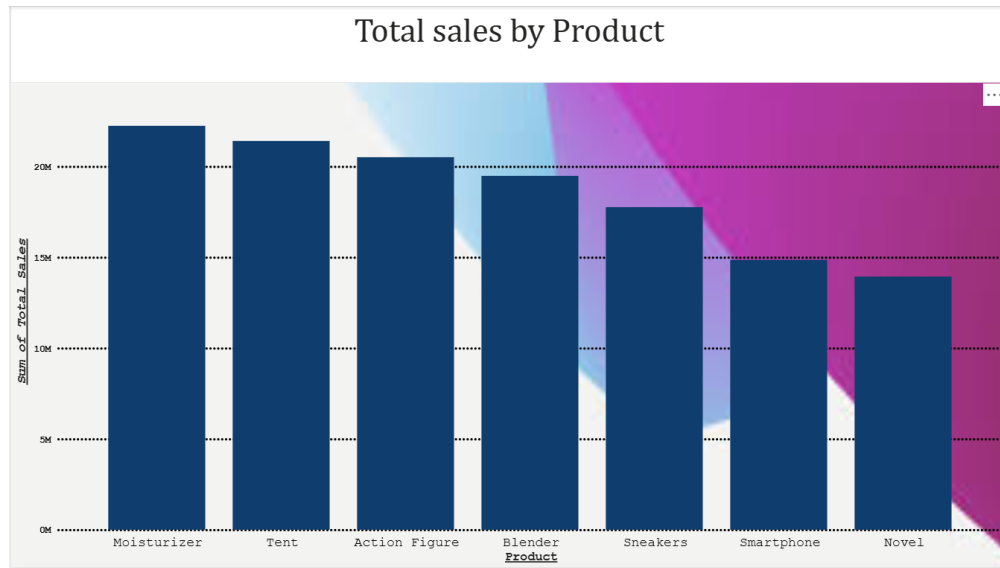
Product Rank = RANKX(ALL(Product), [Total Sales], , DESC)

Price Category

Products are classified as High, Medium, or Low based on unit price using conditional logic.

Dashboard Analysis

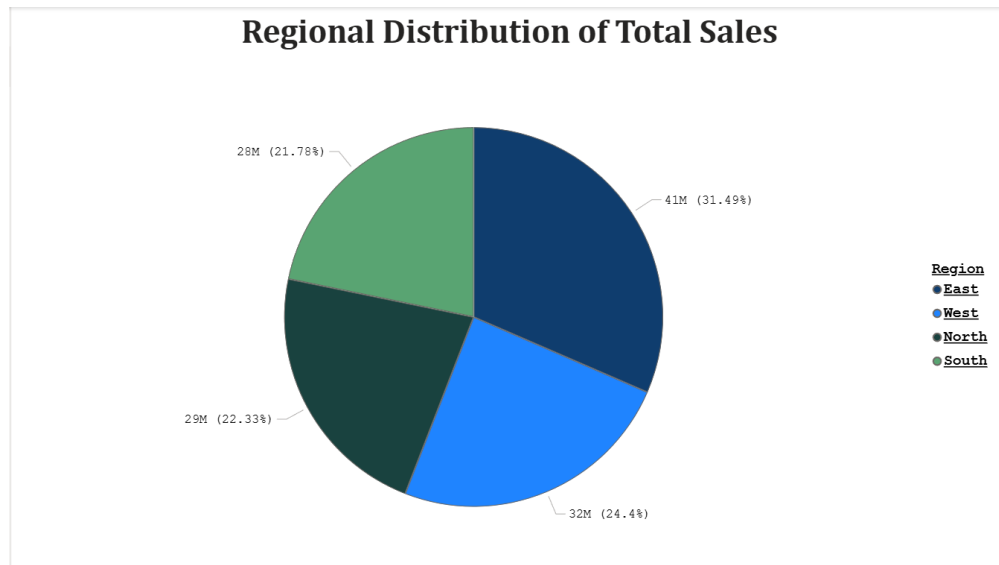
Total Sales by Product



Analysis:

- Moisturizer has the highest total sales
- Tent and Action Figure perform strongly
- Blender and Sneakers show average sales
- Smartphone and Novel have the lowest sales

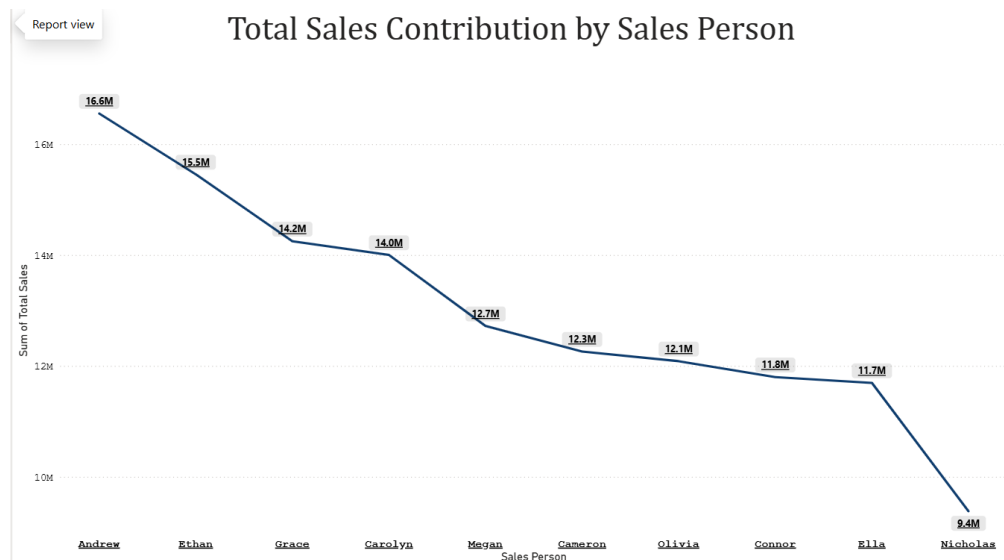
Regional Distribution of Total Sales



Analysis:

