

# Retail Sales & Profit Analysis Dashboard Using Power BI

## Key Business Insights

- 1 East region generates the highest sales compared to other regions.
- 2 Technology category contributes the highest profit, while some categories generate lower margins.
- 3 Sales fluctuate monthly, showing peak performance in certain months and lower performance in others.

## Recommendations to Improve Sales

- Focus more marketing and promotions on high-performing regions (like East) to maximize revenue.
- Improve performance of low-profit categories by reviewing pricing strategy and reducing costs.