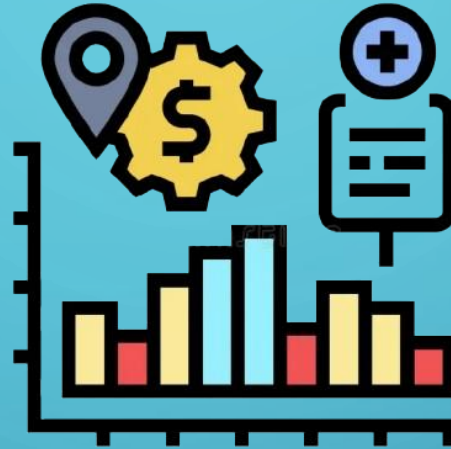


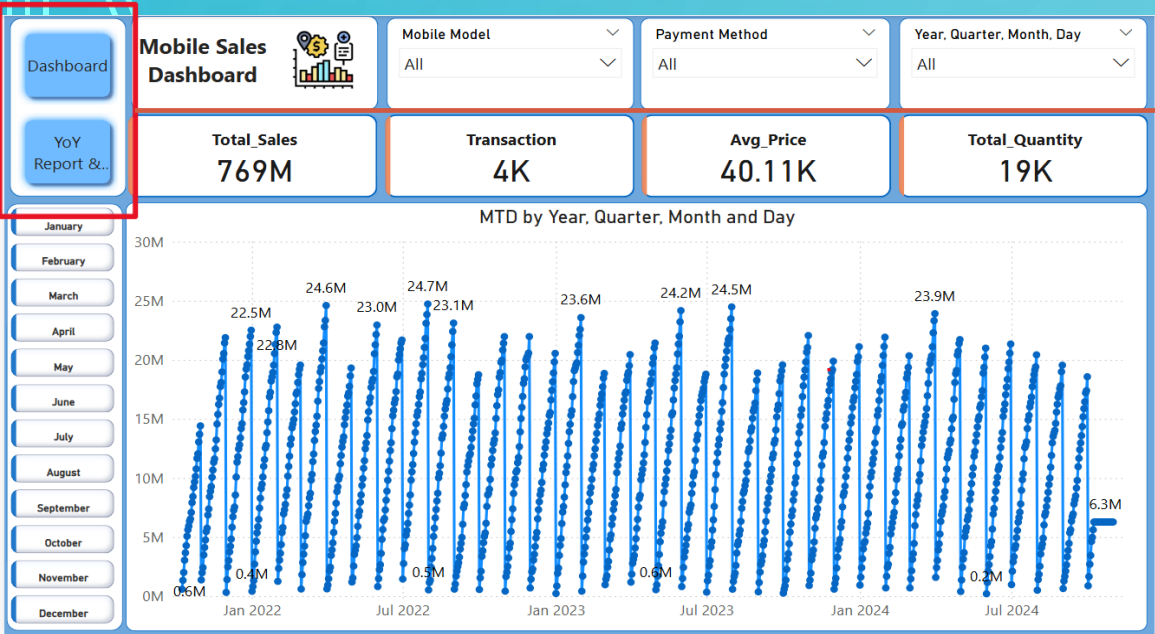
SALES & GROWTH ANALYSIS

USING POWER BI TO VISUALIZE BUSINESS KPIS



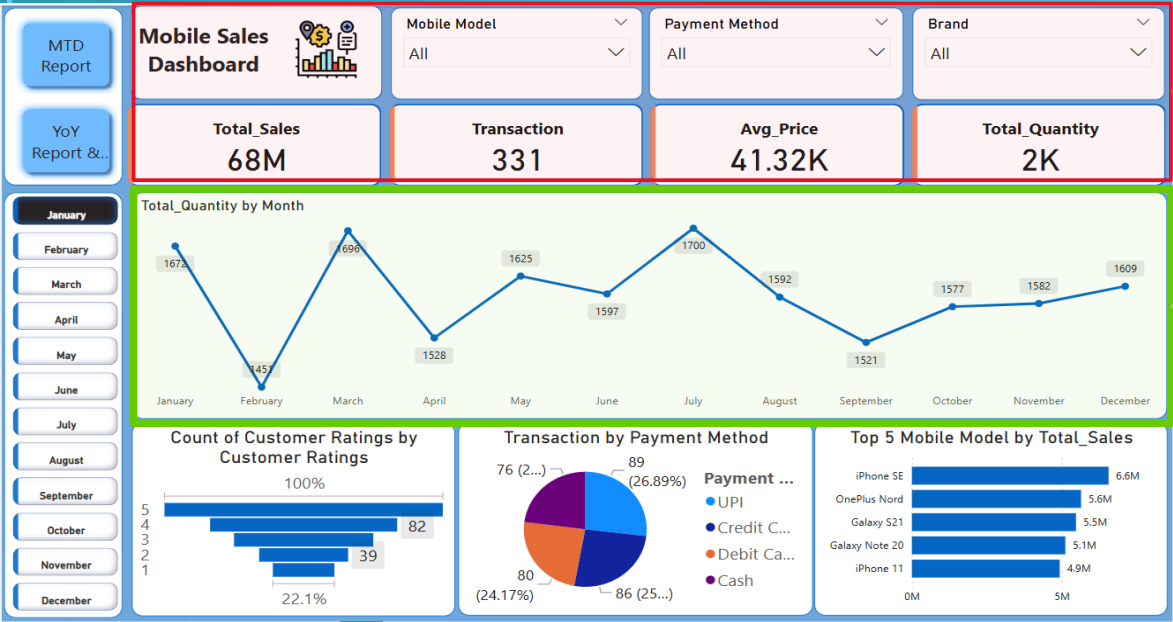
Objective: Designed an insightful and interactive Power BI dashboard to track sales KPIs, customer metrics, and identify trends over time.

