

BUSINESS SALES INSIGHT DATASET USING POWER BI

STEP-1 \Rightarrow Business Questions

- ① Performance Tracking \rightarrow To find the best-selling product categories to focus marketing and inventory efforts.
- ② Trend Analysis \rightarrow How do monthly sales evolve over time. Here over time means, I can use Time Series Analysis.
- ③ Customer Segmentations \rightarrow Means I can find how many profitable are we having based on countries in different years.
- ④ Sales Optimization \rightarrow Based on deals in different continents / countries. Maybe I can use Map-Chart here to view, from where the company is having huge deals and revenue by areas.
- ⑤ Product performance \rightarrow Which products are having on top of least performance.
- ⑥ Operational Improvements \rightarrow Assists with staffing logistics, and supply chain.

STEP-2 \Rightarrow Creating Interactive Dashboards

For visualization, I will be using Power BI.

Page-1: To find the best selling product, I can use visuals like KPI, Table

KPI visual

Total Sales of Products (Sales)

Total Orders of Products (Quantity Ordered)

Average Order value (price) of all Customers (Avg Price Each)

Top "product Line" based on Car Categories.

Table

Top 5 Customers by Revenue
(Customer Names, Sales)

Page-2: To find Product line performance based on Revenue, Quantity using Bar/Table visuals.

Bar Chart Product line for Revenue

Table Quantity & Product with Revenue

Page-3: To find trends we use time-series Analysis with help of line/Bar charts

Line Charts Monthly Sales Trend

Bar Charts Monthly Quantity Ordered

Page-4: To find Geographical Insights by sales we use Map/Bar Chart Visual

Map Sales by Country/City

Bar Chart Revenue by Territory

Page-5: Low performance products based on sales and to identify outliers in sales regarding products in different Regions.

Table Top Low Performance products

Scatter Plot To find Outliers in products Sales

The above image, Is written for my reference while looking at the dataset and provided Doc-file while in office hour meet.

----> Answering 6 Business Questions,

1. Based on my performance tracking(page 2), I can contribute that “Classic cars & Motorcycles” pursued most of the revenue.

2.

Yearly Quarter	2003	2004	2005
Q1	\$1.0 K	\$2.5 K	\$4.0 K
Q2	\$1.5 K	\$2.2 K	\$2.2 K
Q3	\$4.3 K	\$4.0 K	
Q4	\$7.4 K	\$7.4K	

Based on the table. We can see that, In 2003 and 2004. Most of the sales are done on Fourth Quarter(Q4) which is holiday time in most of the countries compared to rest of the year.

(And this Time Series Analysis visuals can be found in Trend Analysis Page in provided Dashboard).

3. When it comes to customer segmentation, the company’s most profitable countries are USA(\$3.6 M), Spain(\$1.2 M), France(\$1.1 M)

4. When it comes to Deal Sizes in various territories, Medium and Small Deals are done mostly on the European continent. And Large deals are done in North America. (It’s on Geographical Insights & Trends page.)

5. When it comes to “Low Performance Products”. We have Bottom three that are, Trains(\$2.26 K), Ships(\$7.14K).

6. While checking each and every city through-out the world, surprisingly “Paris(\$2.6 K) & Madrid(\$1 M) ” in Europe Continent has large volume of Sales compared to other cities. And, when I checked-in the dates Quaterly. I get to know, Summer Season has most of the Sales.

—> How I approached answering them, is by analysing the dataset and documentation thoroughly. And while doing that, I want to apply some DAX on Month, but it's kinda new for me, as this is my first session. And I have some queries like, how to maintain Deal size highlighting the map visual.

—> Coming to Key insights,

1. I noticed that planes actually sold higher in Quantity and lower in sales.
2. And only in Q4 most of the sales has be done, compared to rest of the year.
3. And “USA, Paris, France” has highly profitable sales in the markets.

—> I need to focus more on this kind of Dataset frequently, to give any recommendations for insights on business. And in Australia, they must me more availability in store or branding advertisements or discounts on the least selling products based on their market.