- East region has the highest sales share
- West region is the second-largest contributor
- North region shows moderate performance
- South region contributes the lowest share

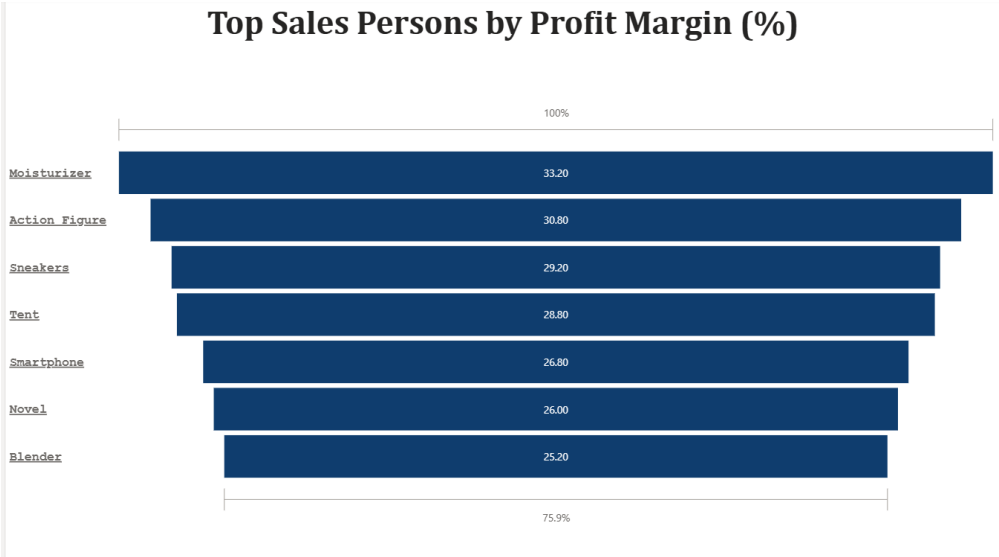
Salesperson Performance



Analysis:

- Andrew contributes the highest total sales
- Ethan and Grace are strong performers
- Nicholas records the lowest contribution

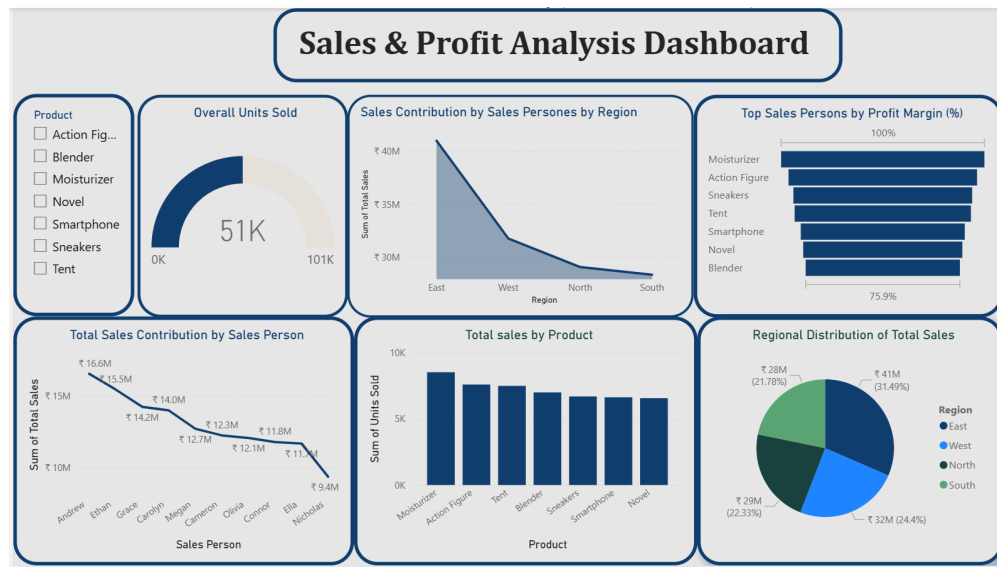
Profit Margin Analysis



Analysis:

- Moisturizer has the highest profit margin
- Action Figure and Sneakers are highly profitable
- Smartphone and Blender have lower margins

Dashboard



Overview: The Power BI dashboard provides an interactive and comprehensive view of sales and profit performance across products, regions, and salespersons. It combines key performance indicators such as total sales, total profit, and units sold with visual charts to present insights in an easy-to-understand format. The dashboard enables users to analyze product-wise performance, compare regional sales distribution, evaluate salesperson contribution, and monitor profit margins. Interactive features such as filters and slicers allow dynamic exploration of data, helping management identify trends, top-performing areas, and improvement opportunities. Overall, the dashboard supports effective data-driven decision-making and enhances business performance monitoring.

Overall Units Sold

Total units sold are **51K**, which is approximately half of the target value of 101K.

Conclusion

Sales performance is strong with 51K units sold, driven mainly by the East region, Moisturizer product, and top-performing salespersons like Andrew. Focusing on high-performing products and regions while improving low-performing areas can further increase business growth.