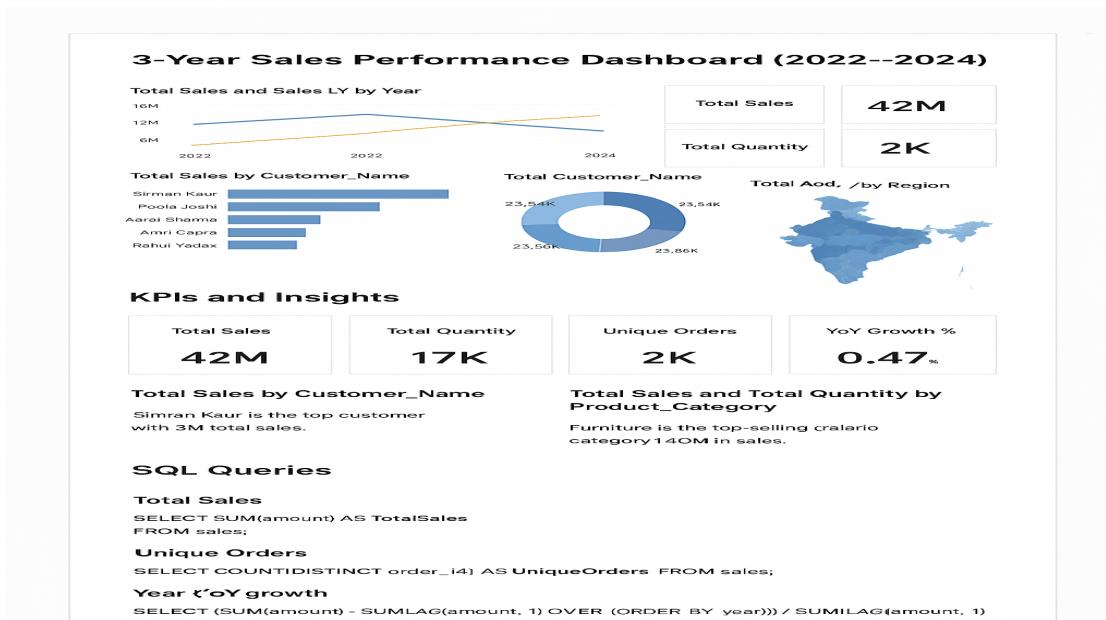


3-Year Sales Performance Dashboard (2022–2024)

Project by Sweta Pandey

Dashboard Overview: This dashboard provides a three-year analysis of sales data using Power BI. It includes KPIs, regional performance (with India map visualization), and customer/product insights for effective decision-making.

Dashboard Snapshot:



Key Performance Indicators (KPIs)

Total Sales: 42M

Total Quantity: 17K

Unique Orders: 2K

YoY Growth: 0.47%

Insights

Top Performing Product: Furniture contributed the highest revenue, showing consistent demand over three years. **Top Customer:** Simran Kaur generated the highest sales volume in 2024, indicating strong customer loyalty. **Regional Sales:** North and West India contributed over 60% of total sales, with East India showing growth potential. **Sales Trend:** Stable performance with slight YoY growth of 0.47% signifies consistency and market maturity. **Premium Products:** Certain categories sold in low quantity but high value, indicating a premium product strategy.

SQL Queries Used in Analysis

1. Total Sales by Year

```
SELECT YEAR(Date) AS Year, SUM(Total_Sales) AS TotalSales FROM sales GROUP BY YEAR(Date) ORDER BY Year;
```

2. Total Quantity by Product Category

```
SELECT Product_Category, SUM(Quantity) AS TotalQuantity FROM sales GROUP BY Product_Category;
```

3. Sales by Customer

```
SELECT Customer_Name, SUM(Total_Sales) AS TotalSales FROM sales GROUP BY Customer_Name ORDER BY TotalSales DESC;
```

4. Average Order Value (AOV) by Customer

```
SELECT Customer_Name, AVG(Total_Sales) AS AOV FROM sales GROUP BY Customer_Name;
```

5. Regional Sales (for Map Visualization)

```
SELECT Region, SUM(Total_Sales) AS RegionalSales FROM sales GROUP BY Region ORDER BY RegionalSales DESC;
```