PRESENTED BY SWEETY GAIN

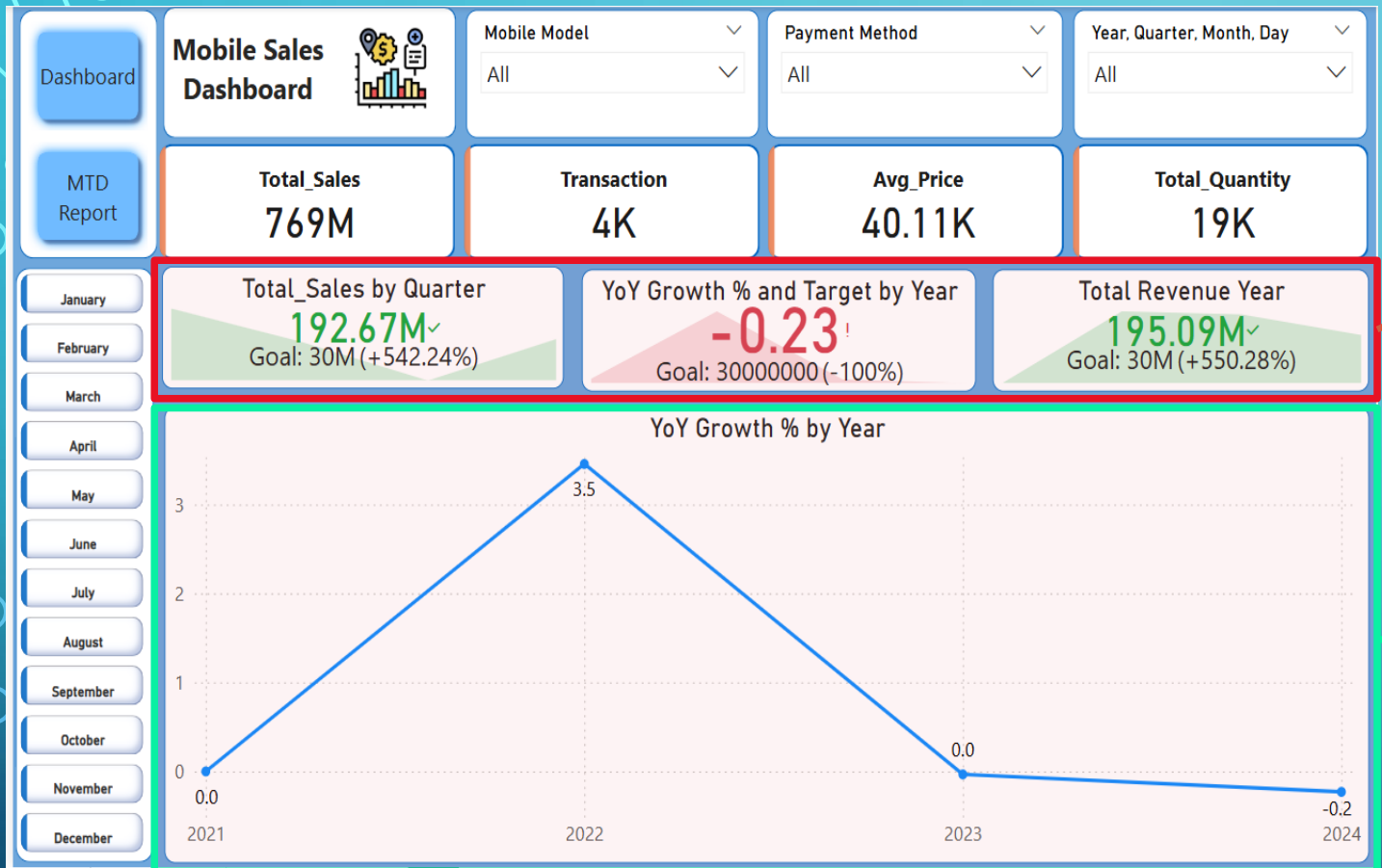


Navigator > Page Navigator

Used Card(new) To show case Total_Sales, Transaction, Average_Price, Total_Quantity, Slicer To Add Filters according mobile model, Brand ,Payment method which enhance interaction with the dashboard,



To Show Case time-series analysis Used Line Chart which show Total_Quantity Sold Per Month



KPIs to show case Sales, Profit, Growth

Year Of Year Growth % : which shows the business growth stop in the year 2023 and decreasing in 2024

INSIGHTS & RECOMMENDATIONS:

KEY INSIGHTS :

- YOY GROWTH = -%23% , WHICH IS LOT LESS THAN TARGETED VALUE AND
- APPLE HAS HIGHEST REVENUE IN LAST YEAR.
- FEW CITIES LIKE CHENNAI, RAJKOT, JODHPUR HAVE HIGH UNITS SOLD BUT LOW CUSTOMER RATINGS .
- AVERAGE UNIT PRICE REMAINS CONSISTENT ACROSS MONTHS, YEAR OF YEAR(YOY) REVENUE DECREASING YEAR BY YEAR.

RECOMMENDATION TO IMPROVE BUSINESS :

- BOOST MARKETING & PROMOTION.
- RUN TARGETED PROMOTIONS AND CAMPAIGNS TO DRIVE MORE REVENUE GROWTH.
- FOCUS ON UNDER PERFORMING MONTHS IDENTIFIED IN THE DASHBOARD.
- CUSTOMER FEEDBACK & SERVICE IMPROVEMENT.
- INVESTIGATE LOW-RATED CITIES VIA SURVEYS.
- IMPROVE AFTER-SALES SUPPORT AND DELIVERY EXPERIENCE IN THOSE REGIONS.

Thank You!

appreciate the opportunity to work on this dashboard project. It allowed me to explore real-world data challenges, apply DAX for time-intelligence, and design interactive visuals that support business decision-making. This project reflects not just technical execution, but also my commitment to clarity, user experience, and continuous improvement.