

Sales Performance and Customer Insights Analysis

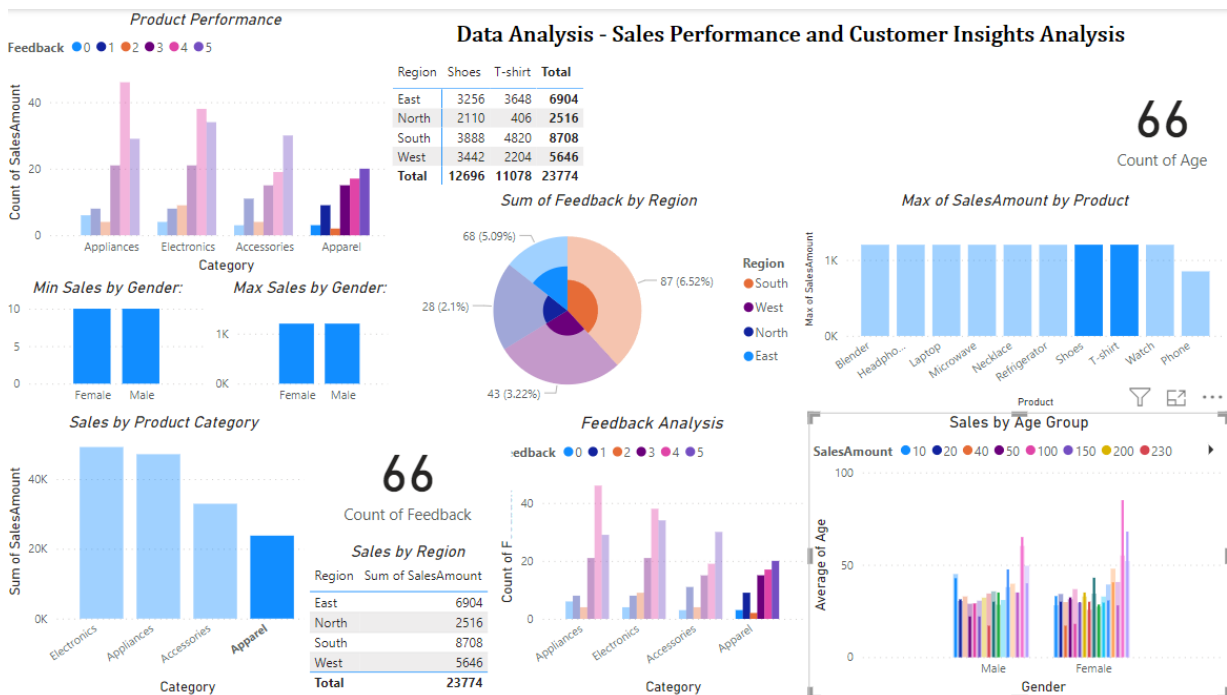
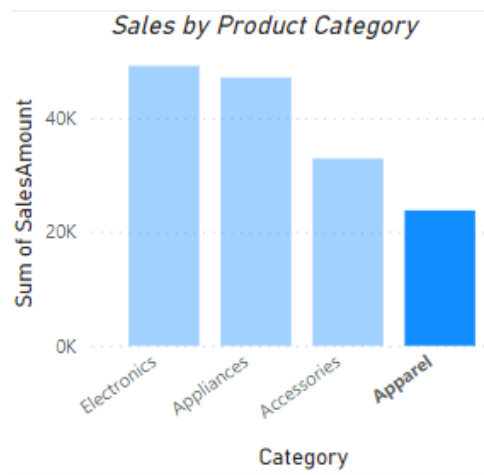
[Data Link](#)

[Power Bi Work Link](#)

Introduction

I conducted a comprehensive analysis of sales and customer feedback using Power BI. I imported the dataset containing customer demographics, product details, sales amounts, regions, and feedback scores. I performed the following analyses:

Sales by Product Category: Visualized total sales for each category to identify top-performing categories, highlighting the dominance of Electronics.

