

Business Insights Report - Sales Performance Analysis

1. Introduction

This report analyzes the sales performance using SQL and Power BI. The objective is to evaluate revenue drivers, profitability trends, regional performance, customer contribution, and the impact of discounts on profit.

2. Regional Sales Performance

The West region generates the highest sales, followed by East, Central, and South regions. The West region represents the strongest market and contributes the largest share of revenue.

3. Category Performance Analysis

Technology is the most profitable category and contributes significantly to total sales and profit. Furniture and Office Supplies generate revenue but with comparatively lower profit margins.

4. Monthly Sales Trend

Monthly sales analysis shows seasonal fluctuations in revenue. Peak months indicate strong customer demand patterns that can be leveraged for strategic planning.

5. Top Customers Analysis

A small group of top customers contributes a significant portion of total sales. Maintaining strong relationships with high-value customers is critical for sustained revenue growth.

6. Impact of Discounts on Profit

Higher discount levels are associated with lower average profit. While discounts may increase sales volume, excessive discounting negatively impacts profitability.

7. Conclusion

The analysis reveals that the West region leads in sales performance, Technology drives profitability, discount strategies influence profit margins, and customer concentration plays a key role in revenue generation. Strategic focus on high-margin categories and optimized discount policies can improve overall business performance.