**Overview**

The **TechnoEdge Sales Analysis Dashboard** is an interactive Power BI report designed to provide insights into the company's sales performance. By analysing key performance indicators (KPIs) and visualizing data trends, this dashboard aids stakeholders in making informed business decisions.

**Key Performance Indicators (KPIs)**

* **Total Sales**: Aggregate revenue generated over the selected period.
* **Total Profit**: Net earnings after deducting costs.
* **Total Quantity**: Total number of units sold.
* **Total Discount**: Cumulative discounts offered to customers.

**Visualizations**

1. **Total Sales by Year and Region** *(Line Chart)*: Illustrates sales trends over time across different regions.
2. **Total Sales by Segment** *(Pie Chart)*: Displays the proportion of sales contributed by each market segment.
3. **Top 5 Categories by Sales** *(Stacked Column Chart)*: Highlights the top-performing product categories based on sales figures.​

**Data Preparation and Modeling**

Data Cleaning : Handled missing values, corrected data types, and ensured data consistency.

Data Modeling : Established relationships between tables and created a star schema for efficient querying.

Calculated Measures : Utilized DAX to compute KPIs such as total sales, profit margins, and discount percentages.

**Tools & Technologies**

* **Power BI Desktop**: For data modeling and visualization.
* **Microsoft Excel**: Data source for sales information.
* **DAX (Data Analysis Expressions)**: For creating calculated measures and columns.
* **Power Query**: For data transformation and cleaning

**Insights Derived**

* **Regional Sales Trends**: Identified peak sales periods and underperforming regions.
* **Segment Performance**: Analyzed which customer segments contribute most to revenue.
* **Product Category Analysis**: Determined top-selling categories to inform inventory decisions.