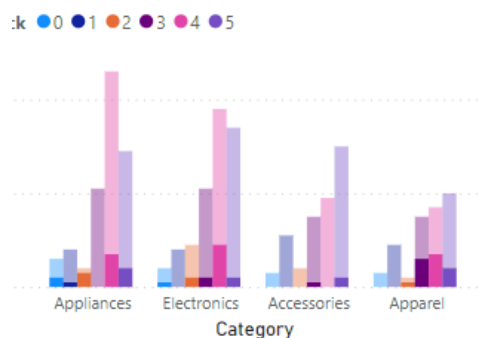


Subham Choudhary

Sales Performance and Customer Insights Analysis

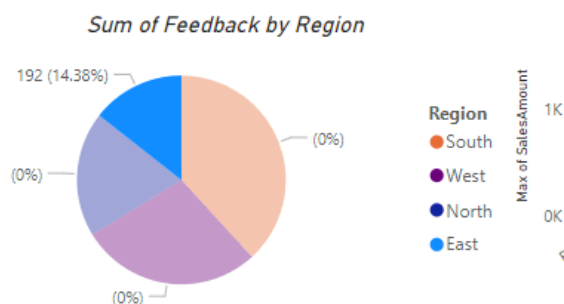
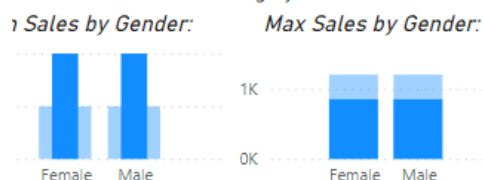
Sales by Region: Created a bar chart showing sales distribution across regions, pinpointing the North region as the highest contributor.

Region	Sum of SalesAmount
East	21624
North	26978
South	59482
West	44870
Total	152954

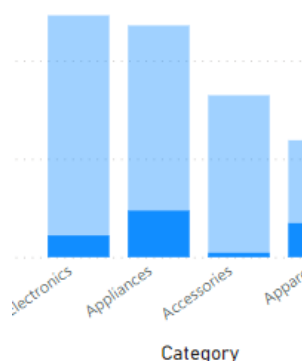


Data Analysis - Sales Performance and

Region	Blender	Headphones	Laptop	Microwave	Necklace	Phone	Refrigerator
East	2720	1850	1466	3700	600	1080	
Total	2720	1850	1466	3700	600	1080	

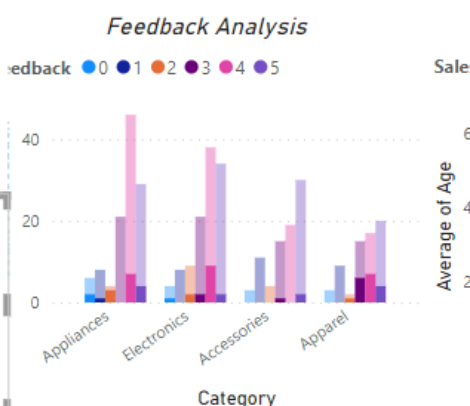


Sales by Product Category

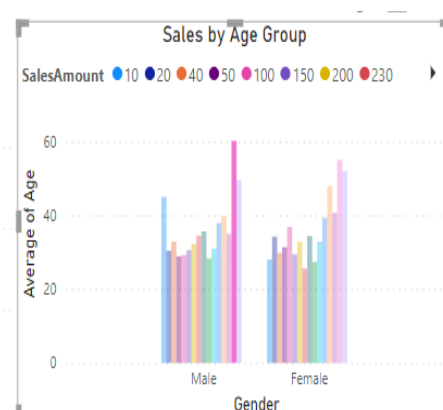
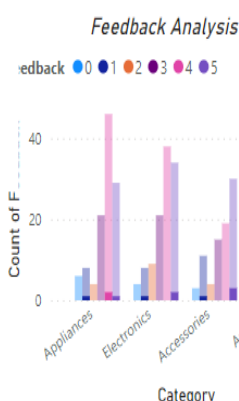
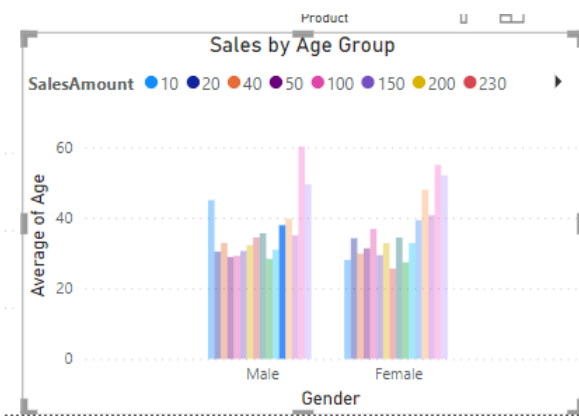


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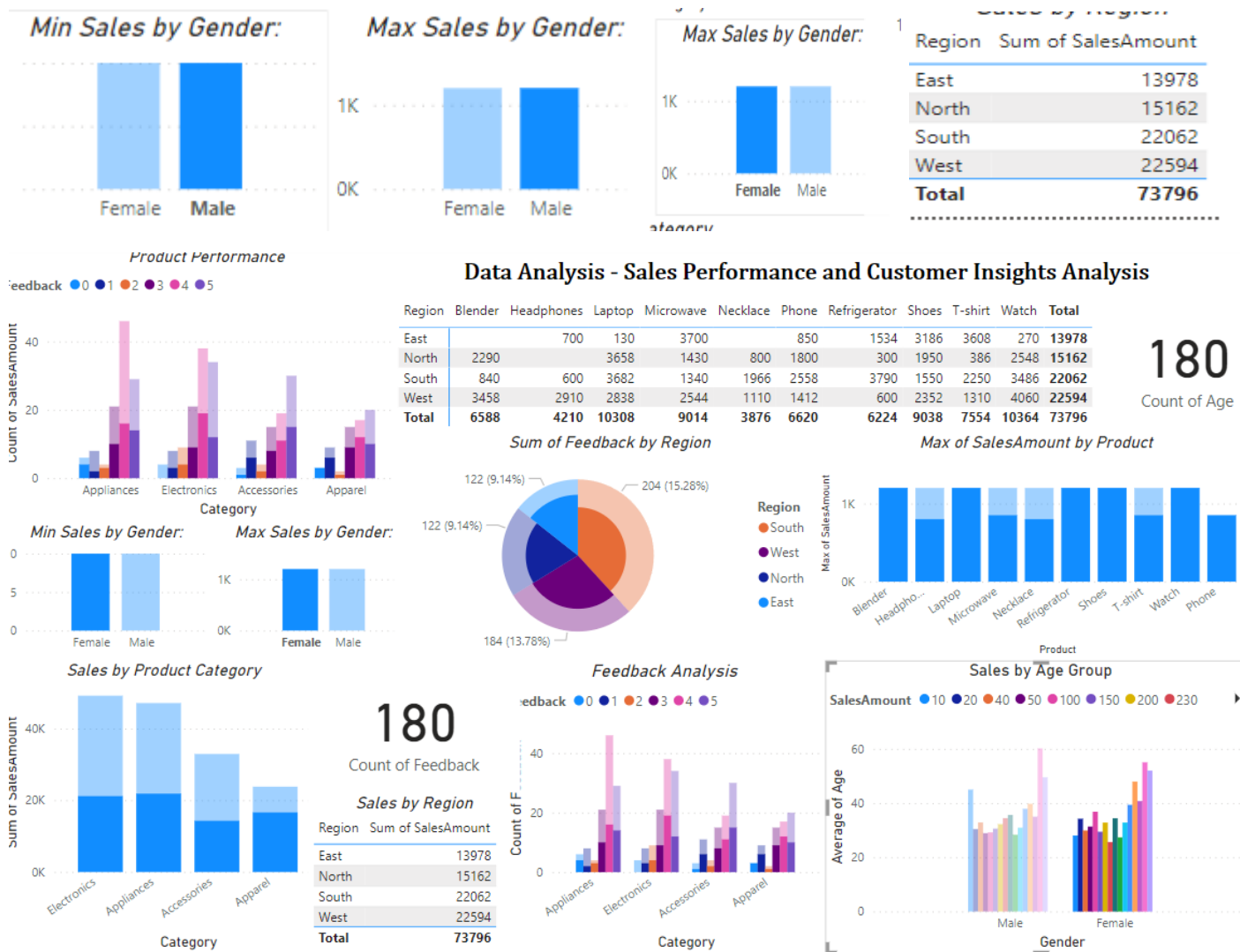


Sales by Age Group: Segmented data into age ranges to understand purchasing trends among different demographics.

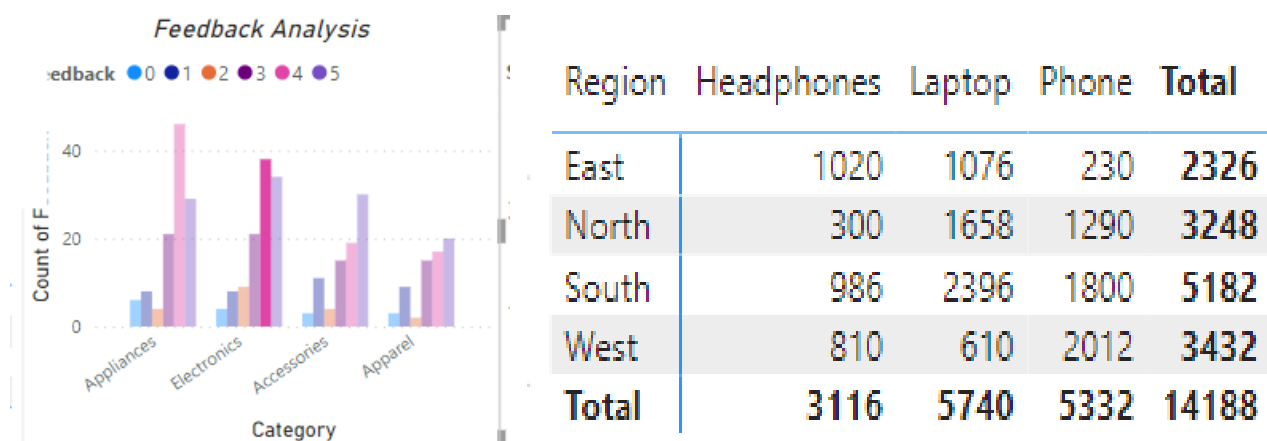


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Sales by Gender: Comparing sales data between genders, uncovering differences in purchasing behavior.

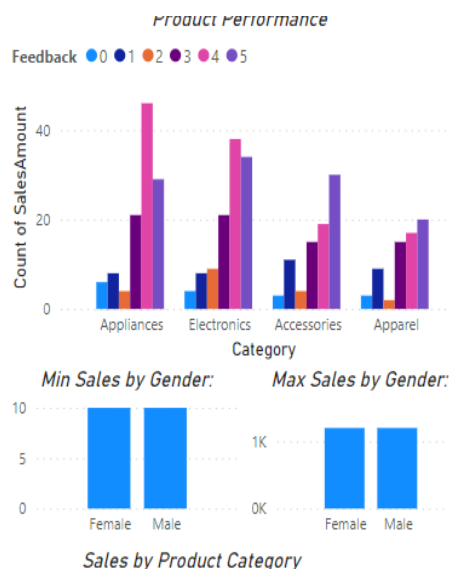
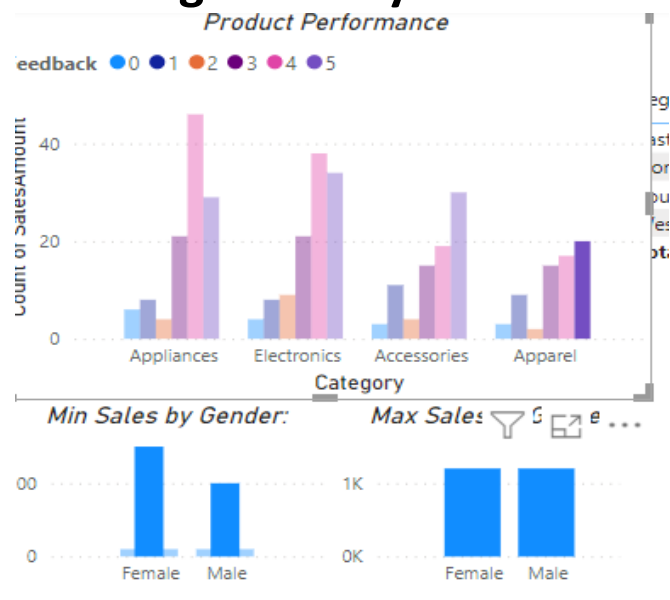
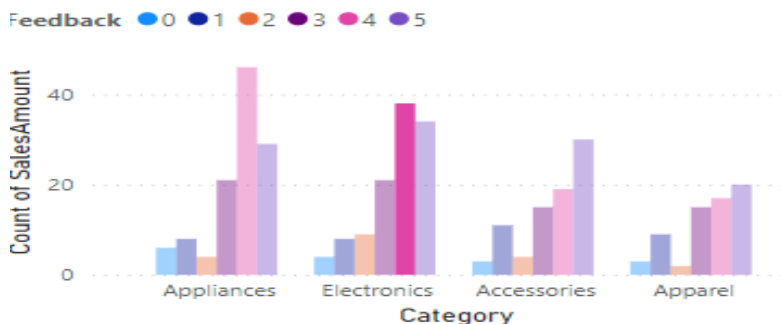


Feedback Analysis: Analyzed average feedback scores per product category, identifying areas for improvement in customer satisfaction.



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Product Performance: Developed visualizations of sales amounts and feedback scores per product, identifying best-selling products with high customer satisfaction.

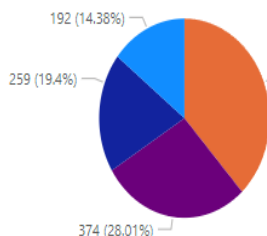


Data Analysis - Sales Performance and Customer Insights Analysis

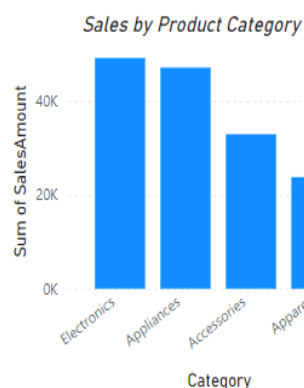
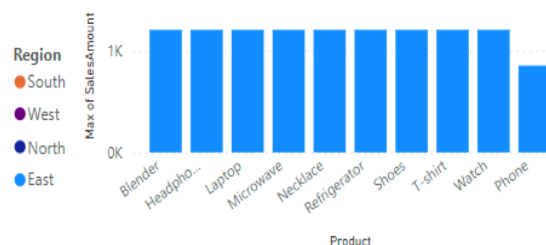
Region	Blender	Headphones	Laptop	Microwave	Necklace	Phone	Refrigerator	Shoes	T-shirt	Watch	Total
East	2720	1850	1466	3700	600	1080	3034	3256	3648	270	21624
North	4214	450	4458	3970	2866	3916	540	2110	406	4048	26978
South	4980	7236	6918	3190	8036	4708	8160	3888	4820	7546	59482
West	6068	6014	4948	4834	3556	6118	1700	3442	2204	5986	44870
Total	17982	15550	17790	15694	15058	15822	13434	12696	11078	17850	152954

376
Count of Age

Sum of Feedback by Region



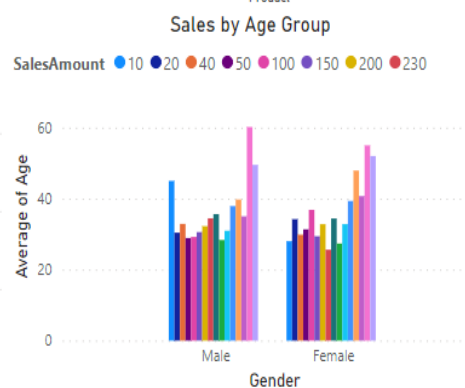
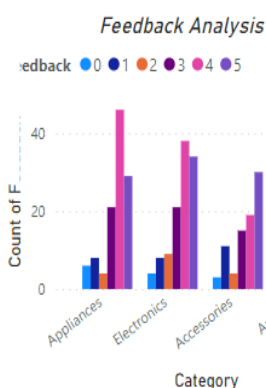
Max of SalesAmount by Product



376
Count of Feedback

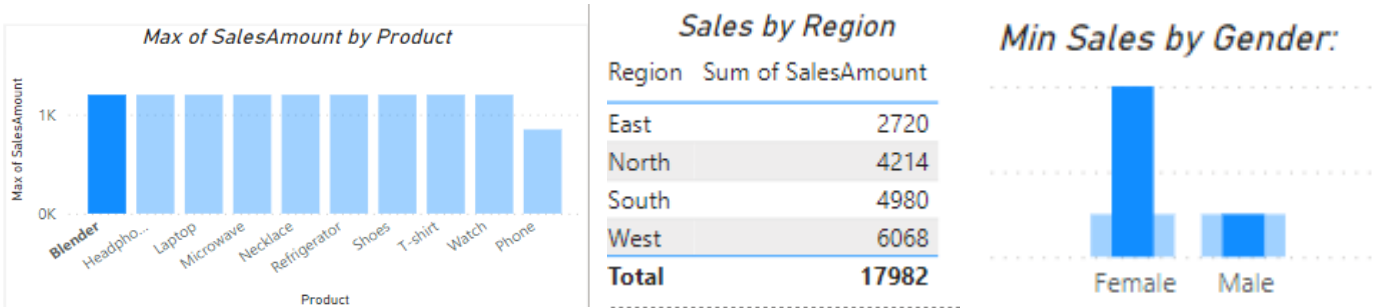
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Top Products by Sales: Identified top products based on sales amounts, providing insights for inventory and marketing strategies.

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Category and Region Performance: Analyzed how different product categories performed across various regions, using a matrix visualization.

